



# You and Your Funder: A Relationship Guide

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Choose a funder you work with or expect to work with in the future.

Write a short paragraph describing the value of a specific activity you engage in for that funder.

Activity



What stood out in these stories?  
What was most effective in sharing value?

Reflect





**What is a funder?**

- Why do they exist?
- What do they care about?
- Why do they need to have a relationship with you?



## What goes into this relationship?

- How we interact
  - Sharing (discussions, applications, feedback, reports)
  - Work (activities, programs, initiatives)
- What we both get out of it
  - Shared values / goals
  - Resources / support
  - **Connectivity**
- Transactional vs. mutual benefit



## What do you think it means to be a good applicant?



Grade 5 students performing Canadian Shield 'A Rocky Adventure' with Trickster Theatre artist Devon Dubnyk. St. Jerome School, Calgary, AB

## Building Trust

- Critical Self-Awareness
  - Know your communit(ies)
  - Clear picture success
  - Show how you know
  - Define your values, avoid the abstract
- Need vs Opportunity
  - The power of openness
  - Aim through and past challenges

## Communicating Clearly



- Avoid jargon and use plain language
- Show your work
- Be specific
- Don't make assumptions
- Consider other ways to tell your story (i.e. support material)



Choose a paragraph from the opening activity.

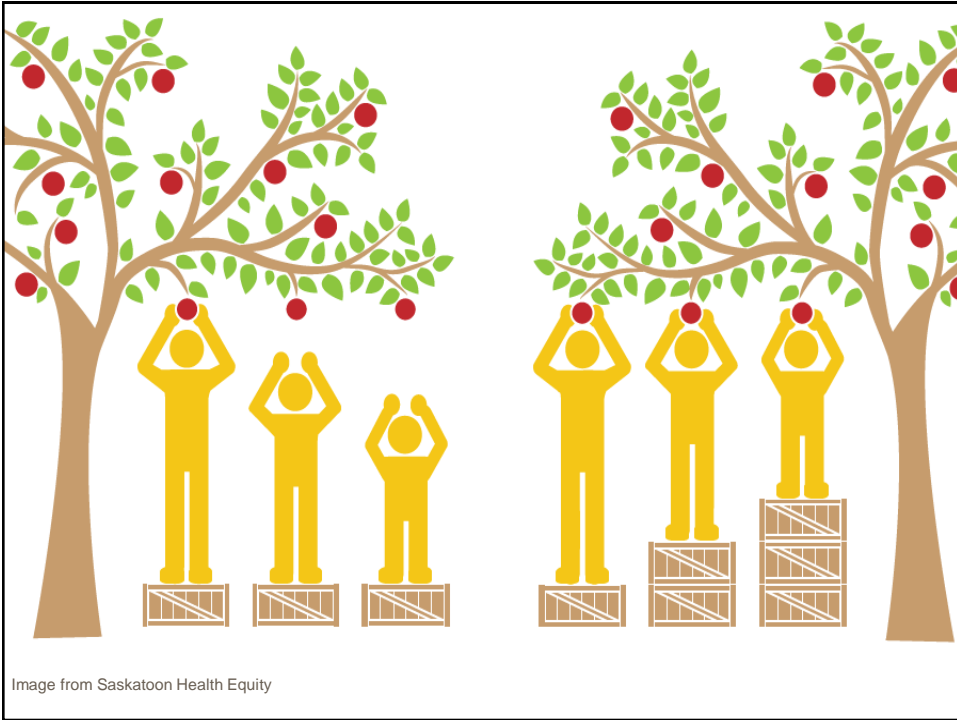
How can this description be improved?

Activity



What changed in these stories?  
What was most effective?  
Did your understanding of the value of the activity shift?

Reflect



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## Funder Challenges

- What is equity, and what does it mean for this work?
- What could the future look like?
- What role do applicants have?

