



Advocacy Center
for **Democratic Culture**

ACDC FUNDRAISING STRATEGY (2027)



ACDC FUNDRAISING PLAN FOR 2027

1. PURPOSE OF THE PLAN

ACDC's Fundraising Plan for 2027 sets out the financial priorities, target funding sources and activities required to implement the Annual Action Plan and ensure the organisation's stable operation.

The Plan is based on the strategic and specific objectives, strategic tasks and priority activities established by the Strategy and the Annual Action Plan. They provide the basis for developing new project proposals, establishing partnerships and seeking programme, institutional and multi-year support. New opportunities will be assessed according to their alignment with the organisation's strategic objectives, citizens' needs and the team's actual capacities. Data on contracted and anticipated funding and remaining financial needs will be updated throughout the year.

2. FUNDRAISING TARGET FOR 2027

ACDC's estimated annual financial needs amount to approximately EUR 316,000. The largest share of funding is allocated to programme work, while the allocation for human resources is set at a level that enables the engagement of the team required for high-quality programme implementation.

Area	Estimated Need
Human resources	EUR 118,800
Programme activities	EUR 139,200
Administrative and office costs	EUR 36,000
Organisational development and equipment	EUR 12,000
Reserve	EUR 10,000
Total	EUR 316,000

3. FUNDRAISING OBJECTIVES

- secure funding for the implementation of programme activities from the Annual Action Plan;
- secure stable funding for the core team and operating costs;
- secure funding for activities in all four ACDC programme areas;
- increase the share of institutional and multi-year support;
- broaden the donor base and reduce dependence on individual short-term projects.

4. PRIORITY FUNDING AREAS

4.1. Rule of Law and Access to Justice

Funding will be sought for research, legal and other expert analyses, providing information to citizens, consultations with institutions and advocacy.

4.2. Active Citizenship and Youth

Funding will cover training programmes, mentoring, consultations between youth and representatives of institutions, support for local initiatives and the development of a longer-term youth programme.

4.3. Dialogue and Social Inclusion

Funding will be raised for continuous dialogue and cooperation between communities, joint local initiatives and more equal participation of groups facing discrimination or exclusion.

4.4. The Environment and Local Resources

Projects will be developed that include educational activities, local actions and advocacy for more responsible management of the environment and local resources.

4.5. Core Team and Operational Capacities

Funding will be raised for the core team, coordinators, research and legal support, finance, administration and communication, as well as for organisational development, equipment, digital tools and internal systems.

5. TARGET FUNDING SOURCES

ACDC will diversify its funding sources. Donor names, contacts, deadlines and application statuses will be recorded in the internal donor map.

Type of Source	Most Relevant Support
European and international programmes	Rule of law, human rights, citizen participation, youth, dialogue and the environment
Bilateral development agencies	Institutional support, democratic governance, local development and organisational sustainability
Embassies	Small and medium grants, human rights, youth, public dialogue and local initiatives
Private and regional foundations	More flexible support, organisational development, dialogue, human rights and regional cooperation
International organisations	Local democracy, access to justice, cooperation between institutions and civil society, and community development

6. APPROACH TO DEVELOPING PROJECT PROPOSALS

- For each programme direction, a short project concept will be prepared that can be adapted to different calls for projects.
- Before a proposal is developed, its strategic relevance, financial viability and impact on the team's workload will be assessed.
- Budgets will include realistic staff costs and the costs of programme activities, external experts, materials, travel, communication and administration.
- Larger proposals will be developed in partnership where partners provide clear added value in terms of expertise or programme development.
- After each application, its outcome and, where available, donor feedback will be recorded.

7. ANNUAL SCHEDULE OF ACTIVITIES

Period	Priority Activities
First quarter	Updating the donor map; preparing proposals for institutional or multi-year funding; developing project concepts in the areas of the rule of law and active citizenship.
Second quarter	Submitting the first project proposals; meetings with potential donors and partners; developing proposals in the areas of youth work and support for local initiatives.
Third quarter	Developing proposals in the areas of dialogue, social inclusion and the environment; targeted outreach to foundations and regional programmes.
Fourth quarter	Monitoring applications; reviewing secured funding and remaining financial needs; preparing the Annual Budget and Fundraising Plan for 2028.

8. ROLES AND RESPONSIBILITIES

The Executive Director manages relations with key donors and approves project concepts and final applications. The Programme Director coordinates the development of programme ideas and links proposals to the strategic objectives and the Annual Action Plan. Project managers and project teams elaborate activities, results, indicators and the timeframe, while the finance and administration team prepares budgets and verifies cost eligibility.

For each proposal, a responsible person, internal deadlines and the required contributions of team members will be defined. The donor map, project concepts, budgets and application outcomes will be retained as part of the organisation's institutional memory.

9. SUCCESS INDICATORS

Progress in implementing the Plan and achieving the fundraising objectives will be assessed on the basis of the following indicators:

- at least five high-quality project proposals or institutional funding proposals submitted;
- at least four targeted meetings with donors held;
- at least three new relevant donor contacts established;
- funding secured for activities in at least three programme areas;
- at least one source of institutional or multi-year funding secured;
- the financial gap between estimated needs and secured funding reduced compared with the position at the beginning of the year.

10. MONITORING THE PLAN

Progress will be reviewed quarterly by examining current funding opportunities, submitted proposals, donor decisions, contracted funding and the remaining funding gap. The Plan may be adapted to changes in the donor environment and programme needs, but must remain aligned with the ACDC Strategy and the Annual Action Plan.