



Global
ARCH

Global Alliance for Rheumatic
and Congenital Hearts

Fundraising Strategies in the Time of Pandemic

Bistra Zheleva



All about the
coronavirus
and *NOT*
CHD & RHD

It will be hard few months

- Some donors may switch priorities – not fitting with new COVID-19 focus
- Individual donors may not give because of financial problems
- Physical distancing
 - Cancel fundraising events
 - No face-to-face meetings with donors

A lot outside of our control





What you can do

Keep focus

Your mission is still valid today

Connect and
communicate

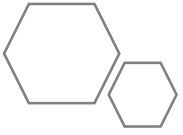
- Communicate early and clearly, ask how they are doing
- Be transparent and honest about the challenges
- Send frequent updates
- Continue to develop relationships, new funders

Be prepared

- Some donors will ask how they can help and *how much you need*
- Be quick and watch out for opportunities

Be creative
and flexible

- “emergency relief” funding opportunities
- Postpone fundraising events—don’t cancel, or go online
- Find ties to COVID-19 funding – everyone is affected
- Be relevant – why you matter now



Genuine human connection

- Focus on values
- Share stories
- Find and use champions

- Don't stop fundraising

99 Year-Old WWII Veteran Raises \$16 Million for U.K. Health Workers Amid COVID-19 Pandemic





To Do Next #1

Address Organizational Impact



What are you doing now and how have you adapted?

What will you be able to do in the next grant period?


What will your work look like when things are “back to normal?”




To Do Next #2

Continue Stewarding Funders

Discuss how the COVID-19 crisis has affected your work and its future impact.



Convey the importance of your work now and in the future.



Discuss potential changes to funder priorities that may affect future grants.



Raising Funds in a Pandemic

Amy Basken

Director of Programs

Conquering CHD

Challenges

- All in-person fundraising events are cancelled.
- Individual donors are giving less and reluctant to give larger amounts of money.



Circling Up

- Virtual Fundraisers
 - Lower participation price per person
 - More people involved online
- Moved from Event to Program funding
 - CHD doesn't stop, neither do we
- Leaning on Corporate Sponsors



email. info@conqueringchd.org

visit. www.conqueringchd.org



Conquering CHD



Kardias

Blanca del Valle

Kardias, Mexico



Kardias Snapshot **Pre-COVID19 '20**

FUNDRAISING:

Multi annual pledges from Foundations:

\$720,000 USD

Donors:

Big Donors: \$1,000,000 USD

Small Donors: \$175,000 USD

Events:

Sporting events: \$770,000 USD

NY Gala : \$200,000 USD

Other Fundraisers: \$200,000 USD

Total Pre- Covid Income Budget:

\$3,065,000 USD*

*USD estimated at \$25 MXN x USD

Kardias Program:

Heart Center ABC- Kardias

100 Surgical procedures

30 Cardiac catheterizations

Heart surgery INP (Pediatric National Institute)

150 Surgical procedures

Kardias Snapshot **Post-COVID19** '20

FUNDRAISING:

Multi annual pledges from Foundations:

\$720,000 USD

Donors:

Big Donors: \$500,000 USD

Small Donors: \$70,000 USD

Events:

Sporting events: \$260,000 USD

NY Gala : suspended

Other Fundraisers: probably suspended

Total Pre- Covid Income Budget:

\$1,550,000 USD* (50% decrease)

*USD estimated at \$25 MXN x USD

Kardias Program:

Heart Center ABC- Kardias

60 Surgical procedures

(40% decrease)

20 Cardiac catheterizations

(30% decrease)

Heart surgery INP (Pediatric National Institute)

105 Surgical procedures

(30% decrease)



KARDIAS STRATEGY Post-Covid

Our priority, since the beginning of the crisis, has been the protection of our medical team and our patients, making full adjustments in our both centers.

We are keenly aware of the impact of crisis to our donors, both economically and priorities.

Donors:

Sensibilization and closeness to our donors informing on Kardias reality in COVID. (we still have to take care of children born with CHD)

- Newsletters
- Calls and Texts
- Personalized email

Events:

Change in strategy to adapt our sporting events to new reality and postpone fundraising events.

Board of Directors.

- Lecture by Expert Doctor.
- Monthly letter explaining changes in strategy both in operations and in fundraising
- Calls and texts

Other Strategies:

- Crowdfunding for protection equipment for medical team.
- New Leads in Mexico & US foundations
- We are creating 501c3 in the US.



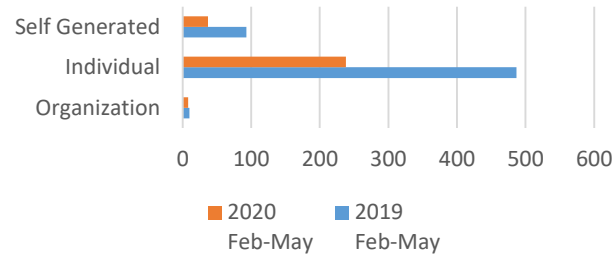
Farhan Ahmad

Pakistan Children's Heart Foundation

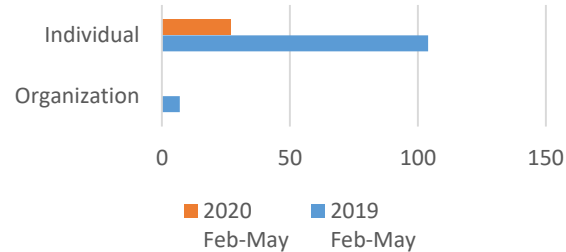
PCHF Experience (Feb till May)



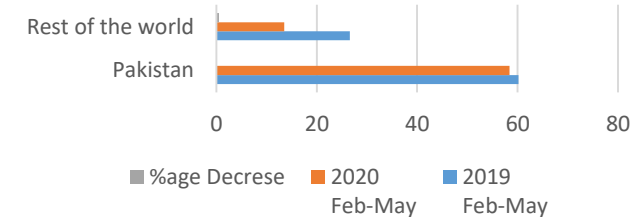
Donor Count	2019 Feb-May	2020 Feb-May	%age Decrease
Operational Project			
Organization	10	8	20%
Individual	487	238	51%
Self Generated	93	37	60%



Donor Count	2019 Feb-May	2020 Feb-May	%age Decrease
Development Project			
Organization	7	0	100%
Individual	104	27	74%



Donor Count	2019 Feb-May	2020 Feb-May	%age Decrease
Operational Project			
Pakistan	60.2	58.41	3%
Rest of the world	26.56	13.52	49%



Donor Amount	2019 Feb-May	2020 Feb-May	%age Decrease
Operational Project			
Organization	8.19	11.45	28%
Individual	34.96	37.17	6%
Self Generated	17.06	5.11	70%

