



Dear HERlead Fellows and Friends,

I hope you are having a wonderful holiday season! I know you are all changing the world — and kicking butt in general in your individual communities. As this year comes to a close it is a great time to think not only about the future of your project, but about how you will continue to support it. For a lot of you that means fundraising. Honestly, fundraising can be overwhelming, exhausting, and very scary at first. So when Kristen asked me to write this piece I was excited to put all of my tips in one place as someone who is continuously fundraising for Global Minds. I have learned a lot, but keep in mind that I am continuously learning too.

It is hard to ask for money, but it is even harder to identify who you should be asking for money. There are three main types of donors: corporate, individual, and foundation funders. Corporate donors represent businesses both big and small who allocate funding from their budgets for corporate social responsibility (CSR). In my experience this is the hardest funding to come across because it requires institutional support, which requires many layers of approval. The next is individual donors, who are kind humans who give money to support great causes. Because you are all young changemakers, this funding is made for you. You have energy and great stories to tell, which are attractive to individual funders.

The final category is foundation funding, which is where I have the most experience and where my tips will be focused. Foundation funding requires grant writing, which you might have done for your HERlead Proposal. All of these funders offer diverse opportunities for seeking funding for your project, so you must determine which type is best for you. Foundation funding is usually cause or geographically focused, but it varies strongly by individual foundation. Check out the Foundation Directory to research foundations that may support your project based on your cause or location.



**FOR 5 GREAT TIPS — KEEP READING!**



## 1. REACH OUT TO A PROGRAM OFFICER

Foundations usually like to know of or learn about your organization prior to you applying for funding. If you find a foundation that looks like they could be interested in supporting your project, reach out to a staff member or program associate to share information about your project and to learn more about their application process. This is your time to share your story and the impact of your project, as well as for them to answer any questions that you might have.

## 2. RESEARCH IS KEY

Before reaching out to a foundation, make sure to draft an introduction email that matches the specific focus areas of the organization. Speak to how your project can fit into their model and under their programmatic priorities. Additionally, if they invite you in for a meeting, be sure to review their website and information beforehand to be fully prepared.

## 3. TELL YOUR STORY

Foundations love great stories because it is how they can illustrate their success. Tell your story of impact with pride. Use pictures, videos, or any informational materials to show how your project is impacting the world in both big and small ways.

As much as foundations are considering investing in your organization, they are also considering investing in you! Showcase your passion for your project throughout

every step of the way. This is the number one way to win over foundations. Show them you are invested in your work, and that they will not regret joining you in your journey.

## 4. EVALUATE. EVALUATE. EVALUATE!

Evaluating your project is probably the most important thing you can do for foundation funding. Tracking impact shows how you are making progress and if money is being spent in a productive way. Try using surveys, interviews and both quantitative and qualitative data. If evaluation is not your thing — and it is truly not my thing — reach out to a local university to see if they would be interested in working with you on it. There are many universities with programs specific to evaluation and research that are always looking for innovative projects with which to work. Partnering on evaluation not only takes the responsibility off of you, but it allows for a reputable source to report your outcomes.

## 5. GRANTS AND PROPOSALS AND FUNDING. OH MY!

Writing a good grant proposal is key because a lot of foundations ask similar or almost the exact same questions. If you can answer key questions clearly and passionately then you are definitely on your way to receiving the funding you need. Build a solid proposal you can copy and paste across individual applications, but make sure you use the language that they ask for and are super specific to their requests.

Once you start getting foundation funding, you will need to closely track and report where all of your money is going. Getting a fiduciary agent was the best thing I ever did. My organization is its own 501(c)(3), but we have a separate organization that does all of the back office work for us. Everything from taxes to payroll to HR services is taken care of for only 3% of our total spending. This is so important because it ensures our funders that a 17-year-old is not handling money and it allows me to focus on the work, instead of worrying about writing checks. Your organization might not need a fiduciary agent, but look into getting an accountant or an accounting student to help you put processes in place for tracking your spending and all other required data.

I know the big wide world of fundraising can be scary, but remember we are all in it together as a HERlead community. I am no expert, but am happy to share my experiences in the hopes that they can help you.

Until Next Time,  
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Feel free to email me any questions at **[Peyton@globalminds.world](mailto:Peyton@globalminds.world)** or to learn more about the Global Minds Initiative, visit **[www.globalminds.world](http://www.globalminds.world)**!