


	Sources of Funding			
	Public Funding	Grants	Private Donations	Earned Income
DONOR	National governments	Foundations, agencies, businesses, large NGOs	Private individuals or businesses	None
FREQUENCY	One time per application	One time per application	One time and repeating	Constant
HOW TO RECEIVE FUNDING	Application process	Application process	Online/offline donation box, in person and electronic funding campaigns	Creation of a service or product which the NGO can sell to customers
ADVANTAGES	Many opportunities for large projects	Many, many opportunities for small and medium size projects	Relatively easy to find; donors usually do not try to influence project aim; no applications	Constant and sustainable source of funding; no outside influences on project aims
DISADVANTAGES	Extensive and detailed application and reporting processes, which must be repeated for every new project/activity; Competitive application process; Donor needs may influence project aim	Detailed application process and reporting; one time funding; donor needs may influence project aim	A lot of work is required to make the outreach necessary to ask individuals for donations or to set up a donation button on a website	It can be very difficult to create a business function within an NGO and requires some knowledge of business models
LEVELS OF DIFFICULTY	Medium	Medium	Low	High

 FINANCIAL MODEL
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