



**PRENATAL
SCIENCES
RESEARCH
INSTITUTE
SOPHIA**



**PRENATAL
SCIENCES
PARTNERSHIP**

← **FUNDRAISING**

← **ONLINE
FUNDRAISING**

← **SPECIAL EVENTS**

← **GRANTS**

WORKING GROUP ON FUNDRAISING

**THE WORKING GROUP ON FUNDRAISING FOCUSES ON GENERATING REVENUE TO
SUPPORT PARTNERSHIP PROJECTS FOR THE COMMUNITY.**



AIMS & GOALS

01

Revenue Generation:

One of the primary objectives of the working group is to generate funds to support partnership projects that benefit the community. It aims to identify diverse revenue streams and fundraising opportunities, including grants, sponsorships, individual donations, and corporate partnerships. The group will explore creative and innovative approaches to generate financial resources and sustain the initiatives undertaken by the partnership.

02

Fundraising Events:

The working group organizes fundraising events to engage the community and raise funds. These events may include charity galas, auctions, benefit concerts, fun runs, art marathons, bazaars, story-telling events or crowdfunding campaigns. The group aims to create exciting and memorable experiences for participants while promoting the mission and objectives of the partnership projects. Through these events, the working group seeks to raise both funds and awareness about the initiatives.

03

Grant Writing and Proposals:

The group assists in the development of grant proposals and applications. It collaborates with project leads and stakeholders to identify potential grant opportunities and craft compelling proposals. The working group aims to secure grants from governmental agencies, foundations, and other funding bodies that align with the goals and objectives of the partnership projects.



AIMS & GOALS

04

Corporate Partnerships and Sponsorships:

The working group seeks to establish partnerships with corporations and businesses that share a common vision and can contribute financially or in-kind. It identifies potential corporate sponsors, develops sponsorship packages, and builds relationships with these entities. The group aims to create mutually beneficial partnerships that provide financial support while offering visibility and recognition to the sponsoring organizations.

05

Donor Cultivation and Stewardship:

The working group recognizes the importance of cultivating relationships with individual donors. It aims to develop strategies to engage and steward donors, ensuring that they feel valued and connected to the partnership projects. The group may organize donor appreciation events, provide regular updates on project progress, and offer opportunities for donor involvement and recognition.

06

Collaborative Funding Initiatives:

The group explores opportunities for collaborative funding initiatives with other organizations and stakeholders. It seeks to leverage partnerships and create joint fundraising efforts to maximize resources and reach wider donor networks. The working group aims to foster a collaborative spirit among organizations and build collective impact through coordinated fundraising activities.



AIMS & GOALS

07

Financial Planning and Management:

The working group ensures responsible financial planning and management of funds raised. It establishes transparent and accountable financial systems, including budgeting, tracking expenses, and reporting on the use of funds. The group aims to maintain high standards of financial integrity and provide regular updates to stakeholders on the financial status of the partnership projects.

08

Awareness and Public Relations:

The group aims to raise awareness about the partnership projects and their impact in the community. It develops public relations and marketing strategies to highlight the value of the initiatives and attract potential donors. The working group may utilize various communication channels, including social media, websites, press releases, and community outreach activities, to engage the public and generate support.

09

Evaluation and Impact Assessment:

The working group measures and assesses the impact of the fundraising efforts on the partnership projects. It establishes mechanisms for tracking and evaluating the effectiveness of fundraising strategies, identifying areas for improvement, and capturing success stories. The group aims to ensure that funds raised have a tangible and positive impact on the community and the projects supported.



IN SHORT

In our fundraising efforts, let's unite,
Trusting in each other, spreading our light.

Reliability is our fundraising creed,
When we commit, we succeed indeed.

Collaboration forms our fundraising band,
Together we reach out, hand in hand.

By pursuing these aims and goals, the working group on fundraising aims to secure the financial resources necessary to support partnership projects and make a meaningful difference in the community. The group strives to engage the public, build strategic partnerships, and cultivate a culture of philanthropy and support for the initiatives undertaken by the partnership.