Most funders don’t use just one investment approach; it’s a mix.

Awarding flexible funds shows that you trust in an organization’s vision, approach, and ability to make change... even if you can’t see all the way down the road.

Funding is flexible when it has few or no limits to its use.

Funders can provide many types of support.

General support

Project

Capacity building

Capital

Pro bono

Most funders don’t use just one investment approach; it’s a mix.

Designated funding can be appealing for nonprofits. Money is money, and there are specific needs that funding can address. But, it can also be a weighty burden that prevents an organization from driving even a little off the road.

For many efforts, the freedom to follow vision and mission through flexible funding without limitation lets organizations innovate and react.

It can also create more honest dialogue between funders and organizations, which translates into a more supportive relationship.

Passive or reactive in its strategy

Grassroots

Rapidly growing

Operating in a volatile context

Receiving focused support from other funders

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