

OUR CASE STUDIES – DoGood Funding



How we secured funding for a new social enterprise and helped Seva Food Bank of Mississauga establish a new geographic location.



How we guided Visual Arts Mississauga through a change in direction and a new Fund Development strategy in alignment with their strategic plan.



How we led a diversified Fund Development Plan and capacity building workshops to teach Community Alliance for Support and Empowerment to seek new sources of funding.



How we helped Taste of the Middle East to become more financially secure and obtain funding for operating costs and a new festival.



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How we helped an established icon, Mississauga Italfest, to add fundraising capacity and operating revenue through hands-on fundraising support, and consultations.



How we raised funds for operating costs and programs and provided Fund Development workshops for Acorn to Oak.



How we helped Abode Community Service Centre to improve their governance practices and develop a new policy manual.



How we completed a “review and edit” for our DoGood Insiders member’s provincial government grant and secured a significant grant win for Afri-Can FoodBasket.



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VISUAL ARTS MISSISSAUGA



In 2023, Visual Arts Mississauga (VAM) contracted DoGood Funding to conduct a review of its internal fundraising policies and practices, spearheaded by its incoming executive director.

DoGood staff conducted several high-level consulting workshops with Consultant Kristian Clarke, a former Executive Director from the Arts and Culture sector.

A team of consultants developed recommendations for VAM on how to attract new funders, access new grant opportunities, enhance their fundraising policies and position VAM's mission and mandate for future success.



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The project included the production of a detailed consulting report, which included a three-year fund development plan with action-oriented next steps and clear objectives. At the request of VAM, we aligned each aspect of the Plan with the organization's four new pillars from their Strategic Plan.

The project also included a prospect research exercise, where we conducted research and reported on relevant funding opportunities throughout Canada.

VAM staff ended the consulting engagement with more confidence and a roadmap for future fundraising success!



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COMMUNITY ALLIANCE FOR SUPPORT AND EMPOWERMENT



In 2021, DoGood Funding engaged the Brampton-based Community Alliance for Support and Empowerment in a Fund Development Plan consultation.

During the engagement, we recommended that the organization diversify its fundraising revenue through special events, increased proposals to foundations and corporations, and simplifying its fundraising policy to make it easier for corporate and personal sponsors to give to the organization. When DoGood was engaged in 2021, CASE's annual revenues were only \$86,000 annually (estimated).



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DoGood has consistently supported CASE’s fundraising events over the years and obtained updates on fund development activities.

CASE’s 2024 revenues reached an organizational high of \$610,000 (estimated). While DoGood cannot claim full recognition for this increase, we believe that some of this success can be directly attributed to funding revenue which originated as a result of our recommendations.

Event Revenue	Donations
2021 event revenue: \$0 (estimated)	2021 donations: \$900 (estimated)
2022 event revenue: \$1,259 (estimated)	2022 donations: \$999 (estimated)
2023 event revenue: \$5,010 (estimated)	2023 donations: \$1,010 (estimated)
2024 event revenue: \$15,205 (estimated)	2024 donations: \$5,205 (estimated)



SEVA FOOD BANK



In 2019, Seva Food Bank became a client of DoGood Funding. The charity's visionary founder and Board Chair, Kulvir Singh Gill, met with DoGood staff and explained that grants were a challenge to access for the organization over the years. DoGood was hired to help Seva raise funds from corporations, foundations, and governments.

Over the next six years, DoGood helped Seva endure a pandemic, keep its shelves stocked, and keep its staff paid.

In total, \$1,033,000 (estimate) has been raised for the largest food bank in Mississauga since DoGood was engaged!



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In 2023, in response to a new fund released by the regional government, DoGood brought in a consulting partner specializing in social enterprise. A grant proposal for \$150,000 (estimated) per year for up to two years was successfully secured by the firm.

Seva was able to expand its footprint to Brampton, Ontario – a new service area. Today, the food bank has successfully received funding to expand its HVAC filtration capacity at its Malton (Mississauga) warehouse location, as well as successful grants for operations, and digital marketing campaigns.



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TASTE OF THE MIDDLE EAST



Taste of the Middle East (TOME) Is one of southwestern Ontario's largest cultural festivals, with annual summer festivals in Toronto and Mississauga to showcase Middle Eastern culture at its best.

The organization has referred us over a dozen times! When we were engaged in 2022, the Executive Director was not able to generate funds to cover core expenses.

DoGood's track record of funding success included a \$178,000 grant awarded through the Building Communities through Arts and Heritage (BCAH) Local Festival stream, a federal government grant. DoGood also secured additional funding for operational costs and security needs through provincial and municipal funding in excess of \$150,000 (estimated).



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Our ability to support TOME's operational expenses and expansion of programming into a new region provided the client with confidence. We believe that our relationship with TOME is a model for how we can support festivals across the country.



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ABODE COMMUNITY SERVICE CENTRE OF TORONTO



In 2022, Abode engaged DoGood in a strategic governance review. Founder and Lead Consultant Rohit Mehta started with a review of Abode’s current governance practices, including policies and procedures.

Via Zoom conference calls, DoGood reviewed the policies with the abode team.

In all, 20 policies and procedures were amended. The exercise not only ensured that Abode had good governance and risk management protocols in place, it also ensured that board members understood the “why” behind policy decisions and practices.



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We ensured that there was agreement and alignment among the team. This meant that DoGood staff and Abode staff engaged in discussions about the “why” and the how with regards to organizational decision-making best practices.

Today, Abode is a leader in their community with a stronger board, a complete and updated set of bylaws and policies, and better practices which any funder would be proud of.



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ACORN TO OAK



Acorn2Oak (Acorn to Oak Community Services) is a Mississauga-based social services organization that provides services for youth, seniors, and individuals experiencing food insecurity.

In 2023, DoGood Funding was engaged to support grant writing. We secured federal funding to provide capacity-building training and grant writing support.

Throughout our engaged, we have raised more than \$300,000!

Funded projects awarded to Acorn2Oak have supported their core operations through a regional funder. In addition, we secured one of only 20 grants awarded across Canada to non-profit organizations through the Black Opportunity Fund's 2023 Criminal Justice Grant.



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MISSISSAUGA ITALFEST



Beginning In 2023, DoGood Funding was contracted for two annual sponsorship funding campaigns. During this time, we submitted more than 30 proposal for the organization. This included submissions for government, foundation, and corporate grant funding.

Through our efforts, Italfest raised more than \$130,000 over an 18-month period, with \$85,000 awarded in 2024 alone.

DoGood staff were instrumental in helping the Italfest Board of Directors with overhauling its sponsorship package and offerings. Both for ease of use and to offer more compelling sponsorship packages, we worked with the organization to improve its approach and pitch to its funders.



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AFRI-CAN FOOD BASKET



In 2023, Scarborough-based Afri-Can FoodBasket engaged DoGood Funding through our DoGood Insiders monthly membership program.

A benefit of membership, Executive Director Zakiya Tafari requested our “Review and Edit” service for a provincial government grant which was written by the organization. DoGood staff reviewed the narrative and made edits, as well as suggestions, to ensure that the grant aligned with funder expectations, and was written in a compelling way.

DoGood’s work led to a successful outcome, with a \$150,000 grant win from a prominent provincial funder. We were thrilled with the outcome, and the best part is that we charged a low hourly fee and no commission so that the funds supported the organization and its cause.



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