

MIIC-ICMICA PAX-ROMANA FINANCES

DIVERSIFICATION OF FUNDING & RESERVES FOR LONG-TERM SUSTAINABILITY

Orienting MIIC-ICMICA to a Culture of Philanthropy to Assist efforts to build a Resilient Movement

National and International Not-for-profit organizations use multiple paths to increase their revenues. Often donors who provide grants, are encouraged to continue their long-term support, when they see that the organization has not only progressing on the path to achieving project outcomes, but is also cultivating support for its work from other sources.

Effective Fundraising is labour intensive work. It requires:

1. **Mission Alignment** – keep a clear focus on the mission, vision values and strategic objectives in choosing the opportunities based on some level of prospect research and the genuine commitment at the top.
2. **Organizational Alignment** – the whole of the organization and especially the leadership need to understand and commit to set the priorities, establish a sequence on what needs to be done and invest time, talent and then proceed to do it as a team effort.
3. **Identification of a Lead** - designate a team and provide them the resources to prepare a plan, which once approved by the Council Executive must receive a clear mandate to execute it, and be realistic on the timeframe.
4. **Discussion and clarity on the ethical issues** involved before outreach, share accurate information on potential funding sources that are and identify who is best placed to take the lead in relationship building with the decision-makers manage the funds.
5. **Preparation of a compelling Case for Support** - Set up of a small committee to write a few standard proposals and provide guidance and support to the thematic and regional groups in the organization who are truly vibrant and working on care priorities in line with the mission.
6. **Establishment of strategic partnerships with like-minded organizations** and explore common themes on which to fundraising jointly and work in complementarity.

Success in revenue diversification can come from:

1. **Focus on the membership** – this is of prime importance. Who are your current leaders, what do they do to transform their communities, what are their contributions in time, ideas and proposals, and in communications and networking. Remember your track record of engagement is what will inspire.
2. **Cultivate positive relationships.**
3. **Investing in communications that tell a compelling story** - our testimonies of engagement and include a clear call to action inviting others to join forces with us to mobilise transformative action.
4. **Build the capacity** (use a simple standard tech software CRM or/and Raser's Edge.
5. Council demonstrates **commitment and engagement to ensure success of the collected effort.**

Note: the task as well as the responsibility to open new doors and make the pitch, through their networks, is of prime responsibility of the Council. It is important to create a right-sized working group to embrace the richness of the experience and expertise present in the movement. Recognising that preparing projects and fundraising is highly labour intensive and requires intensive research support, track record of good relations with donors and an investment in the appropriate tech tools that are fit for our purpose.

Some potential sources of revenue diversification efforts include:

1. Membership – each individual, group, collective or federation all need to offer a personal contribution to the success of the Movement.
2. Grants (standard projects) often thematic – dealing with important local and global issues that impact human beings.
3. Setting up Go-Fund campaigns (when relevant – focus on an issue where the movement members has a track-record of action for change.
4. Bequests– planned giving (endowment fund – dedicated to building legacy fund- in memory of members and their families who have been dedicated to the movement over past years..
5. Foundations - Major donors (including our traditional supporters, govts., inter-govt agencies)
6. Annual Campaign or a Capital campaign each ten years
7. Corporate Sponsorships
8. Registrations fees to attend conference (identify and request for local funding to facilitate participation (embassies, communities, local bank, social enterprise networks)

Given that MIIC-ICMICA has limited resources, it is best to focus on three sources of potential new revenues: Memberships, Grants and Foundations and/or corporate sponsors.

In future years, Partnerships protocols could be established with:

Not-for-Profit organizations and Networks: with a focus on water, agriculture and green spaces, and those who convene and logistical organize major national and international conferences – get invited as speakers or submit joint projects for funding:

Note: refer to my Draft proposal for a Partnership Policy.

GRANT PROPOSALS

To my knowledge to the exception of a few, every grant maker has different guidelines, priorities, deadlines and timetables for their organizations. Some accept a Common Application Form (CAF), a single proposal accepted by several grant makers to help grant seekers save time and streamline the grant application process.

1. Follow the precise specifications of the grant makers in their requests Requests for Proposals (RFPs) and guidelines.
2. Present the proposal in simple language without jargon.
3. Write, organize and present the proposal in the order listed in the application and guidelines.
4. Only include the information and materials specifically requested.

5. Each proposal is judged by the track-record of who is submitting the proposal, and on the content and presentation.
6. Be sure to sign it when necessary before submission and respect the timelines.

IDENTIFY TO WHOM IT SHOULD BE SUBMITTED

Find out specifically who a compatible grant maker currently may be.

While there may be many grant makers that may seem to match your organization's interests, locating just a few who know you well and may be interested in your work is important.

Some methods to locate grant makers may include:

1. Web searches. Many organizations have websites devoted to their philanthropic interests and find a few that coincides with your goals.
2. Philanthropic publications that published annual reports on grants.
3. Locate grant makers in your geographic area.
4. Establish direct contact and speak to one of them.
5. Tailor your request to the grant-maker. Knowing the details of the grant-maker philosophy and mission and especially current priorities is invaluable.

What should a project proposal include?

1. Prepare a brief cover Letter and a cover Sheet with a clear header
2. Describe briefly your Narrative – who you are and what you do now
3. State your renewed – Mission & Goals
4. Describe your Uniqueness and Strategic Priorities (not more than 3)
5. Describe Methodology to operationalize your project (collaborative, community-oriented) spell out in simple language what is your organization's Theory of Change.
6. Describe briefly the Problem you wish to resolve
7. Describe your Objectives and the concrete steps you will take to achieve tangible (measurable) Outcomes
8. Identify a few Indicators to evaluate the success of your work
9. State your Budget (state clearly all the revenue sources, including from members)
10. Conclusion and brief thanks. Request a follow-up.

Addressed to the attention of MIIC-ICMICA (PAX ROMANA) – International Movement Council President Ana-Maria Bidegan, at her request, on behalf of the Council.

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