



# Uncovering and Engaging Deeply Aligned Funders

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BLACK FOX  
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# Introductions



**Natalie Rekstad**

*Founder & CEO*



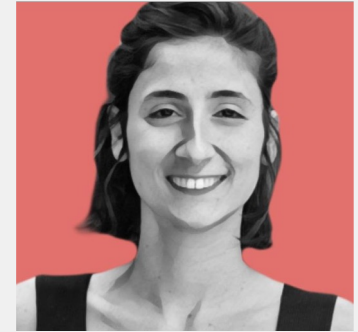
**Eliot Hight Patty**

*Research Department  
Lead*



**Laura Esterly**

*Communications  
Specialist*



**Julia Chacur**

*Researcher &  
Advancement*



# The power of WHY

Understanding your identity to  
create a compelling  
connection with funders

# Black Fox Philanthropy Steps

## 1. Know your WHY

## 2. Identify Deeply Aligned Funders

## 3. Plan your outreach

## 4. Create Compelling Communications

1. Understand the importance of your WHY (identity)
2. Tailor prospect research to identify funders who are aligned with your mission and vision.
3. Plan your outreach! What are your next steps?
4. Draw from research to craft communication materials that tell a story of partnership towards a mutual goal.



# Knowing your WHY: Core Messaging

- Organizational storytelling is the driving force in building powerful connections.
- Effective storytelling invites and inspires funders to be part of the solution.

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# What are funders looking for?

1. Your connection to - and understanding of - the problem
2. Vision: Why this solution is uniquely yours to provide
3. Is your approach credible? How does your model work to solve the problem?
4. Impact, impact, impact!

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# Black Fox Philanthropy Core Messaging

Optimizes the traditional Problem-Solution-Impact formula, defining:

- Who We Are
- What We Do
- How We Do It

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# Black Fox Philanthropy Core Messages

## Who We Are: The Rallying Cry

The Rallying Cry is a catalyser of inclusive, transformational leadership and investment to scale private sector climate solutions led by women, starting in Africa.

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# Black Fox Philanthropy Core Messages

## What We Do: The Rallying Cry

Bridging the gap between capital providers and African women-led businesses, we shift fit-for-purpose capital to, and narratives about, women entrepreneurs on the front lines of climate change.

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# Black Fox Philanthropy Core Messages

## How We Do It: The Rallying Cry

With dignity at the heart of what we do, The Rallying Cry provides advisory and capacity building support; convenes and connects capital providers and entrepreneurs to accelerate gender-and climate-smart solutions; and amplifies African women's lived experiences and frontline climate leadership.

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# Key Takeaways: Core Messages

- Who We Are
- What We Do
- How We Do It

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# You Already Know...

- Your identity
- Your vision, mission and programs
- Your key funding needs

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# Where to Look:

- Websites
- Annual reports
- 990s / Relevant grants
- Social media posts
- Internal blogs
- Founders and staff biographies
- Relevant event, webinars, etc
- News and articles
- Peer organizations annual reports
- Grant finder tools

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# Creating a Funder Profile

## Channel Foundation

**Mission:** "Channel Foundation promotes women's human rights by funding intersecting streams of the global movement for gender equality."

**Areas of interest:** Gender Equality

### Programs:

- Advancing Indigenous Women's Rights and Leadership
- Amplifying Gender Equality in Media
- Ending Violence Against Women and Protecting Women Human Rights Defenders
- Ensuring Participation in Conflict Resolution and Peacebuilding
- Eradicating Legal Inequality
- Promoting the Rights of Women with Disabilities
- Securing Reproductive Rights/Justice
- Strengthening the Women's Funding Movement
- Women's Leadership and Human Rights Institutes

**Things we do not fund:** "Individuals, Service delivery projects, Programs that promote religious beliefs, Capital campaigns or electoral campaigns"

**Geographic focus:** Global

**Grant range for similar work:** \$10,000 - \$50,000

**Application process:** Invitation Only.

**Website:** [Home](#)

**Address:** PO Box 84246  
Seattle, WA United States 98124

**Telephone:** (206) 293-8867

**Email:** [info@channelfoundation.org](mailto:info@channelfoundation.org)

### Key Contact(s):

- Katrin Wilde, Executive Director

### Relevant News/Articles/Insights:

- [A What philanthropy can learn from social movements if we really listen](#)
- [Grantee Partner News](#)

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# Label It!

## Trello Labels Key | Example

in list [TIPS & TEMPLATES](#)

### Labels

- \*Geographic Area\*
- Africa, Asia, Latin America, US, Global, etc.
- \*Grant Requirements\*
- LOI, Accepts Unsolicited Proposals, Online Form etc.
- \*Primary Issue Area\*
- SDGs, Storytelling for Social Change, Girls Ed, SME, Peacebuilding thr...
- \*Fundraising Priorities\*
- Scaling, Geographic Expansion, New Project, etc.
- \*Next Steps\*
- Rolling Application, Deadline, Keep in Mind for Future, Explore Contact...
- Funds Peer Organization
- \*Other Angles to Consider\*
- Systems Change, Indigenous Cultures, Rural Poverty, etc.
- \*Keep an Eye Out For\*
- General Operating Support, Multi-Year Commitments, Seed Funding, I...
- 501(c)(3) Status, Fiscal Sponsor, Hybrid, etc. +



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# Label It!

 **Channel Foundation**  
in list [Resource Library](#) + 

Labels

- Africa
- Priority

- Building Gender and Climate Capacity of International and Local Capit...
- Ecosystem Building | Systems Change
- Elevating Local Voices | Equal Representation in Climate Forums
- Gender, Climate, Finance, Agribusiness & Africa
- Indigenous Knowledge, Nature-based Solutions
- Local Solutions to Global Challenges
- Shifting Narratives Through Case Studies, Storytelling & Advocacy
- Women Climate Entrepreneurs
- No Unsolicited Requests | To Reach Out
- Potential for women-led angle
- General Operating Support
- Multi-year Commitments
- Fiscal Sponsor accepted
- In country registration accepted

+ 

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# Why is the Funder a Fit?

- Identify the strongest points of connection
- Use the funder's own language to express alignment
- Back it up with evidence: news, articles, past grants, funder specific program goals
- Highlight the points of entry

**Why a Fit:** Channel Foundation is committed to achieving **gender equality** globally through an intersectional lens. Their **values** include Collaboration, Bridge-building, Risk-taking, and Systemic change. Moreover, they have a commitment to **social movements** and grassroots organizing, as seen in a **recent article by the Executive Director** ([A What philanthropy can learn from social movements if we really listen](#)).

Therefore, Channel has extensively **supported gender-justice advocacy, leadership development, indigenous communities, and shifting narratives** projects. Their **programs include Advancing Indigenous Women's Rights and Leadership** as well as [Amplifying Gender Equality in Media & Technology](#).

**Past grants** have been given to women's networks and indigenous women's forums.

For the reasons mentioned above, this could be a valuable partner to TRC, from the angles of **Shifting Narratives, Equal representation in climate forums, and indigenous knowledge**.

#### Relevant grants:

- Women's Link Worldwide, \$50,000 (2021)
- Women's Learning Partnership, \$50,000 (2021)
- Global Greengrants Fund, \$50,000 (2021)

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# What are the Next Steps?

- Determine what the application process is
- Identify who the key contacts are
- Create an action plan with steps (reach out by email, submit an online form or LOI, etc)

**Next Steps:** Explore connections for a warm introduction. If none are found, reach out to the Executive Director (*email info*) to introduce The Rallying Cry and explore pathways to a partnership.

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# Customizing Your Outreach

Dear Foundation Contact,

Tailor your first paragraph to demonstrate that you've done your research and planning. Articulate your WHY and make connections to The Foundation using relevant, timely examples.

Next, use your "Who We Are" core messaging statement to introduce your organization.

Then, transition to "What We Do" to help identify any specific funding opportunities that are available at the time. Say directly that you would like to discuss if there could be a fit, like an open call for proposals.

Finally, use "How You Do It" to describe how The Foundation and your organization can solve the problem you both recognize.

In closing, invite or suggest any next steps.

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# Key Takeaways

- Know your WHY and how it connects to the funder's WHY
- Show a deep understanding of the problem you are both addressing and that you understand the funder's perspective
- Back it up! Highlight how your approach and solutions directly address the problem at hand; whenever possible, use recent, real examples of impact and show how the funder has supported work in this area with specific program priorities, past grantees, blogs & articles.
- Create structure around the process, for both research and communications. Be creative in your thinking.
- Remember this is about cultivating relationships. Look for ways to continue the conversation & express gratitude!

# Resources

## Prospect research tools:

- [Fundsforngos \(free\)](#)
- [Climate Funding Bulletin \(free\)](#)
- [Grantmakers.io \(free\)](#)
- [Foundation Directory Online \(paid\)](#)
- [Inside Philanthropy \(free basic version and complete paid one\)](#)
- [Instrumentl \(paid\)](#)

## Comms tools:

- [BFP Open Source Trainings](#)
- [Example Fundraising Communications Toolkit](#)
- [Black Fox Philanthropy Fundraising Handbook](#)



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# Q&A & Dialogue

*Thank you for joining in!*

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