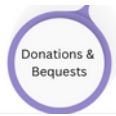


# Key Income Streams





Non-profit organisations, on the whole, have access to seven key income / resourcing streams, each of which plays a crucial role in ensuring your sustainability. It's essential to tap into as many of these streams as possible. While some may be stronger than others, the goal is to have at least some level of support across a selection of the areas.



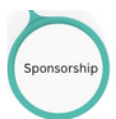
### **Donations:**

A donation is a gift given out of kindness, with the donor expecting nothing or little in return. Donations can be monetary, but they can also include time, products, services, or resources. A bequest is a donation/gift left to a organisation in a will. Commonly donations can be mistaken for sponsorship. **Untagged**



### **Grants/Community Funding:**

Grants are funds provided by organisations for specific purposes. Your non-profit applies for these funds for particular projects or costs and is accountable for how the money is spent. Your project or costs will need to align to the funders purpose/values and meet specific criteria. **Tagged**



### **Sponsorship:**

Sponsorship involves another party, normally a business, providing time, money, or resources because they share an interest in the success of your project. Sponsorships are formal agreements, usually involving contracts, and the sponsor typically expects specific rewards in return. What can a sponsor gain from your relationship? How do you align? What potential customer do you give them access to? **Untagged/Tagged**



### **Traditional Fundraising Activities:**

These activities are organised specifically to raise extra funds. They typically involve members or clients and might not directly relate to the services your organisation provides. Think Sausage Sizzle, raffle, quiz night, sponsored silence etc. **Untagged**



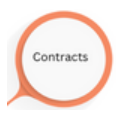
### **Membership:**

This income stream may be called membership, subscriptions, or user fees, depending on your organisation. Essentially, it involves people paying to belong to a group or club, receiving specific services, benefits, or privileges in return. **Untagged**



### **Enterprise Activities & Social Enterprise:**

These are business-like activities where your organisation sells a product or service. While not part of your core mission, they leverage your existing resources and can add value to your member base. What do you have or what do you do that people might be willing to pay for? Can you hire out equipment or space, charge for some of your services? **Untagged**



### **Contracts:**

In the non-profit sector, a contract typically involves a government department paying your organisation to provide a specific service or programme on their behalf. **Tagged**