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**NON-PROFIT BUSINESS**

**PLAN**

**Scales Conservation Fund NPC**

**2019 / 285721 / 08**

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**EXECUTIVE SUMMARY**

The majority of non-profit organisations are surviving on a hand to mouth scenario. Shortage of staff for their daily tasks is not an uncommon trait and with these daily tasks often being time sensitive it often leads to fundraising continuously being pushed to the “bottom of the pile” until such time as the accounts are empty and it is a last minute emergency. The Scales Conservation Fund is a means in which to assist these non-profit organisations with funding as well as sourcing funding opportunities at no monetary cost to them and with as minimal burden on their daily schedules as possible.

The Scales Conservation Fund will provide a variety of fundraising initiatives in order to attract donors, sponsors and corporate funding as well as provide South Africa’s first non-profit volunteer placement agency. SCF Volunteers offers affordable placements for local and international volunteers, whilst creating awareness and funding for real conservation efforts.

**ORGANISATION OVERVIEW**

Scales Conservation Fund NPC is run by a small but passionate team, who support ethical conservation practices and wildlife projects by raising awareness and offering support in sourcing donations and providing funding. The Scales Conservation Fund is a means in which to assist conservation based non-profit organisations in continuing their critical work through providing funding and support.

Scales Conservation Fund offers services to its beneficiaries, such as preparation and submission of funding proposals, linking organisations with suitable corporate sponsors, sourcing of sponsorship and equipment and raising awareness through social media platforms all at no cost to the beneficiaries. It is Scales Conservation Funds mission to make a difference to real non-profit organisations operating tirelessly to save Africa's threatened wildlife.

The Scales Conservation Fund volunteer placement initiative, trading as SCF Volunteers is not only a means in which to provide additional funding for conservation but is also a platform in which to change the face of volunteer placement agencies. Encouraging them to give back to the non-profit volunteer projects of which they are profiting from.

The founder of the Scales Conservation Fund, Amy Aucamp-Clark had been working for a non-profit organisation for thirteen years and during her last three years, had been focused on the financial obligations it entails. During this time, it became increasingly apparent that whilst funds are critical for all non-profit organisations to conduct their work, the time available that most organisations have to dedicate towards fundraising is minimal. Whilst some larger organisations can afford to pay for these services, most conservation-based non-profit organisations cannot and it was with this in mind that Scales Conservation Fund was created. It is the Scales Conservation Funds long term goal, to not only become a substantial provider of funding for its beneficiaries, but also to provide an opportunity for other non-profit organisations to apply for funding grants.

In order to minimize start-up costs, the Scales Conservation Fund will be run voluntarily by its Directors until such a time it can afford to sustain itself and cover operational expenses such as employee salaries. This includes all daily operations such as administration, social media feeds, advertising, completion of proposals, handling of volunteering bookings etc.

**ORGANISATION DESCRIPTION**

The majority of non-profit organisations are surviving on a hand to mouth scenario. Shortage of staff for their daily tasks is not an uncommon trait and with these daily tasks often being time sensitive it often leads to fundraising continuously being pushed to the “bottom of the pile” until such time as they find there is little or no funds left and it is a quick scramble to try and bring in funds in order for the organisation to continue to survive. Another vicious circle for these non-profit organisations is the fact that they need money in order to advertise for funding, yet they need to advertise in order to attract enough funding to afford the additional costs of advertising.

The Scales Conservation Fund is a means in which to assist these non-profit organisations who are not in a financial position to pay for fundraising services nor have the personnel time to dedicate to fundraising, assistance with sourcing funding at no monetary cost to them with as minimal burden on their daily schedules as possible.

Scales Conservation Fund offers services to its beneficiaries such as, provision of donation opportunities, preparation and submission of funding proposals, connecting organisations with suitable corporate sponsorships, raising awareness through social media platforms and the funding opportunities. Whilst offering peace of mind to our clients, donors and sponsors that there purchases, donations or sponsorships are guaranteed to support the conservation Fund and its beneficiaries. The Scales Conservation Fund believes in 100% transparency and provides all funding reports and statements on demand as well as available for anyone to download from the Scales Conservation Fund website.

The Scales Conservation Fund will provide a variety of fundraising initiatives in order to attract donors, sponsors and corporate funding as well as provide the worlds first non-profit volunteer placement agency. SCF Volunteers offers affordable placements for local and international volunteers, whilst creating awareness and funding for real conservation efforts.

**OPERATING PLAN**

It is imperative that all contributions are acknowledged in a timely fashion. This will not only ensure that donors are aware that their funds have made it to their destination, but also enforce our gratitude for their support and encourage future support and contributions.

All first-time donors will receive a personalized ‘Certificate of Donation’ which must be sent out within 24hrs of their donation being received. Any and all reoccurring donations must be subsequently followed up with electronic correspondence expressing our gratitude for their continued support within 24hrs of the donation being received.

Symbolic Adoptions are electronic packages which are to be sent out within 24hrs of the first monthly adoption fee being received through PayPal or via Electronic Transfer. The electronic adoption packages are ideal as the cost of the package is minimal to none, allowing the adoption contribution to go as far as general donations. Species available within the symbolic adoption scheme will either be linked to a specific non-profit organisation that is working to protect that specific species or will contribute to the Scales Conservation Fund itself. It must be made clear within the marketing of the symbolic adoptions, which is a project specific adoption, and which is not.

Fundraising events will also play a large part in raising funds, especially within the first 3 years of operation, until our brand becomes well known to the public. Events will not only be effective at raising funds, but also in spreading awareness about our organisation and our beneficiaries. A minimum of one fundraising event should be held every financial quarter by he Scales Conservation Fund. In addition, external fundraising events should be encouraged by Scales Conservation Fund friends and followers in order to assist with further fundraising.

SCF Volunteers is also a critical fundraising initiative and so all communications must be addressed in a timely fashion. Clients looking to volunteer will enquire at a number of agencies at the same time and so an automatic response should inform the client that their enquiry has been received and that they should receive a response within 48hrs. First contact should then be made with the client as soon as possible within this 48hr window and every subsequent correspondence within 24hrs.

Preparation and submission of grant proposal service including any quarterly and annual reporting for said grants will be available for Scales Conservation Fund beneficiaries. Time is the biggest hindrance to our beneficiaries. Whilst in desperate need of grants to operate, they do not have the necessary time to allocate to producing proposals and applications. Scales Conservation Fund will draft and submit funding and grant proposals on request from beneficiaries in order to assist them in sourcing additional funding.

An additional source of income during events can be generated from the sale of goods, branded merchandise should be readily available such as t-shirts and caps, as well as any other goods that are fitting with said event such as drinks and snacks.

The Scales Conservation Fund fees for general fundraising are in order to assist in covering Scales Conservation Fund costs, including but not limited to administrative. All funds remaining after costs have been covered, will be included in the quarterly donation distribution to Scales Conservation Fund beneficiaries. These funds will be allocated and transferred on a quarterly basis as per the board of directors’ approval. All fees will be deducted before applicable funds are transferred to the beneficiary and a full breakdown will be provided to said beneficiary with each quarterly payment.

General Fundraising includes all funds donated to a specific beneficiary via symbolic adoptions and or donations. Fees for general fundraising conducted on behalf of a beneficiary;

* + R0.00 – R50,000 – 20% of funds received
  + R50,001 – R999,999.00 – 10% of funds received
  + Above R1,000,000.00 – 5% of funds received

Grant Proposal and submission fee will be charged at a flat rate of R3,000.00 which will be included under administration costs of any/all grant applications submitted in order for the cost to be redeemed from any successful application. Should the grant proposal not be successful then the flat fee will no longer apply.

SCF Volunteers commissions on placements sold are to the benefit of the Scales Conservation Fund. SCF Volunteers will add a commission no greater than 20% to the base rates supplied by the volunteer project. As SCF Volunteers is an initiative of the Scales Conservation Fund, 10% of profits made from the sales of a non-profit volunteer project will be donated to said volunteer project at the same time as full payment for the booking is made to the organisation. This donation will be classified as unallocated funding and will be non-refundable. All other and remaining profits from sales fall under the distribution guidelines of the Scales Conservation Fund.

Access to corporate sponsorship will greatly benefit all parties. Scales Conservation Fund can act as a ‘middle-man’ linking nonprofit organisations to suitable corporate sponsors. Corporate sponsorship would also greatly increase the awareness of our organisation and subsequently increase private donations.

**FINANCIAL PLAN**

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**ORGANISATION INFORMATION**

**Scales Conservation Fund NPC**

Registration no. 2019/285721/08

Non-Profit Company

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