

Every NGO knows that fundraising is critical to its mission. Fundraising can feel alien to the actual work of the organisation, resulting in the NGO having competing priorities. This is a challenge we see repeated constantly with our partner NGOs.

For this reason, Atma works extensively with NGOs to improve their fundraising capacity. Enabling them to more easily raise funds in a way that feels true to their organisation.

Atma provides our partner NGOs with support in fundraising in the following ways:

***Supporting the NGO in building capacities to make them more appealing to funders. These types of projects include:***

- *Building team capacity*
- *Strategy planning* helps organisations to articulate their big goals and develop a road map to reach these goals. It is done by understanding the organisation's Strengths, Weaknesses, Opportunities, and Threats (SWOT).
- *Impact reporting* is a clear and comprehensive representation of the outputs and outcomes achieved through the various activities done by the organisation. It is generally shared with external stakeholders at regular pre-decided intervals to build credibility and used internally to learn and make changes in the programmes.
- *Programme design* is a methodology that enables the organisation to think strategically about the programme and guides the activity of designing it. The design process generally focuses on identifying a problem, designing a solution, and testing the assumptions to build the components of the programme. It is recommended to do a programme design or redesign when the programme is at an early stage or does not achieve the desired outcomes.

***Other fundraising specific projects:***

- Defining your funding needs
- Pitch deck
- Fundraising campaign development
- Master proposal development



## **Benefits of seeking Atma's support in Fundraising**

The main benefit to any NGO working on fundraising with Atma is that the process is totally customised to your NGO and fundraising comfort level. We work closely with your team to ensure they shape the outcome and understand all the tools Atma develops.

Atma has a deep understanding of the fundraising landscape and the avenues that work best for organisations of all sizes.

## **Partner Testimonial**

"Our Atma consultant suggested having regular donor meets to be able to understand the perspective of our donors better and keep them engaged. This has been hugely beneficial for us. Atma's support in helping us create donor proposals has helped us achieve our desired goals and increase our funding budget."

***Bright Future***

"I strongly feel that the support which Atma has provided during the pandemic has been very effective and important for organisational growth. Saaras Foundation has done a lot of work even during the pandemic and Atma came in at the right time to support the fundraising pieces. We were able to obtain the Give India funds which was the result of innovation via a joint proposal submitted with Tapasya Pratishthan and Atma was open to doing it. We were also able to crack the US grant because of the continued support from Atma."

***Saaras Foundation***