

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central area is white, providing a clean space for the text.

# Alternative Funding Strategies

## Professional Development Session



Matching Money -OR- Money to Cover Difference



The 7 Main Roads to the Pot of Gold

# Grant Funding

- ▶ Government
  - ▶ Federal
  - ▶ State
  - ▶ Local
- ▶ Foundation
  - ▶ Family
  - ▶ Corporate
- ▶ Club/Service Organizations

# Grant Funding (cont'd)

- ▶ Sources to find grants:
  - ▶ [www.grants.gov](http://www.grants.gov)
  - ▶ Foundation Directory Online
    - ▶ [www.fconline.foundationcenter.org](http://www.fconline.foundationcenter.org)
  - ▶ Grant Station - discounted through HCDNNJ membership
  - ▶ Lexis-Nexis

# Business/Fee for Service

- ▶ Sale of Items:
  - ▶ Thrift Store
  - ▶ Products you (or your clients) have made
  - ▶ Part of a job training program
- ▶ Fee for Service
  - ▶ Charge client fee for some services (within reason)
  - ▶ Run program with fees (childcare, senior dinner, etc.)

# Loans

- ▶ Bank
- ▶ Major Donor
- ▶ Insurance
- ▶ Line of Credit
- ▶ Mortgage

# Donors

- ▶ Run Capital Campaign
- ▶ Special Appeal
- ▶ Major Donor Requests
- ▶ Naming Opportunities



# Special Events

- ▶ Program (or Need) specific events
  - ▶ Walk/Run/Bike
  - ▶ Dinner/Lunch/Breakfast
    - ▶ Or “No Dinner - Dinner”
  - ▶ Auctions (in person or virtual)
  - ▶ Performances

# Rental Space

- ▶ Do you have extra space in the office?
- ▶ Do you have an additional building
- ▶ Space for a Training Room - OR - Meeting Room
- ▶ Storage Space

# Winning the Lottery

- ▶ NOT REALLY - But, Unexpected Funds
- ▶ Planned Gift
- ▶ Stocks
- ▶ Matching Gifts
- ▶ Item of Worth (car, art, boat, house, etc.)
- ▶ Insurance Gift
- ▶ One Time Gift (new Co in town, org does fundraiser for you, etc.)
- ▶ I always say, if I win the lottery, I'll make a gift to my organization that covers our expenses for a year and then I'm on vacation - indefinitely!

# The Pot of Gold



# Housing & Community Development Network of New Jersey

## Network Membership Benefits:

- Webinars
- Classes (discounted or free for members)
- Annual Conference with CEUs
- Technical Assistance
- Peer Group Learning

[www.hcdnnj.org](http://www.hcdnnj.org)

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