



Institute for International Medicine
Fundraising Strategies to accompany the 2023 – 2028 Strategic Plan

Created: November 30, 2023

I. Introduction

To help achieve its goal of providing high-quality, low-cost education, INMED has adopted the following fundraising goals and strategies.

II. For more information about INMED's Gift Acceptance Policy, see the policy [here](#).

III. Five-year giving history

	FYE 2023	FYE 2022	FYE 2021	FYE 2020	FYE 2019
General Donations	\$20,149	\$2,305	\$1,321	\$9,410	
Grant Income	\$12,000	\$20,000		\$3,400	
Individual and Small Business Donations					\$55,569
Student Scholarship	\$52,060	\$65,428	\$51,048	\$39,145	
Total	\$84,209	\$87,733	\$52,369	\$51,955	\$55,569

- a. "General Donations": contributions received without donor designations
 - i. FYE 2023 is an anomaly because of donated salary from teaching UN course



- b. "Grant Income": contributions received as a result of grant-writing efforts; these funds are typically project-oriented
- c. "Individual and Small Business Donations": a historically-used accounting term that is now equivalent to "General Donations" and "Student Scholarship"
- d. "Student Scholarship": contributions designated for tuition or HHC attendance

IV. Fundraising Goals

- a. Student Scholarship (10% increase year-over-year, starting with FYE 2023 number)
 - i. FYE 2024: \$57,266
 - ii. FYE 2025: \$62,992
 - iii. FYE 2026: \$69,291
 - iv. FYE 2027: \$76,222
 - v. FYE 2028: \$83,844
- b. Grant Income (20% increase year-over-year)
 - i. FYE 2024: \$10,000
 - ii. FYE 2025: \$12,000
 - iii. FYE 2026: \$14,400
 - iv. FYE 2027: \$17,280
 - v. FYE 2028: \$20,736
- c. General Donations (20% increase year-over-year)
 - i. FYE 2024: \$5,000
 - ii. FYE 2025: \$6,000
 - iii. FYE 2026: \$7,200
 - iv. FYE 2027: \$8,640
 - v. FYE 2028: \$10,368
- d. Totals
 - i. FYE 2024: \$72,266



- ii. FYE 2025: \$80,992
- iii. FYE 2026: \$90,891
- iv. FYE 2027: \$102,142
- v. FYE 2028: \$114,948

V. Fundraising Strategies

a. Phone Campaign

- i. Each November, INMED's President calls previous donors (individuals and organizations) and alumni. Potential donors are apprised of INMED's current needs and advised on how to give. All donors receive a hand-written thank you note.
 - 1. Beginning in the fall of 2024, INMED's Board President will be trained to participate in the phone campaign.
 - 2. Beginning in the fall of 2025 INMED's Dean of Faculty will be trained to participate in the phone campaign.

b. Alumni Survey

- i. As part of its annual alumni survey, INMED gauges alumni interest in becoming financial supporters of the Institute. Alumni who express interest in financially supporting INMED are added to the Phone Campaign calling list.

c. News and Events: once per year, INMED's monthly newsletter contains information about how to financially support INMED students.

d. Grant Writing

- i. As needs/projects arise, INMED staff write grants to potential grantors.
- ii. Beginning in 2024, INMED's Vice President of Operations will develop and implement a grant-writing strategy.

e. Board of Directors

- i. Members of INMED's Board of Directors are expected to contribute financially to the Institute.



- ii. Beginning in 2024, INMED's Board of Directors will develop and implement a strategy to raise more funds. This strategy will involve:
 - 1. Board members soliciting donations from their personal contacts
 - 2. The recruitment of new board members who have the potential to contribute financially and who have contacts who may contribute financially
- f. Promotional Interviews
 - i. At the 2024 Humanitarian Health Conference, INMED will record interviews with MIH graduates. The videos will be used in promotional and fundraising materials.