

Introduction to Sustainable Funding

What are your assets and resources?

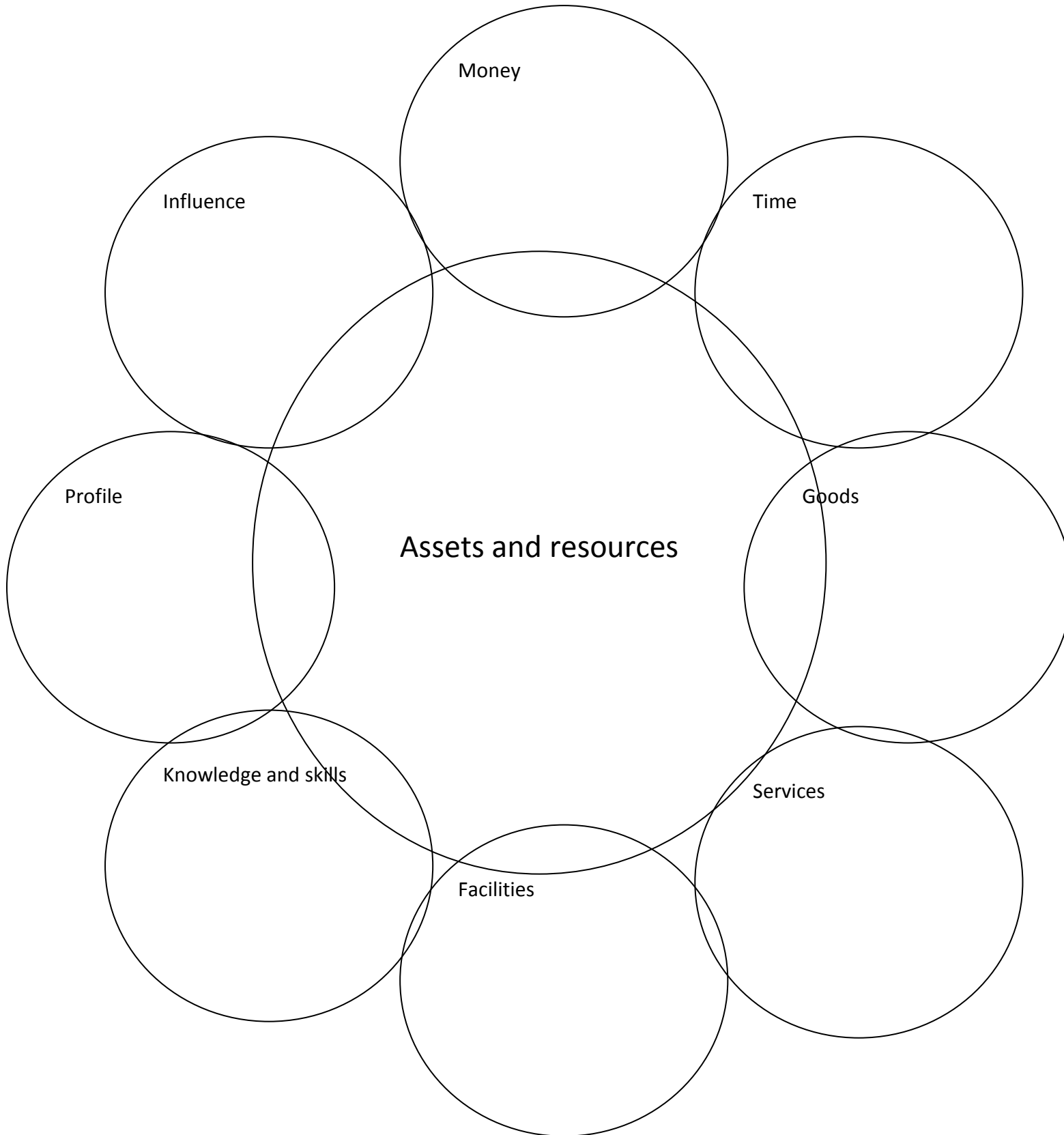


Exercise

Think about your assets and resources.

- What can you turn into money?
- What resources can you get in lieu of money (e.g. free advertising)?
- Do have/want anything that money can't buy (e.g. celebrity endorsement)?

Use the diagram overleaf to note down some ideas.



Money

Influence

Time

Profile

Goods

Assets and resources

Knowledge and skills

Services

Facilities