

**GLOBAL CONNECTIONS, IT'S ONLY MONEY! CONFERENCE  
SEPTEMBER 2005**

***RAISING GENERAL FUNDS***

(Notes from Workshop D3)

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There was an obvious common concern that the raising of general funds was getting harder. One reason that was suggested was that older supporters were getting fewer, and these were the ones that used to give out of loyalty to the cause, whereas younger donors were more attracted to projects.

A model was given whereby core costs were charged out to a mix of projects, trading, major donors and legacies. By spreading the 'risk' across a variety of activities, general funds would be less exposed to shortfall should one project suddenly go into decline.

There was some discussion as to how supporters (particularly grant-making trusts) could be educated as to the need for core funding. It was stressed that there needs to be a very clear link between the ultimate beneficiary of the work overseas and that which is being accomplished in the home office.

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