

## Step 2

# Seeking Funding

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Changes in funding practices over the last decade have made this a challenging time for non-profits, charities and community organizations to raise funds. Increased competition and government cutbacks at all levels mean greater demands - from an increasing number of groups – on foundations, corporations and other funders.

Your organization must do its homework to know which funders to approach. Your success will depend on identifying, researching, and finally assessing the best fit between your project plan and potential funders. This is where the time and effort you put into Step 1 will pay off.