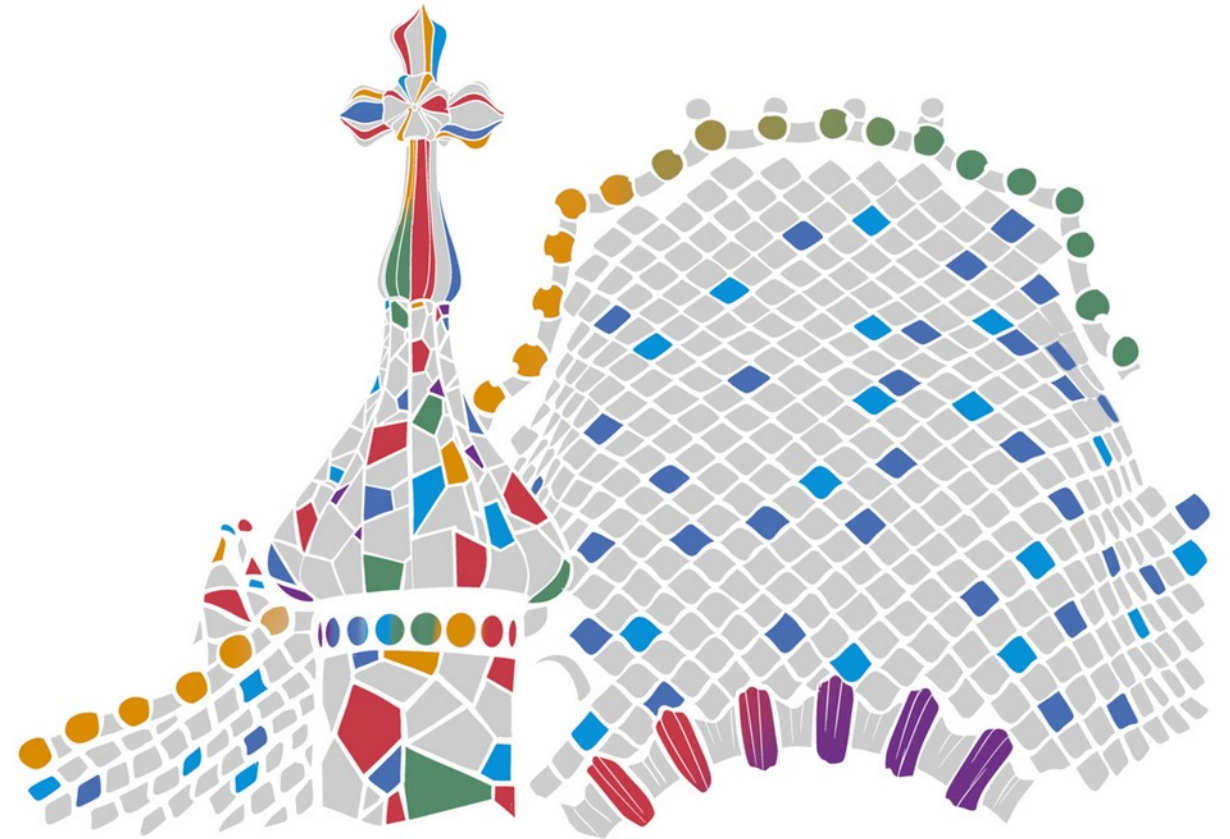




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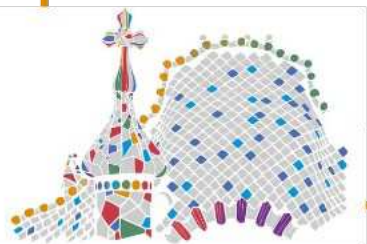
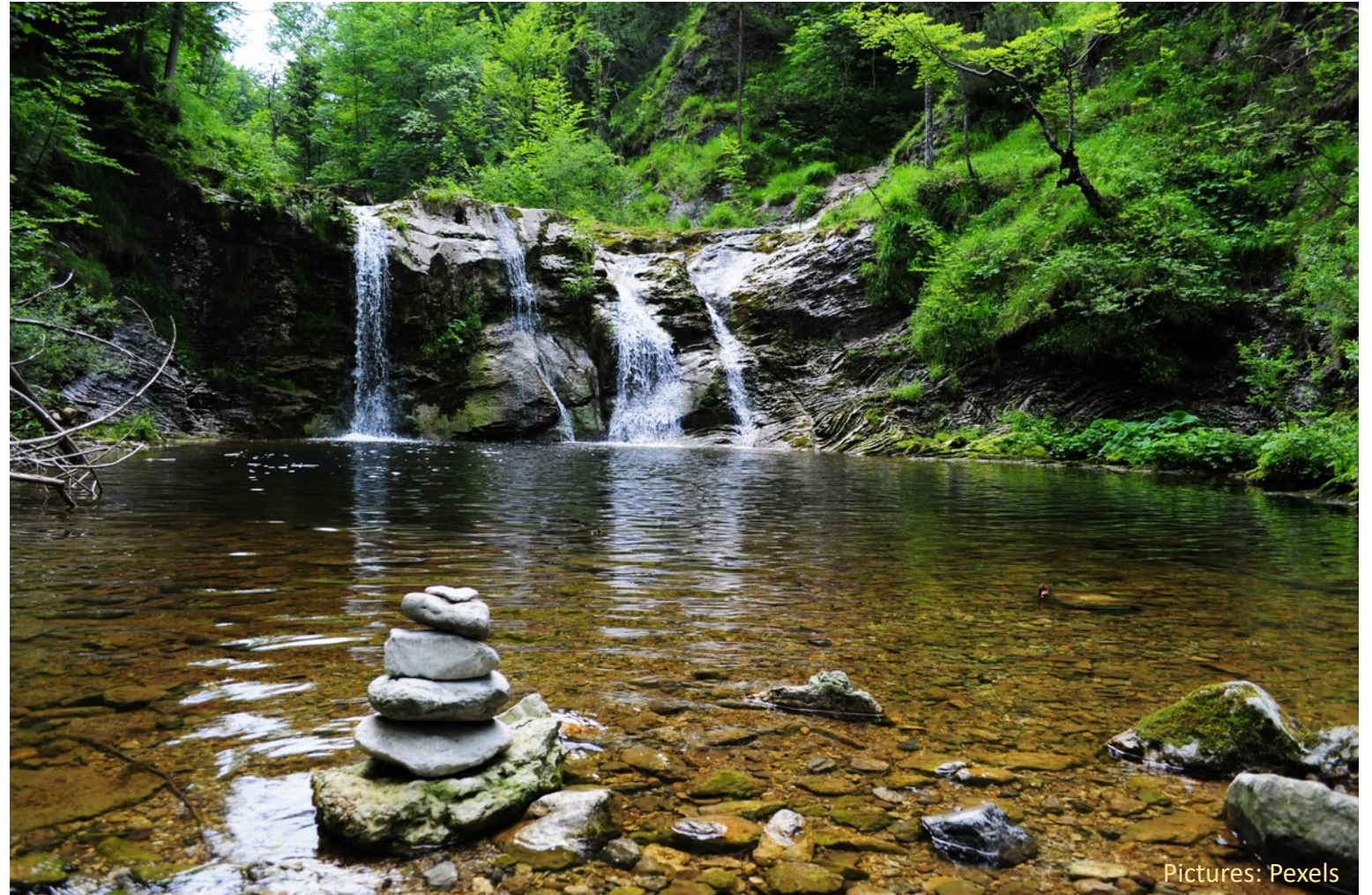
# Tailored versatility Staying Sustainable through Fundraising

Jenni Tamminen-Sirkiä  
Colores- the Finnish Colorectal Cancer Association



# Many rivers and streams run into one lake

- Multiple financing sources bring versatility and sustainability
- Different sources demand different applications and reporting



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# Some common features – everybody wants something

- Any person or organisation wants something in return for money....  
Visibility, services, information, impact on people's lives, feeling good about themselves...
- What do you offer?
- How do you communicate?
  - Differently to different facets
  - Simple message



# Some common features – show me the results

- Any sponsoring person or organisation wants to see what has been done with the money
  - What and how do you measure?
  - What do you show as the result and how?
- What do you offer?

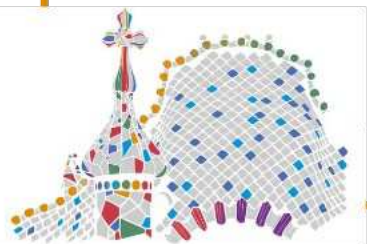


# Some common features

- Everyone needs and likes to be acknowledged. Thank quickly and often!
- Cherish the people, the networks and the sponsors
- Make collaboration fun (though it is not always easy)



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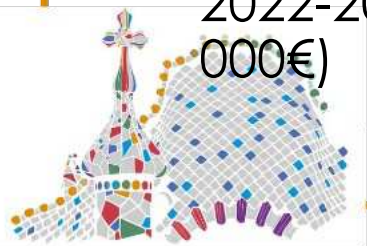
# How Colores is funded 2023?



- Governmental funding Ak-3 (Funding Centre for Social Welfare and Health Organizations (STEA) ~55 %
- Cancer Foundation Finland ~28%
- Separate STEA funding, Ak-4, via Finnish Cancer Society for rehabilitation courses for people with cancer and/ or LS
- Fundraising ~8-9% (logos at home page)
- In addition, occasional project funding, i.e. 2022-2023 CRC awareness video (~11 000€)



<https://youtu.be/Mo1jxltoeMo>



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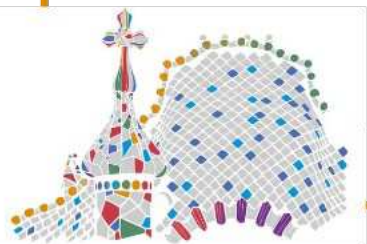
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# Many rivers and streams run into one lake Colores

- Multiple financing sources bring versatility and sustainability
- Tailoring communication – what do you offer to each facet
- Cherishing the sponsors, saying thank you
- One size does not fit all. Different € sources demand different kind of applications and different kind of reporting
- Time allocated to and work done on specific € source needs to be followed and documented
- Measure the results and make them visible and know to the sponsor



Pictures: Pexels





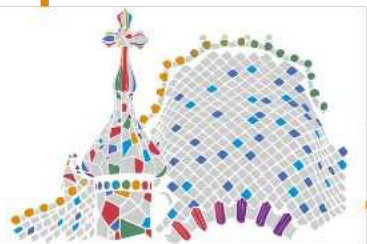
# Thank You!

## Questions?

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