

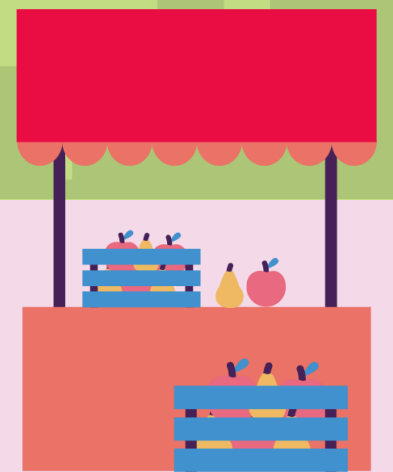


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Gather for Good 2026



eNews



Fundraising that works

Speakers



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Local Impact



FUNDRAISING THAT WORKS

***Building Sustainable Income
Through Diversification***

Jodie Hollis

Purposeful Partnerships



The Reality of Fundraising

"If your largest funding source disappeared tomorrow, how long could your organisation continue delivering services?"

Many organisations rely heavily on:

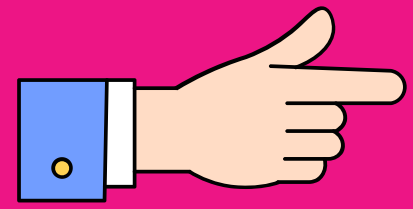
- ✓ One grant
- ✓ One event
- ✓ One government contract
- ✓ One major donor

The risk isn't lack of funding opportunities.

The risk is lack of diversification.



"A chair with one leg falls over. A
chair with five legs stays standing
even when one breaks."



Level 1: Community Fundraising

Best for **Start-Ups & Small
Organisations**





Examples:



Bunnings BBQs



Raffles



Trivia Nights



Community Markets



Morning Teas



Bake Sales



Benefits

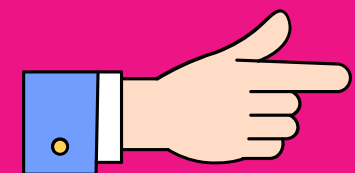
- ✓ Easy to Organize
- ✓ Low cost
- ✓ Raises awareness
- ✓ Engages volunteers
- ✓ Builds community support



Limitations:

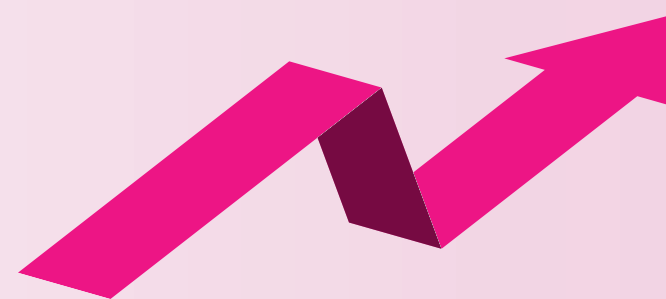
- ✗ Time intensive
- ✗ Volunteer dependent
- ✗ Difficult to scale
- ✗ Income can be inconsistent

"Community fundraising builds visibility before it builds revenue."



Level 2: Donor & Supporter Fundraising

Best for **Small to Medium Organisations**



Regular giving programs

EOFY appeals

Giving days

Peer-to-peer fundraising

Online donation campaigns



Benefits

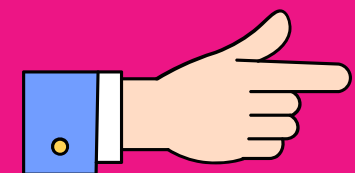
- ✓ Repeatable
- ✓ Builds loyal supporters
- ✓ Scalable
- ✓ Creates predictable income



Limitations

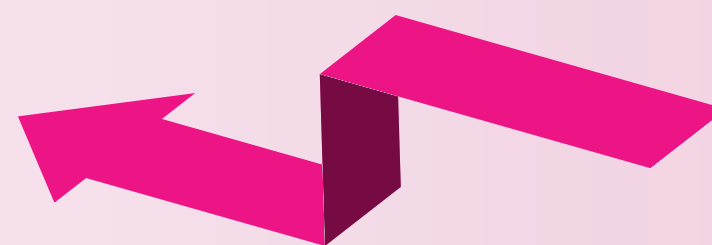
- ✗ Requires storytelling
- ✗ Requires databases and systems
- ✗ Takes time to build trust

"People don't donate to
organisations. They donate
to impact."



Level 3: Grants & Foundations

Best for **Medium Organisations**
and **Growing Startups**



Local council grants

State government grants

Federal grants

Philanthropic foundations



Benefits

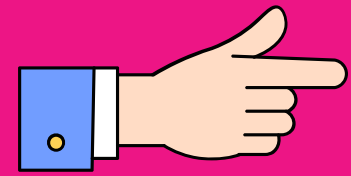
- ✓ Larger funding amounts
- ✓ Can accelerate growth
- ✓ Funds specific projects



Limitations

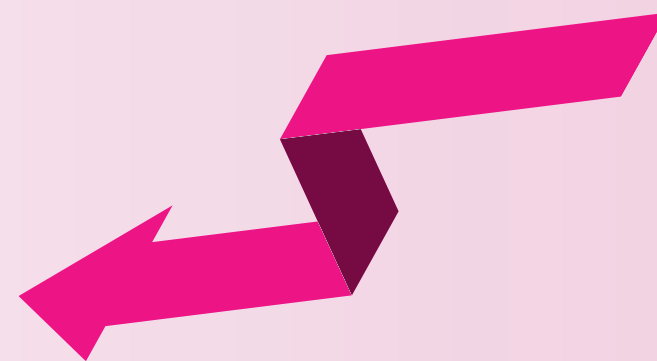
- ✗ Competitive
- ✗ Time consuming
- ✗ Often restricted funding
- ✗ Not guaranteed

"A grant should support your strategy—not become your strategy."



Level 4: Corporate Partnerships

Best for **Established Organisations**



Sponsorships

Workplace giving

Charity partnerships

Cause marketing



Benefits

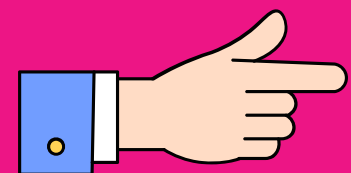
- ✓ Larger investment
- ✓ Long-term relationships
- ✓ Increased visibility



Limitations

- ✗ Relationship-driven
- ✗ Requires clear value proposition
- ✗ Takes time to develop

**"Businesses aren't looking for sponsorship opportunities.
They're looking for partnership opportunities."**



Level 5: Earned Income

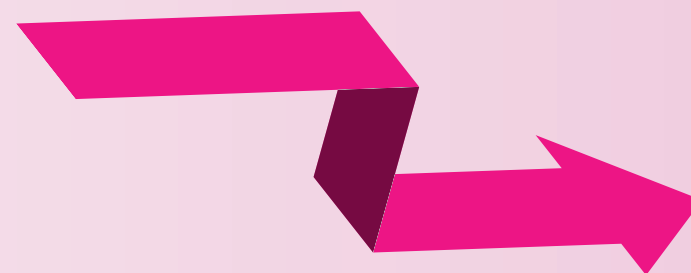
Best for **Mature Organisations**

Workshops

Training

Fee-for-service programs

Social enterprises





Benefits

- ✓ Greatest control
- ✓ Predictable revenue
- ✓ Sustainable
- ✓ Less reliant on external funding



Limitations

- ✗ Requires expertise
- ✗ Requires systems
- ✗ Requires business thinking

"The most sustainable income is often the income you create yourself."



Understanding Fundraising Barriers

Barrier 1: "We don't have enough time"

Reality

You don't find time for fundraising.
You make fundraising a priority.

Solution:

- Create a fundraising calendar
- Assign ownership
- Schedule activity

➔ **Barrier 2:**

"We don't have enough people"

Reality

Most organisations have more supporters than they think.

Solution:

- Volunteers
- Board members
- Ambassadors
- Corporate volunteers

➔ **Barrier 3:**

"We're uncomfortable asking for money"

Reality

People are comfortable giving when they understand the impact.

Instead of asking for money:

Show:

- The problem
- The solution
- The impact

➔ **Barrier 4:**

"We've always done it this way"

Reality

The fundraising landscape has changed.

Donors Expect:

- Transparency
- Engagement
- Stories
- Digital options

➔ **Barrier 5:**

"We rely on grants"

Reality

Many organisations are one unsuccessful grant away from crisis.

Solution:

Diversify before you need to.

Final Challenge

"What is your organisation's ***weakest income stream?***"

"What is one fundraising stream you could ***start exploring in the next 90 days?***"

"**Fundraising** that works isn't about finding one magical source of money. It's about ***building multiple pathways*** that allow your organisation to ***grow, adapt*** and ***survive***. Because when ***one stream slows down, another keeps flowing.***"

THANK YOU!!!



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