

WCE Fundraising Strategy FY'22

last updated: 6 February 2022

EXPENSE ITEMS: **Narrow this**

Approach computer and device manufacturers and donors outside the USA to ship computers directly to new WCE African Chapters to net additional partner funds for WCE. **YTD Status:** No progress.

Increase CEO time spent working with service teams and grant writing team on fundraising

1. Computers: Marketing/Shipments/Chapters/Development Officers/Field Associates: 35%. **YTD Status:** have been spending more time on this (see Potential Shipments)
2. Inspire Girls: 10%
3. Content: 5%
4. Coding Bootcamps: 5%
5. Refurbishing Clubs: 5%
6. Distance Learning: 5% **YTD Status:** Change to Fundraising to work with Development Manager
7. Puerto Rico: For All 6 of Above: 20%. **YTD Status:** doing less due to pandemic
8. Friends & Family: 5%. **YTD Status:** need to start soon
9. Communications: 5%
10. Governance: Board/Council/Finance: 5%:

Hire part-time development officer to assist with grants: \$50,000. **YTD Status:** Funds have been sent!

Hire part-time communications intern for eNews, social media, website, annual report, and proposals (Joyce funds) **YTD Status:** hired

Hire part-time fundraising intern for research & proposal packaging. **YTD Status:** hired

Hire part-time logistics intern for Puerto Rico (20/22 Act funds). **YTD Status:** have a volunteer Coord.

REVENUE GENERATION:

1. Increase Board involvement in recruiting **unrestricted** individual donations in annual Friends & Family campaign [[Final 20-21 Report](#)] [Goal: \$60,000]. **YTD Status:** Request help. Ayesha Hassan has sent fundraising email
2. Return to FY'20 level revenue from partner organizations for shipments [Goal: \$ 97,000] **YTD Status:** \$30,628 sponsor and program fees. Cash goal is not likely to be reached.
3. [Foundation Proposals](#): Inspire Girls Clubs: 6-country, each country (Packaging for Scaling) [Goal: \$20,000-\$30,000] Main proposal is for \$200,000. **YTD Status:** was delayed. We have submitted Rotary, Coca Cola & International Foundation is next. Ayesha Hassan volunteered.
4. Increase Board involvement in recruiting corporate CSR contacts to **sponsor** WCE services [Goal: \$?] We will approach for each of the below in **Puerto Rico** separately **YTD Status:** still not proceeding yet
 - Computer shipments by country [Goal: \$25,000]
 - Inspire Girls Clubs [Goal: \$25,000]
 - Coding Bootcamps [Goal: \$5,000]
 - Refurbishing Clubs [Goal: \$5,000]:
 - Explore monetizing Distance Learning Professional Development once it is developed
 - Explore if Educational Content can be monetized
5. Explore if Inspire Girls individual “memberships” can be built without decreasing F&F. **YTD Status:** delayed. Not likely to start this until first grant.
6. Build on online fundraising events featuring WCE to raise funds for WCE [Goal: \$2,500]. **YTD Status:** volunteer was still interested – I will check to see now that her move is completed.
7. Approach international major NGOs about contracting for WCE services to meet their needs: draft budget for \$2 Million for next two years for all in #4: Manoj Kumar idea. **YTD Status:** delayed as Manoj started new job. He will introduce me to one large NGO to start.

List of all proposals that are written

draft one pager for WCE ROTA

draft one pager for Inspire Girls next one on the list

Potential Donors: Google, CIDA, USAID, UNDP,

ROTA: Lebanon, other countries they focus upon (WCE one pager)

6 university partners AUI: Macarthur

Coca Cola: 6 countries Inspire Girls

Rotary

International Foundation: 1 country Inspire Girls: Zimbabwe

Puerto Rico strategy: refurbishing, coding, Inspire Girls, content pack

Research done by Jack Tripp

Fundraising Job Description:

[World Computer Exchange](#) seeks an individual experienced in researching and submitting foundation grants. This part-time position is for a minimum of one year and the chosen candidate can work from any location. The person is expected to bring to the position their relationships with foundations as well as tap those of WCE Board members, with the goal of submitting ten full proposals to potential donors to fund WCE's [Inspire Girls](#) project in developing countries with particular focus in Puerto Rico and countries in Africa where where WCE has staff.

Interested candidates should apply in English to PCooney@WorldComputerExchange.org including the following:

- A cover letter explaining your interest, qualifications and experience in researching and submitting successful foundation grant proposals;
- Your CV or resume; and
- Two samples of proposals written by the candidate.

Only shortlisted candidates will be contacted for interviews and a request for three references.

Deadline??

SUMMARY: World Computer Exchange is a 21-year old nonprofit education and environment organization that works through a network of 5,000 organizations – 1,000 are formal partners in 79 developing countries. Since 2000, our 600 volunteers per year in collaboration with 25 global strategic allies have helped connect over 5.2 million youth in over 3,650 schools, universities, youth centers and libraries in 54 developing countries. We also provide educational content that we load in each computer, school refurbishing clubs, online youth coding bootcamps, and a project to inspire girls to pursue careers that involve technology.

Posting: reliefweb.int. Board membrs LinkedIns We could share the announcement with:

- International Education Funders Group (a foundation collaborative that will likely know people looking for p/t work). I was the founding coordinator and am in touch with the new head.

- university contacts offering fundraising programmes, like Indiana University & NYU. I was thinking they will have graduate networks.
- Candid, the former Foundation Center, may have a way to post. <https://candid.org/>
- We could see whether it costs to post with Philanthropy Digest, Alliance magazine or some of the African philanthropy organizations.
- I don't know if there are professional "fundraiser" networks. Question for Lisa?