

Sustainable Fundraising through Partnership

Current risks at NGOs

1. Financial Risks:

- insufficient donations
- cut funding from HK Government
- increased operational costs
- fundraising activity decreased by 92% (Dechert, 2022)



2. Operational Risks

- insufficient manpower
- difficulty in recruitment
- difficulty in retaining talents
- outdated practices

(Stanford Social Innovation Review, 2009)

Fundraising Models



Donations

(individual/ Corporates)



Funding/ Grants



Fundraising Events

e.g. merchandise sales, charity tickets
(34% of the funds raised through crowdfunding))



Partnerships

Fundraising through partnership

1. Online Shop

- selling donated rehabilitation products
- 45% of donors purchase from an online store benefiting a nonprofit (Double the Donation, 2025)



2. Charity Concert

- partnering with orchestra
- multiple fundraising methods (ticketing, merchandise sales, crowdfunding)



3. Social Media

- partnering with influencers
- 32% of donors are most inspired to give via social media (Double the Donation, 2025)



(The Modern Non-Profit, 2024)

Sustainable Fundraising

1. Diverse Funding Streams

- online donations
- arts events
- charity sales



2. Expand Network + Build Long-term Partnerships

- Interdisciplinary partnership
- Social Media Branding & Promotion



3. Technology

- use of AI
- Digital Transformation
- Exposure through online platforms



Impact



long-term financial sustainability



increased awareness of end-of-life issues



sustainable health ecosystem

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