

A Guide To Funding Your Project

This document is intended to provide you with some tips to think about when looking for funding to support your project or idea.

Define Your Project

Answer these questions to help define your project:

- ▶ What is the problem you are trying to address?
- ▶ How does my proposal address the problem?
- ▶ What are the goals and objectives of the program? Who will benefit?
- ▶ What is the budget?
- ▶ What is the timeline for the project?
- ▶ Can you partner with others for non-financial support?
- ▶ How will the project be sustainable, if it's longer than a once-off event?
- ▶ Is there a geographic focus? (funders generally prefer to fund based on a specific location)
- ▶ What are the expected outcomes and how will you measure them?

The Funding Process

General advice as you go seek out funding.

- ▶ Make sure you are eligible. Most funding organizations only fund already existing non-profit organizations but an alternative may be to seek funding via a fiscal agent like [Tides Foundation](#). A fiscal agent is an organization that receives and monitors grant funding. There is often a fee charged for these services.
- ▶ Don't be afraid to ask the funding organizations questions about the process.
- ▶ If you don't get funding, consider asking for feedback and refining your project accordingly.

Funding Uses

Examples of how you might use your funding:

- ▶ Funding a SMS shortcode number to allow people to send free SMS
- ▶ Funding an SMS alert campaign
- ▶ Funding a web designer to customize your Ushahidi deployment
- ▶ Funding a PR campaign: newspaper ads, online ads, to raise awareness about your Ushahidi instance
- ▶ Funding a data entry resource if you are migrating existing data into the Ushahidi platform

Potential Funding Organizations

A short list of common funding organizations to approach:



Additional Funding Resources

A collection of guides and articles that are relevant to the funding process:

- ▶ Basic Elements of Grant Writing. Corporation for Public Broadcasting.
<http://www.cpb.org/grants/grantwriting.html>
- ▶ A Condensed Version of Proposal Planning and Writing. Jeremy T. Miner, Lynn E. Miner.
<http://www.minerandassociates.com/PPW3> Brief.htm
- ▶ The Foundation Center's User-Friendly Guide to Funding Research & Resources.
<http://foundationcenter.org/getstarted/tutorials/gfr/>
- ▶ Grant Writing and Fundraising Articles. TechSoup.
<http://www.techsoup.org/learningcenter/funding/index.cfm>
- ▶ Non-Profit Guides: Grant-Writing Tools for Non-Profit Organizations.
<http://www.npguides.org/index.html>
- ▶ Proposal Writing: The Basic Steps in Planning and Writing A Successful Grant Application. Eric Rinehart, Barbara Bouie-Scott.
<http://www.ildceo.net/NR/rdonlyres/EC10F834-50A0-4CB0-8121-B6185951F91D/0/ProposalWriting2003.pdf>
- ▶ What Grantmakers Want Applicants to Know. GuideStar.
<http://www2.guidestar.org/rxa/news/articles/2003/what-grantmakers-want-applicants-to-know.aspx>
- ▶ What To Do Before You Write A Grant Proposal. Ohio Literacy Resource Center.
<http://literacy.kent.edu/Oasis/grants/first.html>
- ▶ Writing A Successful Grant Proposal. Minnesota Council on Foundations.
<http://www.mcf.org/mcf/grant/writing.htm>



Ushahidi is a non-profit tech company that specializes in developing free and open source software for information collection, visualization and interactive mapping. We build tools for democratizing information, increasing transparency and lowering the barriers for individuals to share their stories. We're a disruptive organization that is willing to fail in the pursuit of changing the traditional way that information flows.

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