

Wendy Brooks

& partners



Webinar:
Engaging with funders during
a crisis
May 2020

Wendy Brooks & Partners

we would like to acknowledge the traditional owners of the land where are
you today, who have never ceded their sovereignty

always was, always will be Aboriginal land

we pay our respects to their Elders, past, present and emerging





The Uluru Statement From The Heart

presenters

Catherine Brooks

Wendy Brooks



introducing Wendy Brooks & Partners

Wendy Brooks & Partners works toward a vision of a more equitable society by building the **capacity of the not-for-profit sector**.

we help with:

- strategic planning
- fundraising
- boards and governance
- facilitation and collaboration



agenda

- engage with existing funders in a way that allows them to understand what you need and how they can help
- identify prospective funders that support your cause and learn how to position your organisation for help during a crisis
 - design your pitch so that it maximises impact during a virtual funder meeting
- reassign funding if your organisation has needed to pivot its services because of the crisis
- think outside the box when it comes to face to face campaigns and events



engage with existing funders

what's your engagement strategy?

Q&A: are you engaging with your funders during COVID-19

- same
- more or
- less ?

case study

- client in out of home care
- new program
- existing relationships with funders
- client had forum with key funders
 - thanked funders for previous support
 - what client was seeing in Covid-19
 - asked funders for advice
 - went over new program
- Govt. tender with philanthropic funding

engaging during a crisis

- check that your engagement strategy is working
- report from the front line
- update on how the organization and those it serves is doing
- ask for guidance
- confirm good governance processes in place
- visible chair and CEO

engaging during a crisis

- don't stop engaging
- paralysis will get you nowhere
- funds still have to be distributed
- current relationships will work better to attract immediate funds
- continue to build new relationships with prospective funders

engaging during a crisis

- thank thank thank your supporters
 - 'you made a difference' campaign
 - demonstrate how their funds caused a shift in the dial
 - not just in this crisis but ongoing (to garner year on year support)
 - consider creating a giving circle from key funders that want to be more involved

long-term engagement donor stewardship program

build your long-term approach by using a strategy that speaks to these questions:

1. how are we going to thank donors?
2. how are we going to recognize them?
3. how are you going to engage to deepen the r/ship?
4. how will you know if your program is working?

question

- do you have a formal donor stewardship program?

action plan

- donor Stewardship program based on the answers to the four questions
 - include engaging in a crisis component
- ensure your database is fit for purpose
- set at least 2 levels of thanks (eg. system generated auto-response and personal email of thanks)
- determine public recognition guidelines and approval process
- confirm and implement minimum engagement plan eg. mailing and event list
- set up the process to conduct an annual survey of supporters



engage with prospective funders

how to position your organisation for help

- what are you taking out to the market?
- clear narrative – define the need and how you are going to shift the dial
 - Q: To what end? If you did not exist, what would be absent from the world?
- consider pitch documentation: business plans, marketing collateral etc.

design your pitch to maximise impact

our top tips for virtual funder meeting:

- pitch documentation – engaging presentation (powerpoint and follow up case for support PDF to send through)
- use tight agenda to guide discussion
- have follow up documentation ready to go if there is interest (eg. detailed project plan / 2 year budget)

We build

creative capacity

through projects, programs and people, and through culture, visual arts, learning and community engagement in Western Australia.





Why you should support us

Wendy Brooks & Partners



\$17million+
Generated for the region

186,000+ visitors 85 volunteers

sample case for support

At AbSec, we are an
Aboriginal organisation.
We **live** it, we **breathe** it.



We believe that **every Aboriginal child** has the right to grow up **healthy, safe, surrounded by family and community**, and **connected to culture**. We know this is what's needed to ensure **all kids thrive** and **fulfil their potential**.

That's why we exist. We are powered by the community to lead the change that works, as the peak body representing Aboriginal children and families, and their Aboriginal organisations in NSW.

When you put control in the hands of Aboriginal people, you get solutions that work for Aboriginal children, families and communities.

AbSec is the organisation trusted to lead because:

- We **understand what works** for Aboriginal children, families and communities. Through our deep network of community connections, we understand the challenges Aboriginal families are facing. We investigate to find the solutions that are working to keep kids happy, healthy and connected to family and culture. We shine a light on what works.
- We **advocate tirelessly** for the solutions that allow our children and young people to thrive. We know how to advise and influence government and service agencies, using the evidence we develop, test and validate with communities. For 20 years, we have worked closely with NSW Family and Community Services (FaCS) and are trusted, independent advisors to government.
- We **build capacity** in frontline organisations working directly to support Aboriginal children. Most Aboriginal community-controlled organisations are significantly under-resourced to achieve their critical mandate of protecting Aboriginal children and strengthening families. We know how to support Aboriginal organisations, using innovative and culturally appropriate approaches, to best respond to the needs of their communities.
- We **lead change**, from the grassroots to the echelons of power. We work with all stakeholders to achieve system-level changes that can transform the lives and futures of Aboriginal children.



Why does this matter?

ABORIGINAL CHILDREN IN NSW ARE 10 TIMES MORE LIKELY TO BE REMOVED FROM THEIR FAMILIES THAN NON-ABORIGINAL CHILDREN AND ARE THE FASTEST GROWING COHORT IN OUT-OF-HOME CARE.

Addressing child removal — a national issue — is particularly important in NSW, where approximately 40% of all Aboriginal children in out-of-home care live.

“The government has no clear strategy to address the over-representation of Aboriginal children in the NSW system,” says Tim Ireland, CEO of AbSec.



“Governments continue to focus on reacting to problems rather than being proactive to strengthen families. The evidence shows significantly better outcomes when solutions are led by affected people. We need an Aboriginal led and designed system that works with communities to offer the kind of support families need across the whole continuum, from early intervention through to foster care.”

At AbSec we are focused on solutions that are developed by Aboriginal people for Aboriginal people. Our **Connecting Voices** program is a family-led decision-making process run by AbSec that ensures the right supports are put in place for vulnerable Aboriginal children. Aboriginal families meet with an Aboriginal facilitator and work towards an agreement to improve the wellbeing, welfare and safety of their children through a Family Plan.



THROUGH CONNECTING VOICES AND OTHER ABSEC INITIATIVES, WE SUPPORT CHILDREN AND FAMILIES WHO WOULD OTHERWISE BE LEFT BEHIND BY GOVERNMENT SYSTEMS.

Last year we adapted our family conferencing approach to meet the needs of two parents who could not physically meet because of an Apprehended Violence Order (AVO). The case was “too hard” for the government system.

AbSec ran the family conference using two facilitators in different locations, linked by teleconference. Everyone was able to participate and contribute, without posing any risk to the mother’s safety and ensuring an outcome in the best interests of the child. Everyone’s views were heard: when we asked the five-year old child what they wanted in the plan, the child replied, “that I’m going to be good at school”. Measures to ensure this were included in the plan.

This case demonstrates how AbSec is best placed to respond to the needs of the communities and families we serve in order to produce the best outcomes and support mechanisms for Aboriginal young people.

When Isaiah Dawe was told by a family court judge that foster children experience on average 10 different foster placements, Isaiah was shocked. At just 18 years of age, he had already lived in 17 different families.

From his entry into the NSW foster care system as a two-month old baby until his 18th birthday, Isaiah’s experience was a far cry from the promise of care and protection. Countless addresses, repeated abuse, separation from his older sister and disconnected from culture: Isaiah’s story is sadly not unique, but represents the story of countless Aboriginal children.

Today, Isaiah is using his voice to shine a light on the experience of young Aboriginal Australians in out-of-home care as an AbSec Youth Ambassador.



“By being part of AbSec, I use my experiences to help put policies and recommendations to the government to change the system and change the negative experiences that I’ve had, and make sure the kids in care have positive outcomes in their lives.

Isaiah, 23 years old, Butchulla and Garawa saltwater Murri man

Why should you support us?

HAVING INFLUENCE WITH THE NSW GOVERNMENT, WHILE BEING ACCOUNTABLE TO THE ABORIGINAL COMMUNITY, PUTS US IN A UNIQUE POSITION TO ACT AS AN INTERMEDIARY FOR CHANGE.

Our leadership and expertise allow us to work with a wide range of stakeholders and develop solutions that are pioneered and provided by Aboriginal agencies and communities. Put simply, supporting AbSec is one of the best ways to support Aboriginal children to stay connected to their families and culture and thrive.

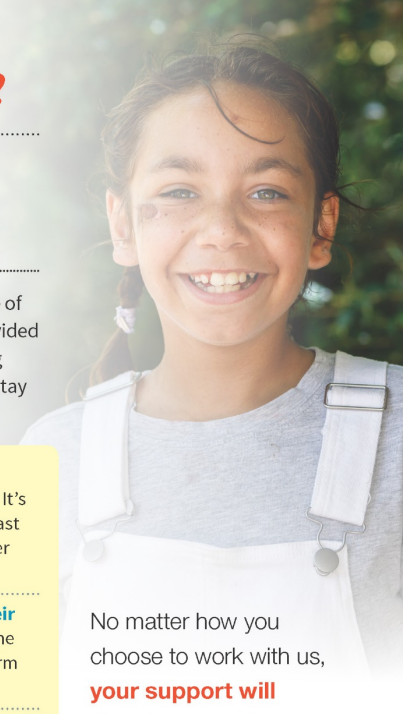
Support us to ensure Aboriginal children in out-of-home care grow up feeling strong and secure in their culture and identity. It’s bad enough that kids are being torn away from their parents. The last thing they need is to be torn from their cultural identity and broader community as well.

Support us to help Aboriginal children remain connected to their birth families and communities. We work closely with out-of-home care agencies to ensure these vital connections remain, which inform children’s sense of identity and belonging.

Support us to train Aboriginal and non-Aboriginal support workers and organisations, so they can feel confident in helping Aboriginal kids in their care. AbSec’s leading work helps child protection practitioners, agency staff and foster carers support Aboriginal children in care through effective cultural planning.

Support us to advocate to improve the child protection system and ensure it is responsive to needs, focussed on prevention and based on self-determination. We are calling for a new statutory body to focus investment on Aboriginal community-controlled child and family services, led by an Aboriginal child and family commissioner.

Support our growth! We must build the skills, capacity and long-term sustainability of our organisation so that we can deliver tangible benefits for all our community members and the children they support.



No matter how you choose to work with us, **your support will directly benefit Aboriginal children and families** and help to build the capacity of our sector to implement Aboriginal-led solutions and advocate for a better way forward.

Let’s get to work!

Our CEO Tim Ireland welcomes the opportunity to meet with you to talk about our work and share our exciting plans for the future.

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case study

- face to face service offering
- required to move to online services
- developed new narrative to go to funders
- contacted funders to discuss issues and need

identify prospective funders

- funding centre
 - easygrants newsletter of the funding centre
 - grants search tool
 - \$55 courses on how to write grants, how to prepare the information etc
- trustee companies – website alerts re upcoming grants
- board survey to uncover contacts with key funders

determine best fit

- deeper level of research and understanding of funders interests and response to Covid-19
 - social media
 - press release
 - peak body website (eg. Philanthropy Australia)
- identify your best chance funders – narrow it down based on their interest and any existing relationships

prospective funders

top tips:

- people give to people, relationship development is key
 - your board is important – good governance critical but also known leaders
 - remember the four T's:
 - time
 - ties
 - treasure
 - talent
- ❖ seeking philanthropic funds? It's a long-term strategy

The background features three overlapping organic shapes: a red shape at the top, an orange shape in the middle, and a large blue shape at the bottom. The text is centered within the blue shape.

reassign funding

case study

- funding granted for existing program
- covid-19 hit and change in needs
- communicated with funder proactively about issues and need
- given approval to divert funds to new need / program



think outside the box

face to face campaigns and events

- giving circle – face to face event (120 ple at gallery)
- covid-19 happened, pivoted event
- online event planned and communication sent to invited guests
- pre-event already received funding

face to face campaigns and events

- large balls / dinners
- table captains, hold smaller events (online dinners or face to face 20 people events)
- question if events are worthwhile engagement tools
 - return on investment

questions

thank you

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