

Finding Money to Do Good: A Fundraising Workshop for NGOs

No NGO can operate efficiently without sufficient funding. NGOs in Hong Kong seek funding in a number of ways, e.g. gala dinner, flag-day, walkathons or subvention from the government. This workshop focuses on seeking funding from family and corporate foundations. It is designed for NGO professionals in the community. In this workshop, participants will learn about (1) the techniques and disciplines of writing a funding application using a simple template ("MONAIR"); (2) how to present their application effectively; and (3) how to assess a funding application. The participants will be asked to prepare a funding proposal for 3 years with a total of HKD1.5M. This is the first and only workshop in Hong Kong at which participants will experience not only the end-to-end process of making a funding application but also the guidance by senior executives on the donor side throughout the process.