



Finding Free Funding and Finances



STEVEN EDWARDS

DIGITAL WORKBOOK



Finding Free Funding and Finances

LESSON 1 – TAKE AWAY SHEET



STEVEN EDWARDS

☀️ Core Message

Your mindset is the most powerful tool you own. Whatever you plant in your mind—fear or confidence, scarcity or abundance—multiplies. By changing your thoughts, you change your outcomes. This session lays the foundation for moving from limitations to limitless opportunities.

“Your mission matters. Keep planting the right seeds.”



Finding Free Funding and Finances

Key Principles

The Thorns (Limitations to Uproot)

- Believing money is scarce.
- Taking rejection personally.
- Thinking too small or one-dimensionally.
- Poor money management.
- Saying “I can’t afford this” instead of asking “How can I afford it?”

The Corn (Seeds to Plant)

- Structure your NGO/project (registration, accounts, systems).
- Network locally and globally.
- Stay humble and value people.
- Commit to learning and growth.
- Think globally, design programs that solve real needs.
- Volunteer strategically to build credibility and connections.

“Your mission matters. Keep planting the right seeds.”



Finding Free Funding and Finances

Action Steps (Checklist)

- ☐ Define your target audience clearly.
- ☐ Clarify the specific problem you solve.
- ☐ Draft a simple program idea with benefits for participants.
- ☐ Volunteer your NGO with another project this month.
- ☐ Reframe negative thoughts into “How can I?” questions.

Reflection Prompts

- What “thorn” (limiting belief) has been holding me back?
- What is one “corn seed” (empowering action) I can plant this week?
- Who can I connect with or volunteer alongside to expand my rea

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LESSON 2 – TAKE AWAY SHEET



STEVEN EDWARDS

☀️ Core Message

Passion opens doors, but structure keeps them open. Funders don't invest in hope alone—they invest in organizations that are built to last. With strong foundations, smart program design, and bold visibility, you stop chasing money and start attracting it.

“Strong roots create strong fruits—funding follows your foundation”



Finding Free Funding and Finances

Key Principles

1. Structure Attracts Funding

- Legal registration proves you're serious.
- A separate NGO bank account builds trust.
- Boards, advisors, and committees add accountability and credibility.
- Systems and Standard Operating Procedures (SOPs) make your mission sustainable beyond you.

2. Programs That Solve Problems Get Funded

- Funders want solutions, not ideas.
- Start with the end in mind: problem, people, outcome.
- Visibility increases value—tackle issues people care about and notice.
- Use program stacking: one umbrella project with multiple funders supporting different pieces.
- Advocacy positions you as a leader; implementation makes you trustworthy.

“Strong roots create strong fruits—funding follows your foundation”



Finding Free Funding and Finances

Key Principles

3. Networks and Visibility Multiply Resources

- Networking is not who you know—it's who knows you.
- Visibility equals validity—when people see you, they trust you.
- Community presence, collaborations, and partnerships open more doors than money alone.
- Social proof—photos, stories, testimonials—makes your work real in the eyes of sponsors.

“Strong roots create strong fruits—funding follows your foundation”



Finding Free Funding and Finances

Action Steps (Checklist)

- ☐ 1. Register or Formalize Your NGO – Ensure your legal and financial structures are in place.
- ☐ 2. Open a Dedicated Bank Account – Keep finances clean and transparent.
- ☐ 3. Recruit Advisors or Board Members – Add credibility and support beyond yourself.
- ☐ 4. Design a Program With Impact – Define the problem, your beneficiaries, and the measurable outcome.
- ☐ 5. Stack Your Projects – Build one umbrella initiative and break it into fundable parts.
- ☐ 6. Show Up Publicly – Post one update, attend one event, or share one story this week to increase visibility.

“Strong roots create strong fruits—funding follows your foundation”



Finding Free Funding and Finances

Reflection Prompts

- What asset am I undervaluing that could be used for greater impact?
- How can I redesign one program to focus more on outcomes than activities?
- What tech tool or AI feature can I start using this week to save time and expand reach?

“Strong roots create strong fruits—funding follows your foundation”



Finding Free Funding and Finances

LESSON 3 – TAKE AWAY SHEET



STEVEN EDWARDS

☀ Core Message

You already have something in your hand—skills, people, stories, networks, and tools. Funders aren't looking for perfection; they're looking for leaders who recognize their assets, design programs that create real change, and use technology to multiply their reach.

“Use what you have. Design with vision. Multiply with tech.”



Finding Free Funding and Finances

Key Principles

1. What's in Your Hand? Assets Create Opportunity

- Your greatest assets aren't always physical—they include skills, lived experiences, networks, and stories.
- Like Moses' rod, what looks ordinary can become extraordinary when put to use.
- Funders value leaders who maximize what they already have.

2. Design First, Budget Second

- Funders don't fall in love with numbers—they fall in love with impact.
- A clear program design (problem → people → outcomes) makes your budget meaningful.
- Program stacking allows one umbrella initiative to host multiple sub-projects supported by different funders.

“Use what you have. Design with vision. Multiply with tech.”



Finding Free Funding and Finances

🔑 Key Principles

3. Technology is Your Force Multiplier

- Free and discounted tools (Google for Nonprofits, Canva, Jotform, etc.) stretch resources further.
- AI can draft proposals, structure programs, and automate repetitive tasks.
- Automation keeps your NGO consistent in outreach, reporting, and visibility without exhausting your team.
- Technology expands your reach—you can attract support locally and globally.

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Finding Free Funding and Finances

Action Steps (Checklist)

- ☐ 1. Make a list of all assets you already have (skills, people, networks, experiences).
- ☐ 2. Draft a problem statement and define the outcome your next program will deliver.
- ☐ 3. Create a simple program outline (problem → solution → activities → results).
- ☐ 4. Apply for one free nonprofit tool today (e.g., Canva Pro, Google Workspace for Nonprofits).
- ☐ 5. Use AI to draft a basic proposal or automate one small task (like social posts).

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Finding Free Funding and Finances

Reflection Prompts

- What structure in my organization needs strengthening right now?
- What community problem can I design a program around this month?
- Where can I show up (online or offline) to increase my visibility and credibility?

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Finding Free Funding and Finances

LESSON 4 – TAKE AWAY SHEET



STEVEN EDWARDS

☀ Core Message

Money without a plan disappears. Lasting impact comes when you give every dollar a purpose, prioritize wisely, and share resources. When you manage money with clarity and discipline, funders see you as trustworthy, your programs grow stronger, and your mission becomes unstoppable.

“Manage money with purpose, and you’ll multiply trust and impact.”



Finding Free Funding and Finances

Key Principles

1. Always Have a Plan

- Money flows in and out quickly without structure.
- A one-month well-funded program is better than a six-month underfunded one.
- Over-budget instead of under-budget—surplus creates flexibility, shortage creates stress.
- A written plan builds credibility with funders.

2. Prioritize with Purpose

- Needs: Non-negotiables for operation (e.g., internet, rent).
- Musts: Expenses that directly generate revenue (e.g., grant writer, networking).
- Affords: Choices based on long-term value, not convenience.
- Wants: Desires to be pursued only after needs and musts are covered.

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Finding Free Funding and Finances

Key Principles

3. Share Risk, Share Blessings

- Collaboration makes projects stronger and more fundable.
- Pooling resources allows for bigger events and broader visibility.
- Funders trust partnerships more than lone rangers.
- Treating partners, sponsors, and volunteers well creates loyalty beyond money.

4. Build Stability, Not Cycles

- Break the feast-and-famine pattern by saving for the future.
- Timelines must match your financial capacity.
- Consistency in money management creates consistency in impact.

“Manage money with purpose, and you’ll multiply trust and impact.”



Finding Free Funding and Finances

Key Principles

5. Money Reflects Vision

- Finances tell a story: careless spending shows lack of stewardship, wise allocation shows readiness for growth.
- Funders don't just give to needs—they invest in leaders who manage money with wisdom and purpose.

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Finding Free Funding and Finances

Action Steps (Checklist)

- ☐ 1. Write a simple money plan outlining income, expenses, and reserves.
- ☐ 2. Create a priority list: Needs | Musts | Affords | Wants.
- ☐ 3. Set one revenue goal for the next quarter.
- ☐ 4. Identify and cut one “Want” this month—redirect it into a “Must.”
- ☐ 5. Reach out to one potential partner NGO to explore collaboration.

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Finding Free Funding and Finances

Reflection Prompts

- Where has money slipped through my hands because I had no plan?
- Which expense this month is a “Want” I can redirect into a “Must”?
- Who could I collaborate with to share costs, multiply resources, and increase visibility?

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Finding Free Funding and Finances

LESSON 5– TAKE AWAY SHEET



STEVEN EDWARDS

☀ Core Message

To survive, you must start small. To thrive, you must scale with integrity, build teams that multiply strength, and think 10X bigger than what feels safe. Growth, credibility, and bold vision turn your NGO into a force that funders cannot ignore.

Grow with integrity, scale with vision—funders can't ignore unstoppable impact.”



Finding Free Funding and Finances

Key Principles

1. The Brontosaurus Effect: Grow Beyond Predators

- Grow in credibility and visibility until you can't be overlooked.
- Share proof of impact—photos, testimonials, stories.
- Funders and communities trust what they can see.
- The bigger your footprint, the stronger your protection.

2. Integrity Builds Trust

- Funders follow trust as much as vision.
- Always deliver with excellence, even on small budgets.
- Your word must match your work—consistency matters.
- Integrity is the foundation that sustains long-term support.

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Finding Free Funding and Finances

Key Principles

5. Consistency Creates Credibility

- Growth without discipline collapses.
- Standards, delivery, and reporting must be steady.
- When people see you show up with excellence again and again, you earn unstoppable momentum.

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Finding Free Funding and Finances

Action Steps (Checklist)

- ☐ 1. Collect 3 pieces of social proof (photos, testimonials, impact stories).
- ☐ 2. Identify 1 area to strengthen integrity—a report, standard, or follow-up.
- ☐ 3. Write down 1 task to delegate this week.
- ☐ 4. Set a 10X fundraising target—then list 3 steps to move toward it.
- ☐ 5. Review your last program—was it consistent? Decide one improvement for the next.

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Reflection Prompts

- What can I do this week to grow my visibility and credibility?
- Where do I need more integrity and consistency in my work?
- Who can I add to my team to multiply strength and lighten my load?
- What does “10X thinking” look like for my NGO right now?

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