

# Penjanaan Dana/Fundraising

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The National Autism Society of  
Malaysia (NASOM)

# Agenda

1. What & why fundraising
2. NGO/NPO/CSO & fundraising
3. Sustainable development
4. Fundraising how-to's
5. NASOM examples
6. Questions & answers

# What & why fundraising

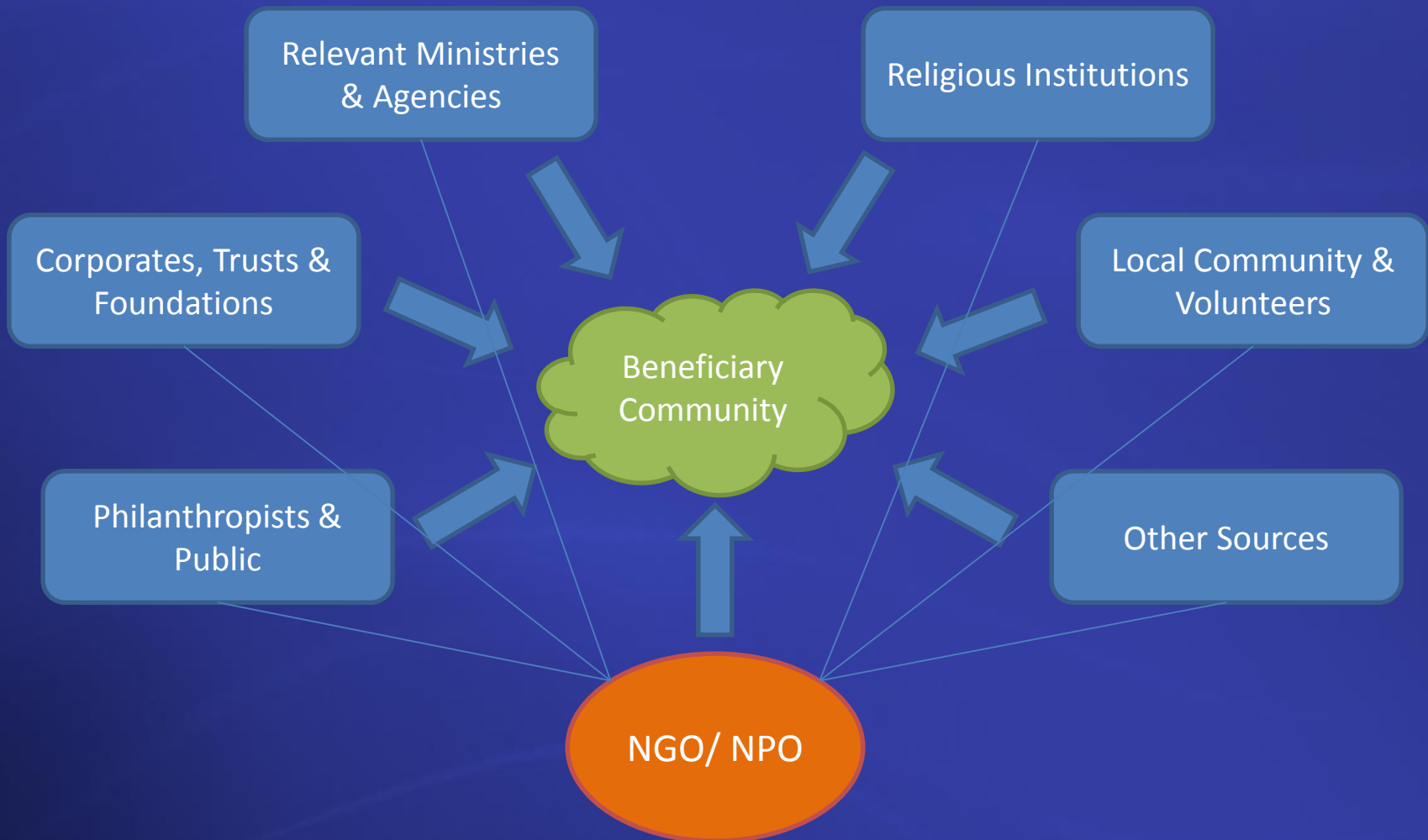
- A necessary work for any NGO/non-profit organisation (NPO) to support a cause
- Part of core activity of any NGO/NPO
- Vital for financial sustainability of NGO/NPO
- Ongoing activity, not just one-off
- Major responsibility of all board members
- Own initiative/effort vs grant & unsolicited donations

# Charitable Malaysia?

- Malaysian public appeals for donation a norm
- 7th most generous countries in World Giving Index 2014 survey by Charities Aid Foundation
- 71st in 2013, 76th in 2012
- Singapore residents donate around S\$1b annually (based on tax claim figures)
- Malaysia zakat collection around RM2b annually
- Many non-reported donation data
- Growing corporate CSR activities & funds

# Why money for NGOs/NPOs?

Why should the rest give money to NGOs vs doing it themselves? And there are over 60,000 NGOs in Malaysia competing for the same pie



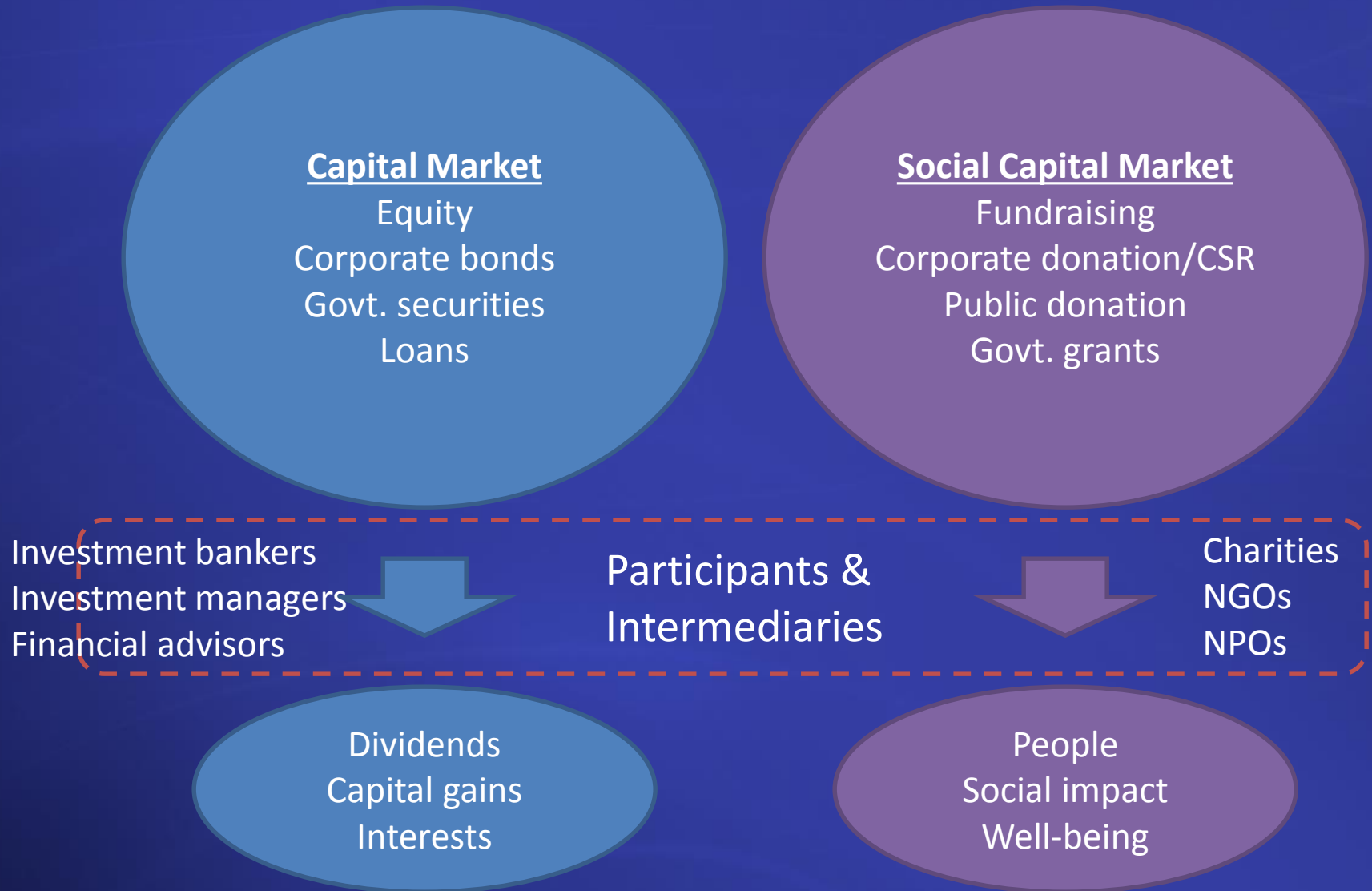
# Roles of NGOs/NPOs



# NGOs & sustainable development

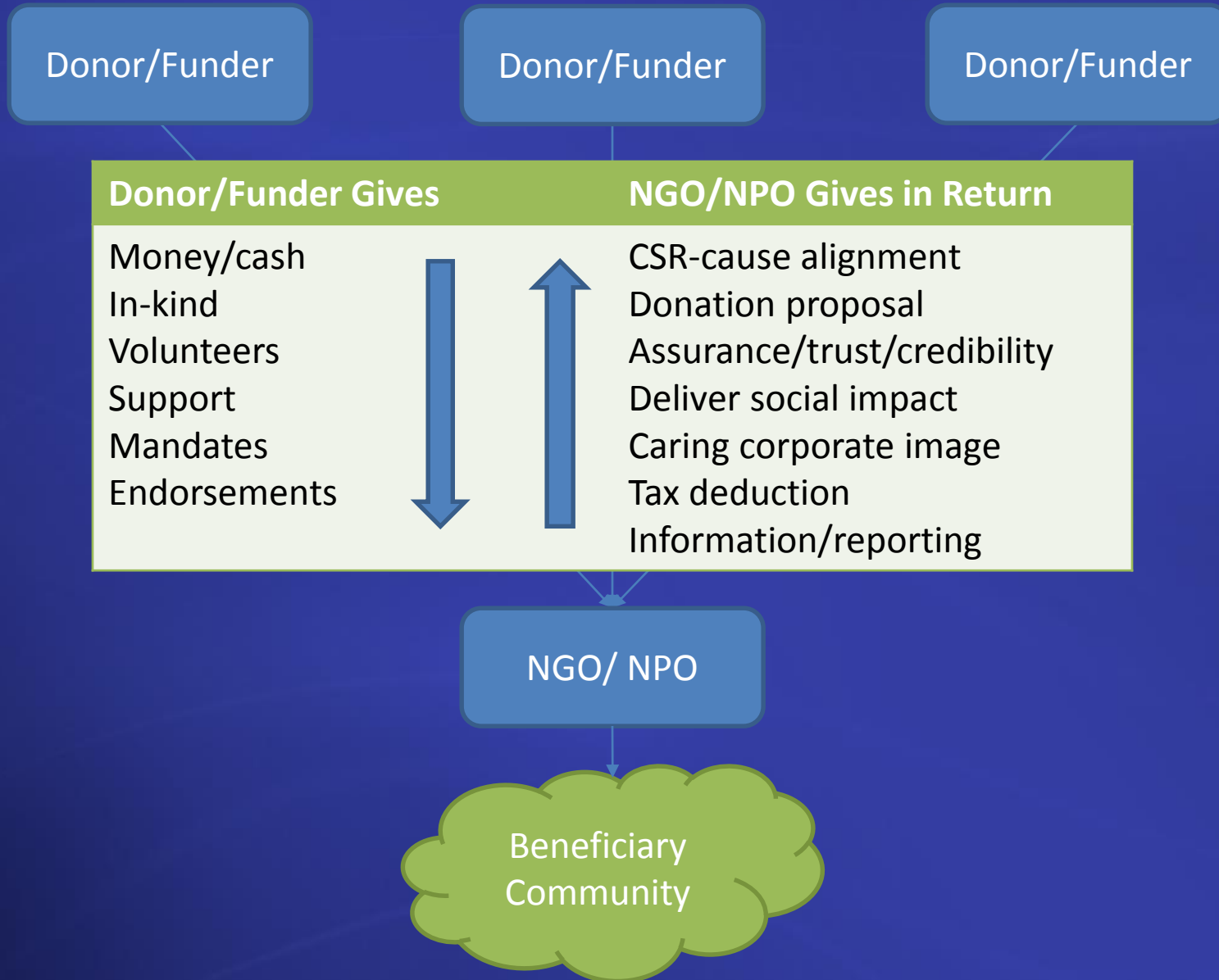
- Advocate/champion for poor, disadvantaged, underprivileged, human rights & social justice
- Scalable community/citizen/local-based development & capacity building
- Closer to & better understand community & environmental issues on the ground
- Social innovation & more agile than govt.
- Capacity for primary research, social change, programme/project management

# Bridge between money & cause





# Money-cause intermediation

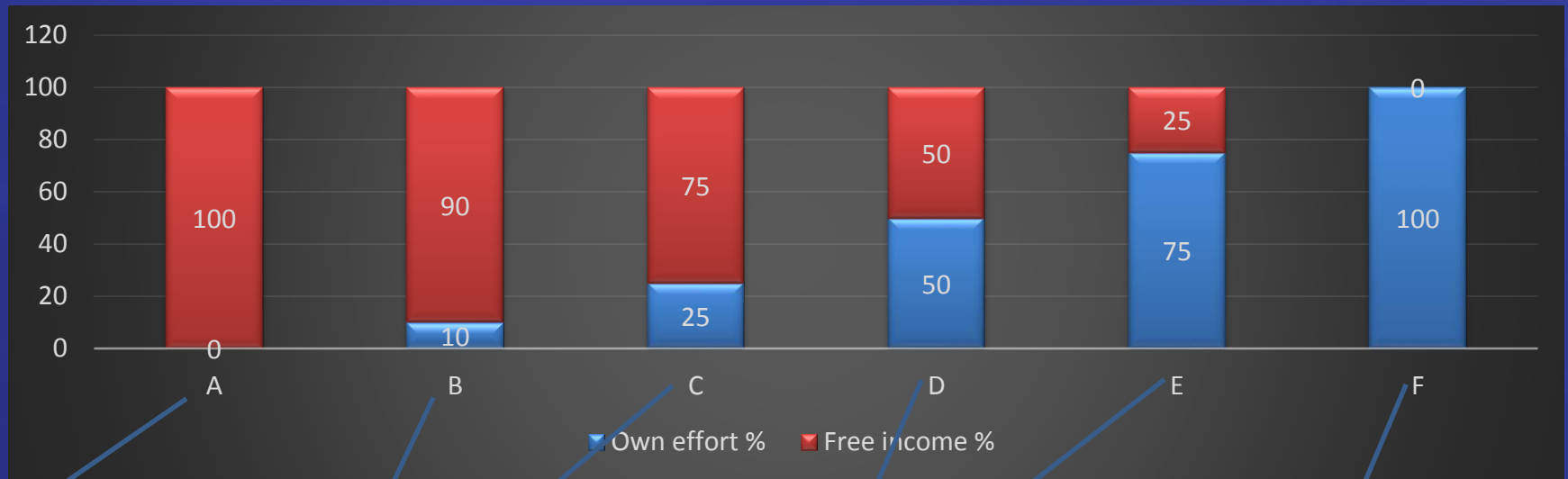


# No one size fits all

Lifeblood of any NGO/non-profit is its ability to raise funds to avoid over dependency on uncertain free-income

More NGOs/NPOs are growing trading income to reduce/avoid dependency on free-income & fundraising and to upscale

# Free-income vs own effort



**A.** Pure charity/  
welfare relying fully  
on free income

**B.** Charity/welfare/  
NGO with unorganised  
fundraising/trading

**C.** NGO/NPO with  
less organised  
fundraising/trading

**D.** Member-based  
NGO/NPO with fairly  
organised fundraising

**E.** NGO/NPO/ social  
enterprise with highly  
organised fundraising/  
trading

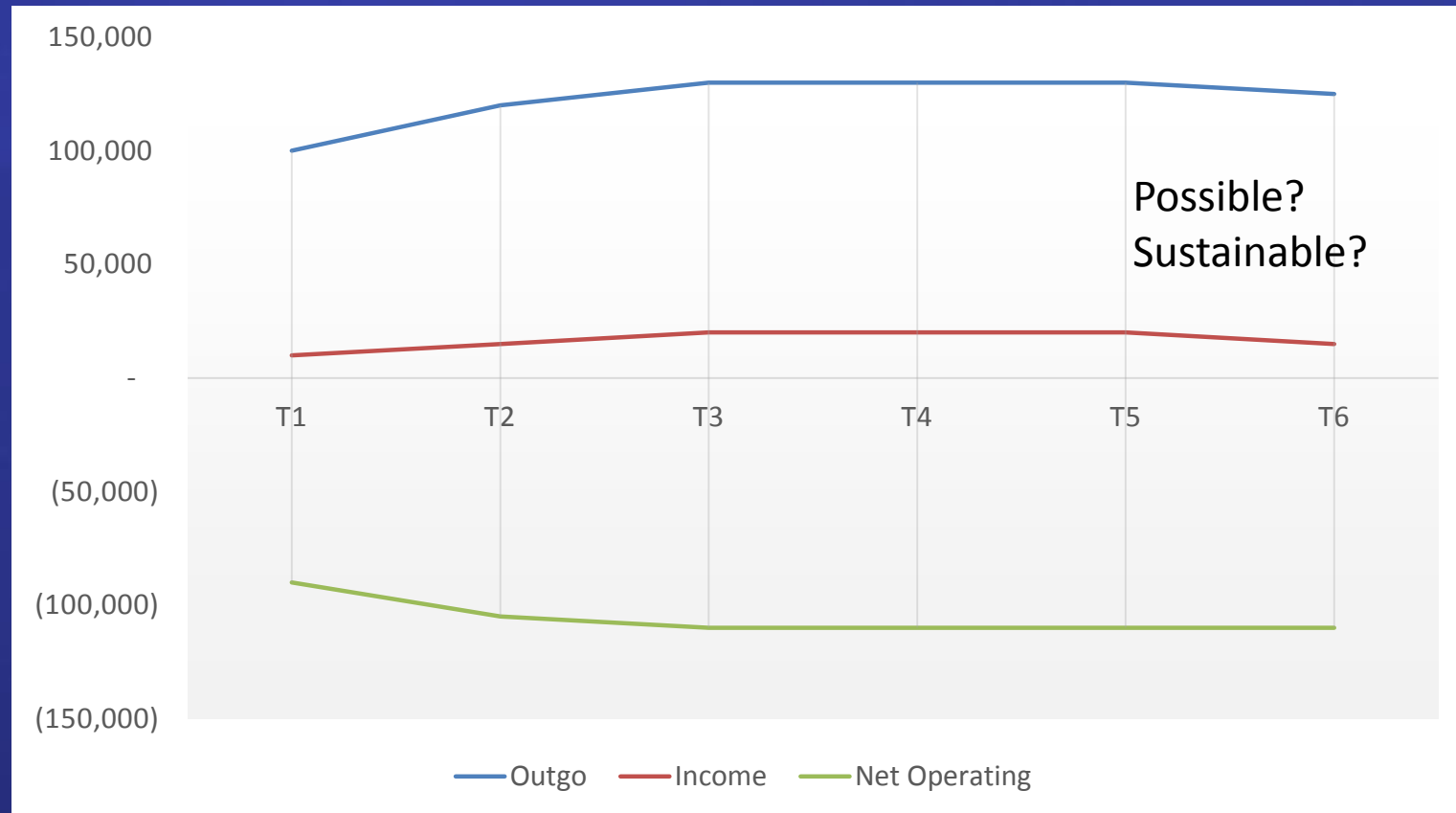
**F.** NPO/ social  
enterprise with highly  
organised trading &  
related activities

# Financial sustainability

## Example

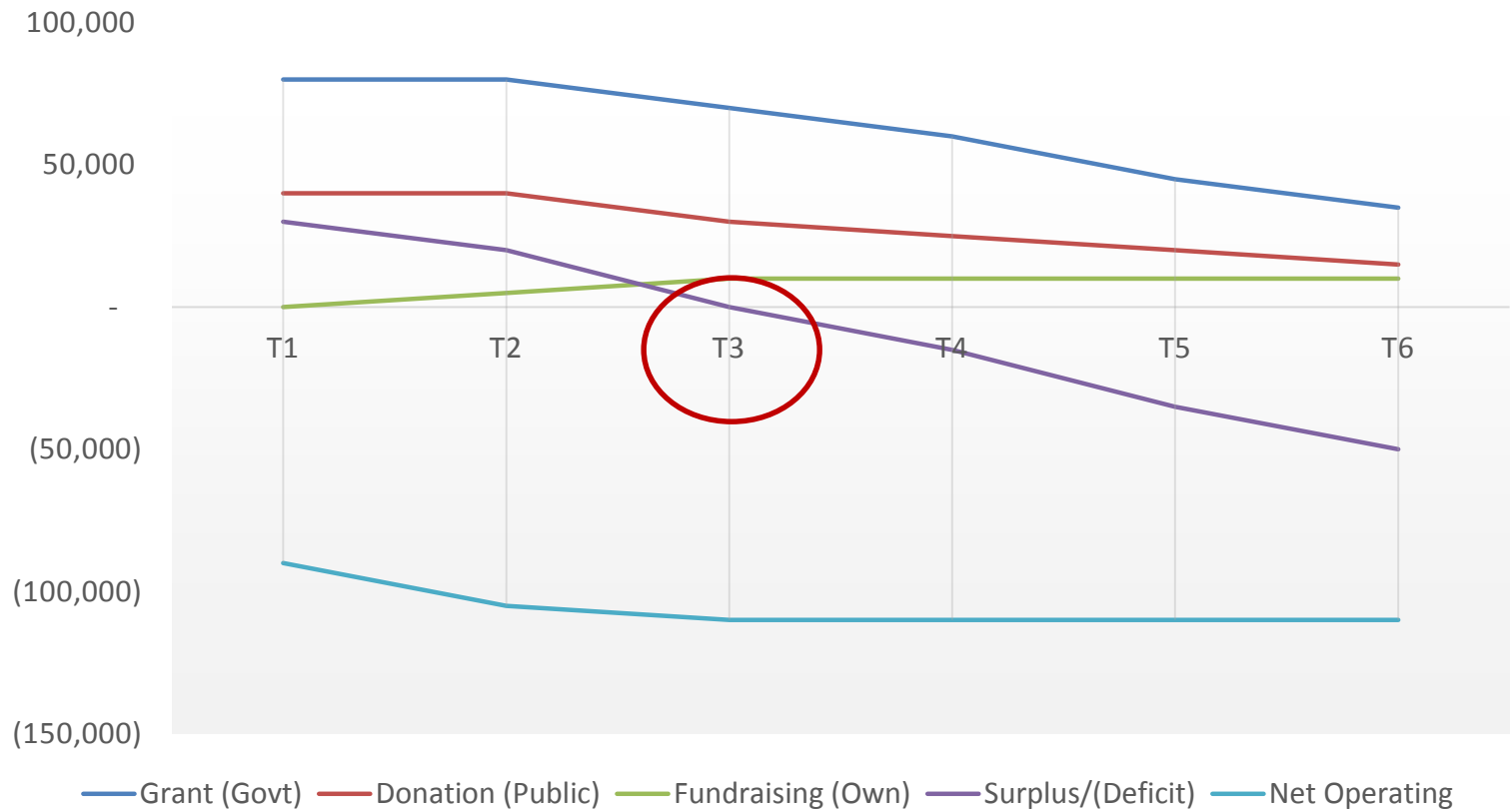
- NGO XYZ serves a community of 20 poor & handicapped
- In Year 1, awarded RM80k govt. agency grant & receives RM40k public donation
- Spends RM100k to care for beneficiaries & help them produce some craft items for sale
- Managed to sell RM10k worth of crafts items produced by the community

# Income & Outgo



	T1	T2	T3	T4	T5	T6
Outgo	100,000	120,000	130,000	130,000	130,000	125,000
Income	10,000	15,000	20,000	20,000	20,000	15,000
Net Operating	(90,000)	(105,000)	(110,000)	(110,000)	(110,000)	(110,000)

# Shortfall & deficit



	T1	T2	T3	T4	T5	T6
Grant (Govt)	80,000	80,000	70,000	60,000	45,000	35,000
Donation (Public)	40,000	40,000	30,000	25,000	20,000	15,000
Fundraising (Own)	-	5,000	10,000	10,000	10,000	10,000
Surplus/(Deficit)	30,000	20,000	-	(15,000)	(35,000)	(50,000)
Net Operating	(90,000)	(105,000)	(110,000)	(110,000)	(110,000)	(110,000)

# Fundraising steps

1. Know beneficiaries & local community
2. Understand own financial needs
3. Know the source of money
4. Understand requirements of funders/donors
5. Write a plan & build a compelling story
6. Organising for fundraising (& events)
7. Funder/donor relations/retention

# Sources of charitable funding

- Government ministries & agencies
- Religious/faith-based institutions
- Charity fundraising clubs/networks
- Corporates/businesses/foundations
- Wealthy individuals/philanthropists
- Local community/general public
- Members, family members, friends
- Customers - sales, services (social enterprise)



# Organising for fundraising

- Purpose/objective, outcome, plan, target
- Strategy, research, enabling network
- Governance/stewardship/leadership
- Patrons, trustees, fundraisers
- Stakeholder engagement, communications
- Structure, working committee, staff, resource
- Members, volunteers, others
- Accounting, reporting, back office

# Fundraising strategy

- Set goal/target & budget (for events)
- Prospecting & understanding donor criteria
- Building & maintaining contacts/relationships
- Generating awareness & publicity
- Building good reputation & trust
- Sponsorship/donor kits/packages/menus
- Events calendar, timeline management
- Appreciation, recognition & retention
- Donor/impact/mandate reporting

# Tax exempt charity

- Section 44(6) Income Tax Act 1967
- Scope of charitable purposes & activities
- Qualifying institutions, organisations & special purpose funds
- Duly registered with qualifying objectives clearly stated in governing documents, e.g. constitution, rules, by-laws, memorandum & articles or trust deed
- Compliance & submission of annual accounts

# Top-down & bottom-up



Fundraising is the job of everyone

# Building relationships



# Popular fundraising events

- Charity dinner
- Shows/performances/music
- Contests, auctions
- Festive season events
- Fairs/festivals/community events
- Food fair/bake sales
- Car-boot/garage/jumble/craft sales
- Do good activity/volunteer service
- Walk, run, marathons
- Visit/tour of place/facility

# Outsourcing consideration

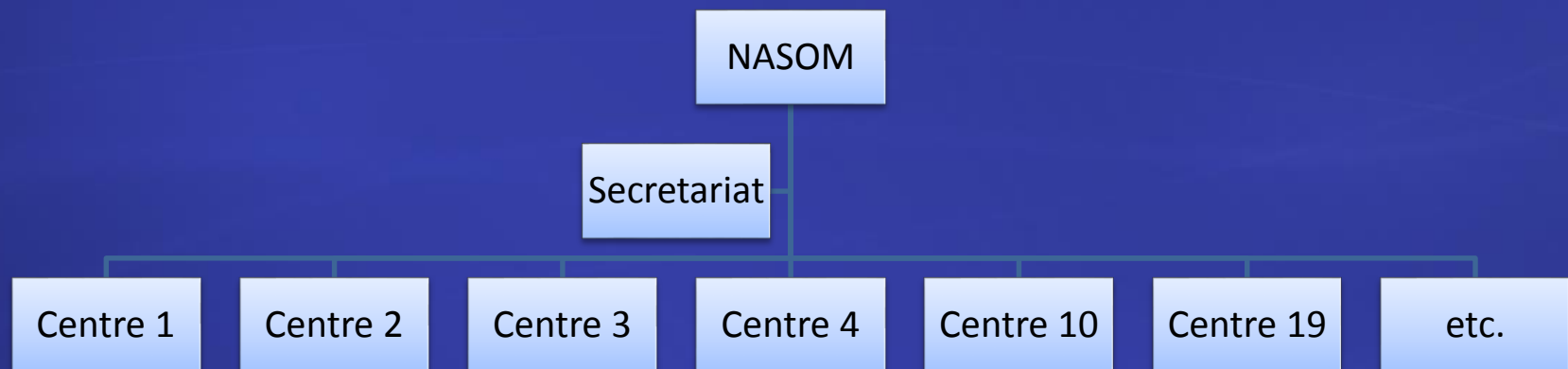
- Internal vs external cost & resources
- Income sharing arrangements
- Competitive & aggressive
- Potential abuse/scams/sharks
- Reputational risk
- Regulations/prohibitions
- Fundraiser vs event organizer
- Fundraising “angels”

# Online donation/fundraising

- Own platform + secure payment gateway
- Online banking platforms
- Third party platforms
- Crowdfunding platforms, e.g.
  - PeopleGiving
  - SimplyGiving
  - GlobalGiving
  - GIVEasia



# NASOM



- The National Autism Society of Malaysia (NASOM) is pioneer & largest service provider in autism services
- Started in 1986 by a group of parents & professionals
- Registered in 1987 as a national charitable NGO
- Opened first autism intervention centre in 1988
- Now operates 19 centres nationwide
  - 16 early intervention & therapy centres
  - 3 vocational centres
- Around 500 “students” and 1,000 parent members
- A tax exempt charity under Section 44(6) Income Tax Act 1967

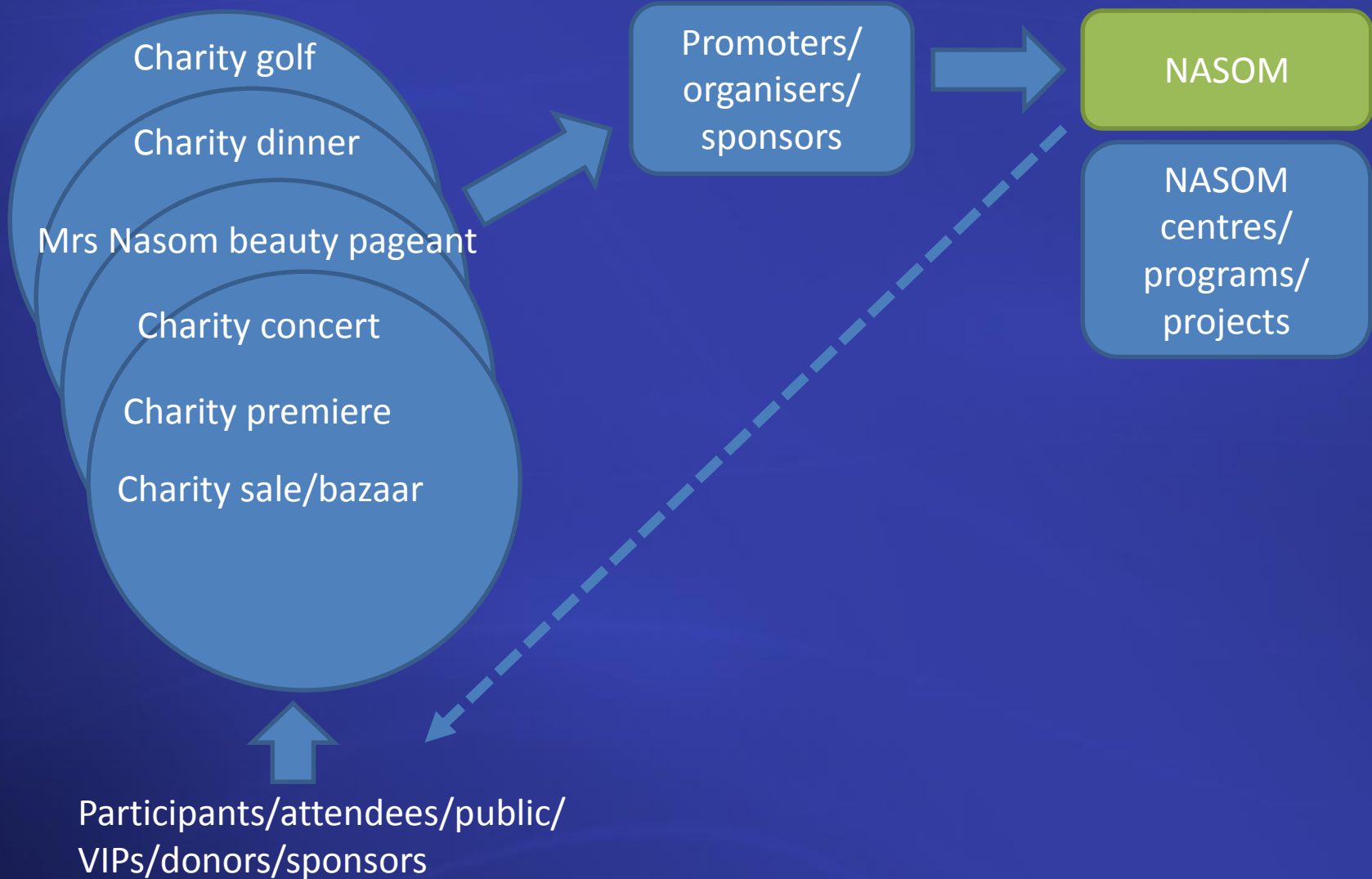
# NASOM national network



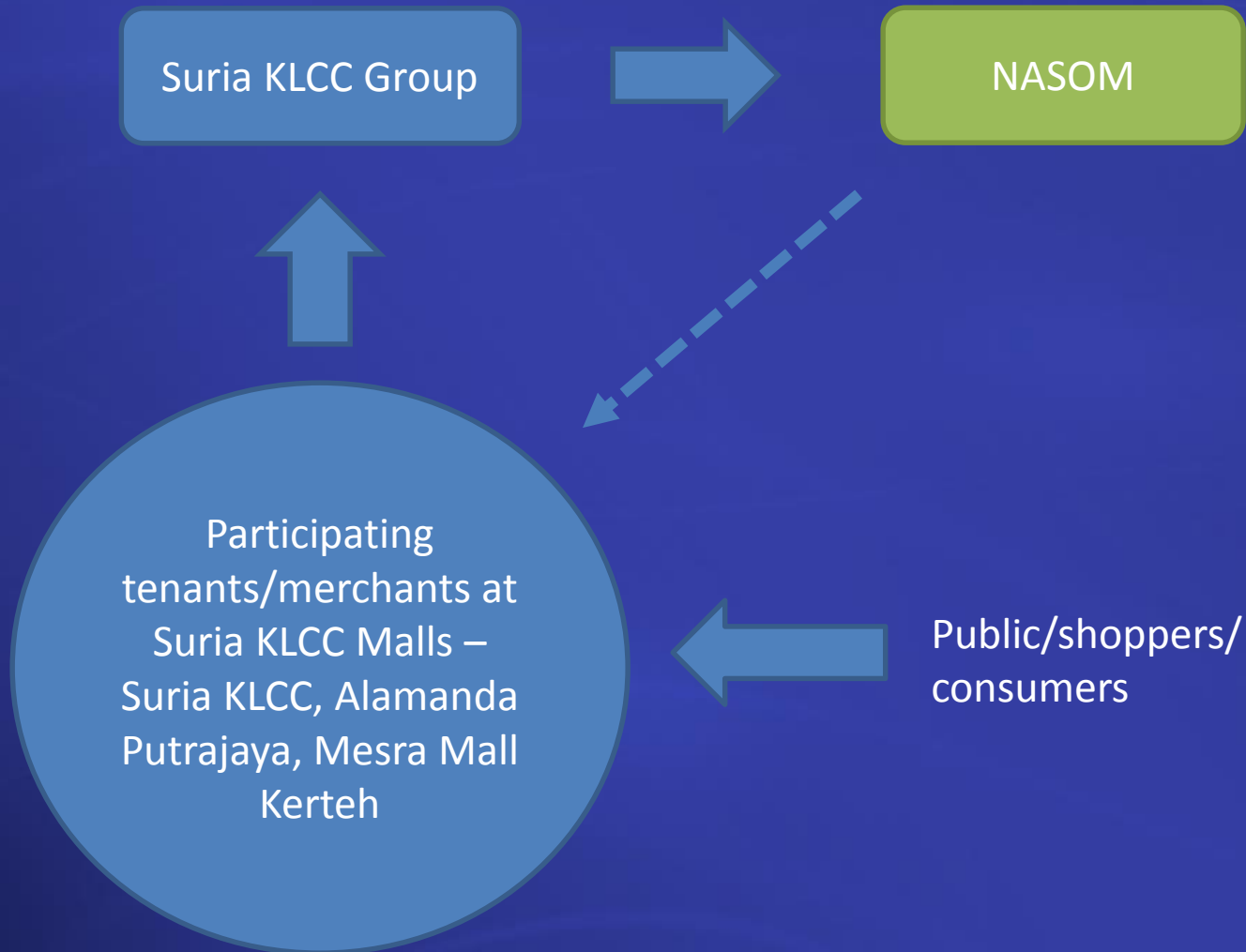
# NASOM examples

- Charity fundraising events
- Sunshine September program
- Walk for Autism
- La Gourmet products
- Creative Arts Centre
- Opening Doors to Autism

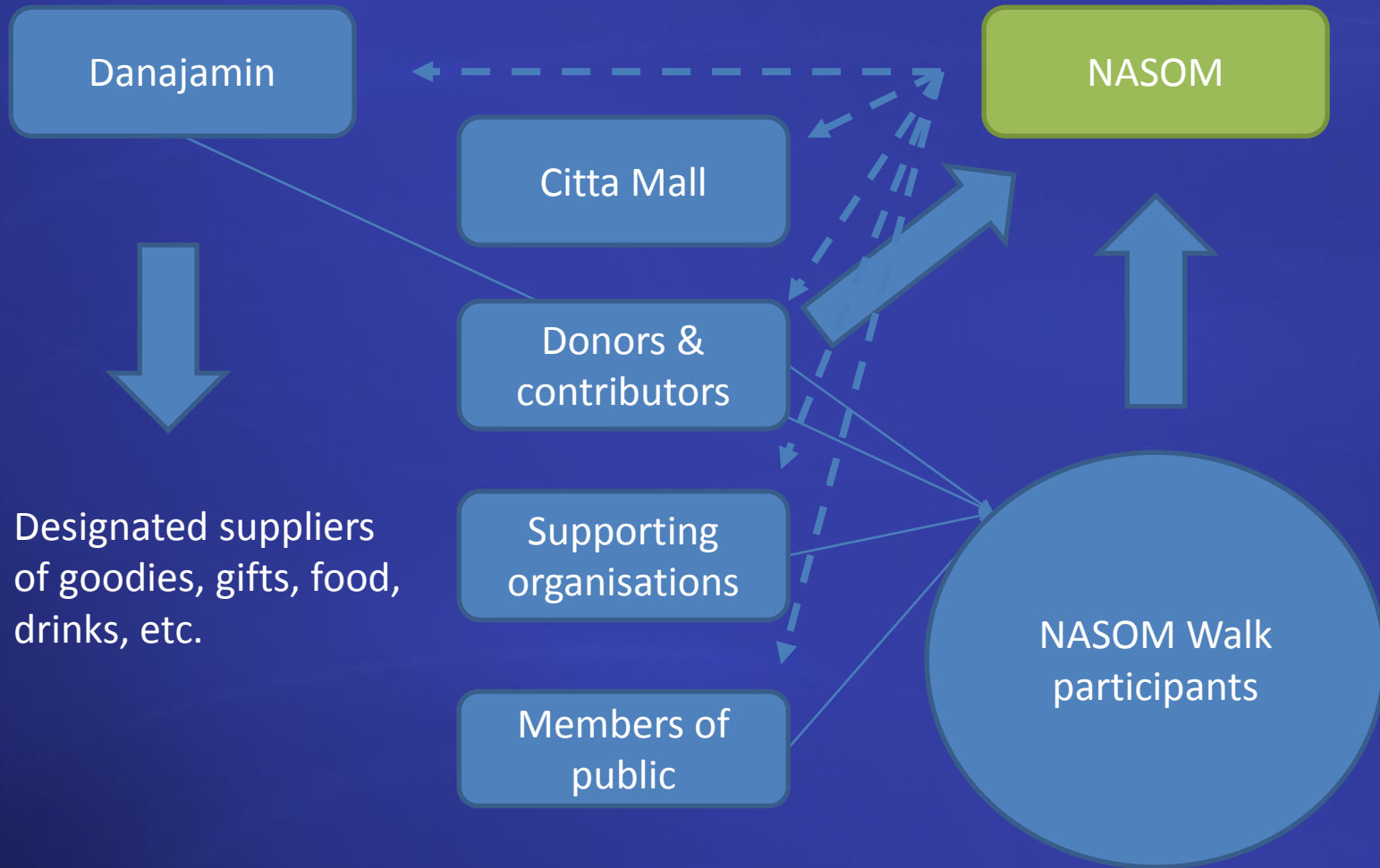
# Charity events



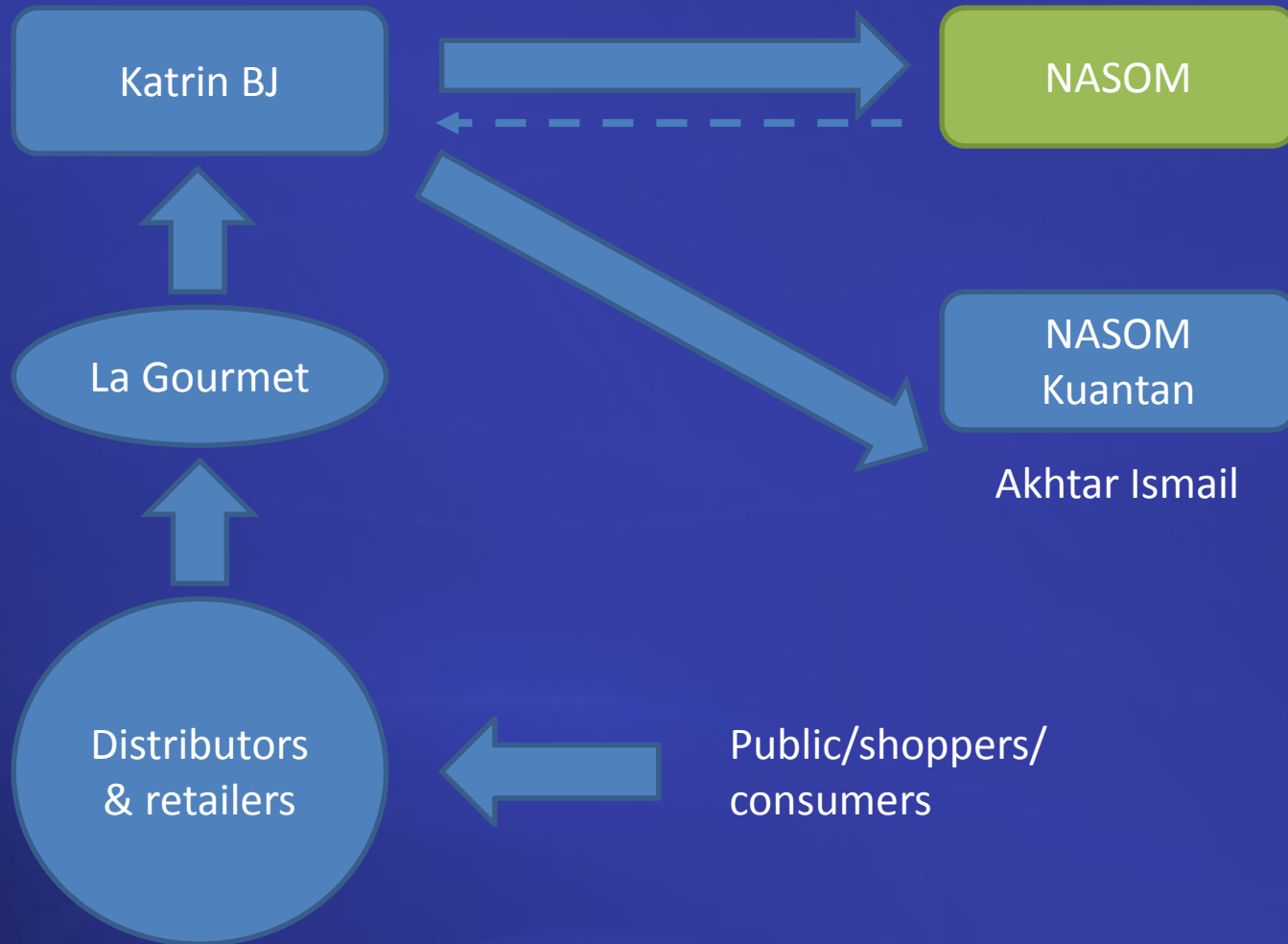
# Sunshine September



# Walk for Autism



# La Gourmet products

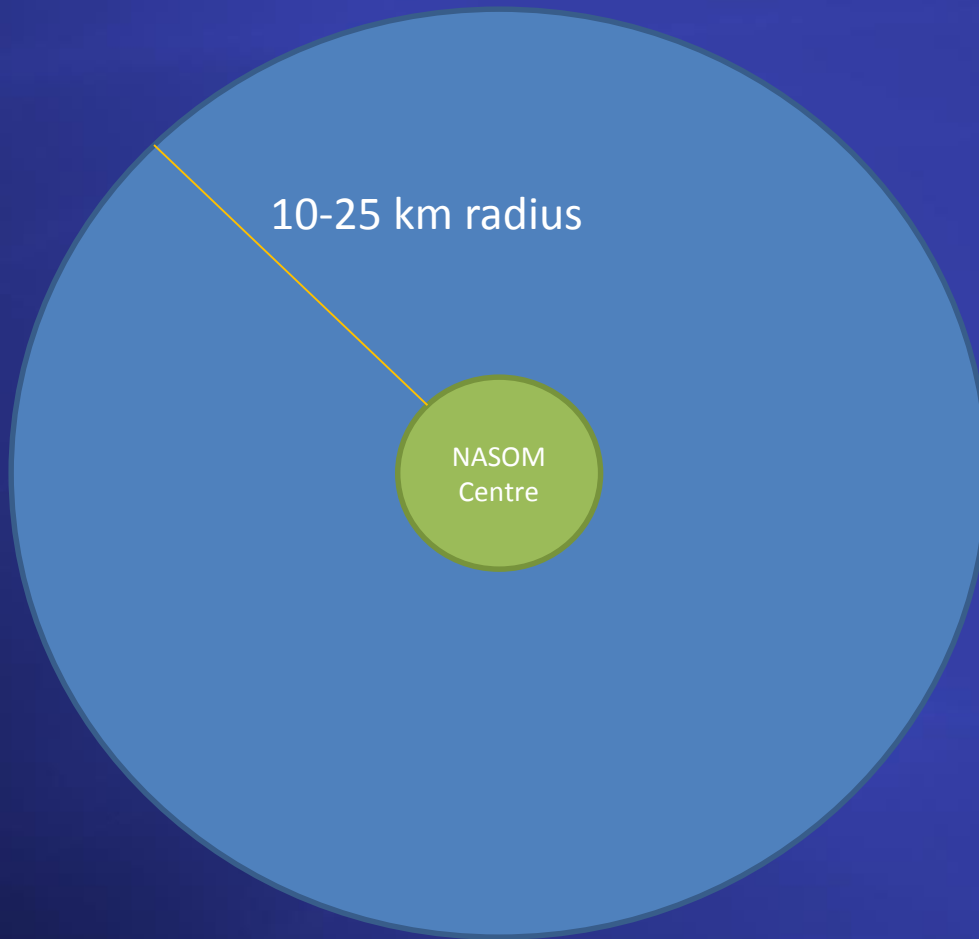


# Creative Arts Centre





# Opening Doors to Autism



- Piloting at 2 NASOM centres
- Identify 25-30 potential corporate business/institutions/individual donors/supporters within the community
- Understand their CSR objectives
- Develop/tailor program to meet CSR objectives
- Introduction, meet to present the case & invitation to visit centre
- Tour of the centre highlighting the needs of the centre
- Joint planning & development of CSR events
- Maintain continuous relationships

Thank you

Q&A Time