

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- outdated practices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)

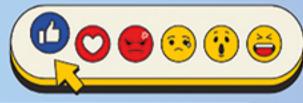
2. Charity Concert

- partnering with <u>orchestra</u>
- multiple fundraising methods (ticketing, merchandise sales, crowdfunding)

3. Social Media

- partnering with <u>influencers</u>
- 32% of donors are most inspired to give via social

media (Double the Donation, 2025)



Sustainable Fundraising

1. Diverse Funding Streams

(i) online donations (ii) arts events (iii) charity sales





- 2. Expand Network + Build **Long-term Partnerships**
- (i) Interdisciplinary partnership (ii)Social Media Branding
 - & Promotion

3. Technology



- (i) use of AI
- (ii) Digital Transformation
- (iii) Exposure through online platforms

(The Modern Non-Profit, 2024)



Nonprofit fundraising statistics to boost results in 2025. Double the Donation, (n.d.), https://doublethedonation.com/nonprofitfundraising-statistics/

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increased awareness of end-of-life issues



sustainable health ecosystem

