

**TRAINING  
PILLS**

# Social Fundraising MAP



ACLI BERGAMO APS



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# Social Fundraising

Fundraising helps to finance more services and projects, which is why it is good to remember that proposals should be contextualised according to the situation, objectives and needs.

## **1. Traineeships and continuous training**

Inclusive traineeships: Create accessible traineeships for people with frailty or disabilities, with careful supervision and a training mentoring system to ensure hands-on learning and personalised support.

Vocational and language courses: Organise paid courses with capped prices, supplemented by scholarships for the most vulnerable, on technical, language or soft skills such as time management, problem-solving and communication.

Dialogue between employees and employers: Include company training modules that foster mutual understanding, collaboration and inclusion in the workplace.

## **2. Mobility support**

Reimbursement and transport: Offer public transport passes, reimbursement of travel expenses or support for the purchase of private transport for those working in remote areas.

Driving licences: Fund courses to obtain a driving licence, which is essential for access to work in many rural or remote areas.

## **3. Safety and well-being at work**

Personal protective equipment (PPE): Provide appropriate tools for the work environment, such as helmets, safety shoes, gloves or masks.

Safety insurance: Cover the cost of work insurance to ensure protection in case of accidents or injuries.

Psychological support: Offer counselling or coaching sessions to help workers deal with stress, discrimination or difficulties in the work context.

## **4. Compensating for welfare shortfalls**

Deficient welfare supplementation: Create funds to compensate for absences of state benefits, such as parental leave, sickness or other basic entitlements.

Babysitting and family support: Develop babysitting or home care services for families, especially for single parents or workers with significant family burdens.

## **5. Promotion of local policies and awareness-raising**

Awareness-raising campaigns: Fighting stereotypes and discrimination in the workplace.

Networking events: Organising job fairs and meetings with employers.

Local experiments: Funding pilot projects in areas with particular economic or social challenges.

## **6. Communication and transparency**

Inform donors: Regularly update campaign supporters through newsletters, reports and success stories. Make the impact of funds visible through transparent metrics and beneficiary testimonials.

Awareness-raising campaigns: Use funds to promote the importance of inclusion and raise awareness of issues related to discrimination and frailty.

## **7. Innovation and restructuring of services**

Rethink existing services: Invest in a review of existing but ineffective structures and initiatives, introducing more agile and results-oriented models.

Structured training tutors: Integrate tutor figures within training and work pathways to provide continuous guidance and build skills in the long term.

## **8. Continuous monitoring and improvement**

Impact assessment: Continuously measure the value generated by interventions, collecting qualitative and quantitative data to improve future actions.

Strategic partnerships: Involve public institutions, private organisations and associations to amplify the effectiveness of the interventions.



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