

January 25, 2024

# Best Practices for Diversifying Funding for ECBO Sustainability

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**switchboard**  
connecting resettlement experts





# Zoom Webinar Quick Tips



**Chat** is disabled due to the large number of participants today

Q&A

Under **Q&A**, type a question or click the thumbs-up icon to upvote another participant's question



This webinar is being **recorded** and will be shared with you within 24 hours



Complete the webinar satisfaction **survey** following this learning experience

# Today's Speakers



**Hilary Binder-  
Aviles**

Nonprofit Consultant

**Nao Kabashima**

KOSD Executive  
Director

**Yacouba Jacob  
Bogre**

AALV Executive  
Director

**Dante Daus**

UPAC Director of  
Community Engagement  
and Business  
Development

# Learning Objectives



By the end of this session, you will be able to:

1

## IDENTIFY

sources of funding beyond federal funding as well as key resources when pursuing new sources of funding

2

## IDENTIFY

common challenges when pursuing diverse funding sources and name strategies to overcome them

# slido



**Which best describes your organization or yourself?**

slido



**What are sources of funding you have not yet pursued but would like to? (Please select all that apply.)**

# slido



**Describe your experience with fundraising in one word.**



1

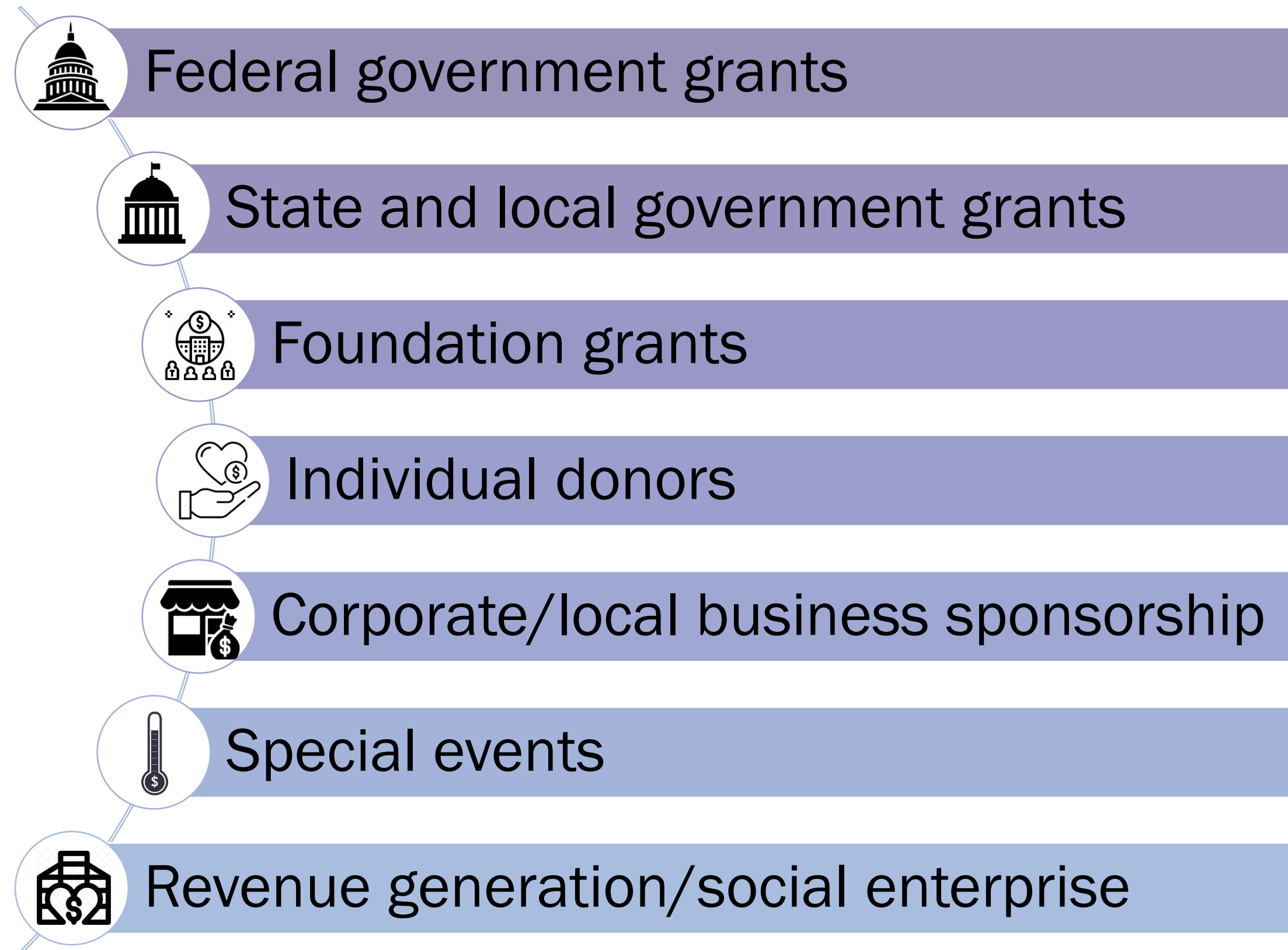
# **Funding Sources and Key Resources for ECBOs**

Beyond Federal Funding





# Main Sources of Funding for ECBOs





# Tips for Getting Started: Government Grants



- Ask your peer ECBO and other nonprofit leaders
- Research government agency websites and sign up for newsletters
- Reach out to government agencies and ask for an informational meeting



# Tips for Getting Started: Foundation Grants



- Research prospective funders' websites; subscribe to their newsletters to learn their priorities
- Attend foundation-sponsored events to introduce your ECBO
- Ask other ECBOs for advice
- Build a long-lasting relationship, positioning yourself as a resource, not just a grant seeker



# Tips for Getting Started: Individual Donors



- Bring together your board, volunteers, and staff to map your networks: Who would be interested in supporting your work and your community?
- “Make the Ask” – Direct appeals through letters, emails, social media posts, in-person discussion
- Maintain regular communication with donors – Share program updates and good news!



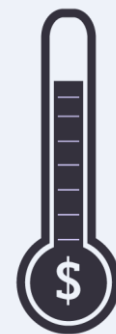
# Tips for Getting Started: Corporate/Local Businesses



- Identify corporations with a presence in your community
- Research their process for giving back to the community through charitable contributions
- Reach out to local businesses that serve your community and ask for contributions, in-kind donations, and event sponsorship



# Tips for Getting Started: Special Events



- Bring together your board, staff, and volunteers to brainstorm fun, creative events that reflect the spirit of your organization
- Start small: form a team that loves organizing events
- Remember that fundraising events are often more about “friendraising”



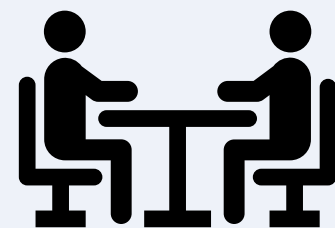
# Tips for Getting Started: Revenue Generation



- Map out the assets your ECBO/community has that could generate revenue
- Consider expertise you have that others would be willing to pay for
- Consider things your ECBO/community can make and sell
- Familiarize yourself with tax laws on unrelated business income



**Lastly...  
Partnerships are  
Key to All  
Fundraising!**



Partnerships with...

- Other ECBOs
- Other nonprofit providers
- Colleges and universities
- Local coalitions and collaboratives
- Government
- Businesses
- Professional associations





2

# **Funding Challenges and Strategies to Overcome**

Case Studies & Panel Discussion





# **Karen Organization of San Diego (KOSD)**

## **Mission Statement**

To advance educational, civic, and economic opportunities for ethnic groups from Burma (Myanmar) while honoring cultural heritage.





## About KOSD

- Founded in 2009 to meet urgent needs of refugees from Burma resettled in San Diego
- Opened its office in 2011, receiving the first grant from the ORR Ethnic Community Self-Help (ECSH) Program
- 11 board members (7 refugee board members), 16 staff (14 from the community)
- Main programs include case management, community education, support groups, youth program, civic engagement, and economic development



# Funding Highlights: KOSD

## 2009– 2011

No grant  
income

## 2020

Subawards/fiscal  
leads for the San  
Diego Refugee  
Communities  
Coalition

## 2011–2013

First ORR Grant:  
Ethnic Community  
Self-Help

100% ORR funded in  
2011–2012

## 2023

- 65% Private Foundation
- 10% Federal Grant
- 20% Local Government Grant
- 5% Individual Donors/Service Fees





# Association of Africans Living in Vermont (AALV)

## Mission Statement

To promote the equal opportunity, dignity, and self-sufficiency of refugee and immigrant individuals and families in Vermont, regardless of race, ethnic group, religious or political affiliation, or sexual orientation.



# About AALV



- Founded in 2000 to support the African community in VT
- By 2009, AALV expanded to serve all refugees in VT
- 20+ staff members
- Case management, workforce development, youth development, behavioral health, legal services, and interpreter services
- Currently serving clients speaking 20+ languages

# Funding Highlights: AALV



## 2022

Interpretation and translation service fees made up 35% of revenues

## 2010–2012

Funded by the ORR Ethnic Community Self-Help (ECSH) Program

## 2023

Interpretation and translation: 42%  
Federal and State grants: 24%  
Consultations with area universities, towns, and private agencies: 19%  
Donation and fundraising: 15%



# THE NEIGHBORHOOD Cafe

## Union of Pan Asian Communities (UPAC)

### Mission Statement

To improve the general well-being and education of the Asian, Pacific Islander, and other ethnic communities of San Diego







# About UPAC

- Founded in 1974 by leaders of the Asian and Pacific Islander (API) communities
- Provides multicultural services to San Diego's increasingly diverse refugee and immigrant populations in 30+ languages and dialects
- Main programs include adult mental health, children and adolescent mental health, addiction treatment and recovery, community engagement, and business development



# Funding Highlights: UPAC

- UPAC's Neighborhood Enterprise Center (NEC) was established in 2017, focusing on advancing diversity, building neighborhood unity, and developing youth leaders
- NEC provides training and employment for disadvantaged youth in San Diego through its café, catering company, and print shop/graphic design
- NEC serves as a community hub providing culturally and linguistically focused community support: CalFresh, rental assistance, micro-business support, and cultural food distribution



# **Funding Source Highlight: UPAC (continued)**

- In an organized effort with Urban Street Angels, Lucky Duck Foundation, and Legacy Foundation, UPAC opened Timmy's Place (2<sup>nd</sup> social enterprise for UPAC) in downtown San Diego dedicated to ending youth homelessness.
- UPAC's two Social Enterprise ventures have potential to impact and employ up to 125 youth within the next year.

# Overcoming Common Challenges



**Lack of  
development staff  
at smaller ECBOs**

**Difficulty finding  
private donors**



**Lack of cash  
reserves to pursue  
reimbursement-  
based grants**

**Lack of training on  
project design and  
proposal  
development**



# Panel Discussion

**1**

**Which fundraising strategies have been most beneficial for your ECBO and why? What were the first steps you took?**

**2**

**What partners have been key to your success in this area of fundraising?**

**3**

**What challenges did you encounter and how did you overcome them?**

**4**

**What advice would you give to someone who is starting to pursue one of these new strategies?**

# Q&A Panel



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# Help us help you!

Scan the QR code or click the link in the chat to access our feedback survey!

- Five questions
- 60 seconds
- Helps us improve future training and technical assistance







# Recommended Resource

- Switchboard information guide: *Getting Started with Fundraising: Guidance for ECBOs*



## Getting Started with Fundraising: Guidance for ECBOs

This guide, developed by Switchboard in partnership with Karen Organization of San Diego (KOSD), describes how ethnic community-based organizations (ECBOs) can diversify their funding sources to improve organizational sustainability and outlines strategies for fundraising within various funding mechanisms while considering the specific challenges that ECBOs face.

### What is Fundraising?

Nonprofit organizations like ECBOs derive much or all of their budget from **fundraising**, or the seeking of financial or in-kind support from individual or institutional donors to promote organizational goals, including programming and expansion.

### Fundraising Regulations

Fundraising is a regulated activity. While the IRS lists [federally applicable fundraising guidelines](#), fundraising activities are primarily regulated by state law.

Most states require nonprofit organizations to register with the state before they solicit donations. Before engaging in any fundraising activities, consult with

[state charity officials](#) to check the charitable solicitation registration processes in the state(s) where your organization operates. Once an ECBO is registered with the relevant state(s), staff can explore different funding mechanisms to identify which ones best align with their goals and needs.

### Grants

A **grant** refers to funding provided to an organization that is not expected to be repaid. Grants are typically awarded after an organization undergoes an application and evaluation process and may be provided by the federal government, state or local governments, private foundations, or corporations. They usually have requirements for their awardees, including reports on how funds are used.



# Stay Connected



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**@SwitchboardTA**

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