

Donors and collaborators

We had an increase in income in 2019. A Drop in the Ocean does not receive funding from the Norwegian Government, but we are able to continue our work with the support from collaborators and private donors.

We have worked hard to ensure funding to be able to strengthen our humanitarian contribution. One of our strategic goals for 2019-2020 is to raise our funds with long-term economic partners. We set a goal of increasing our revenue with 15 percent annually – which we successfully did in 2019. Our total revenue was 13 504 138 NOK.

This was an increase of 66 percent from the previous year. The biggest share came from private donors, either regular donors who contribute financially every month or single donations. The advantage of receiving private donations, is that they are not earmarked to a specific project, making it easy for us to adapt when rapid changes occur. This way, it is possible for us to assist where the needs are greatest. There was a sudden boost of arrivals last year, which made us consider sending a team of specialists to assist in the reception of the new arrivals. However, as the situation was stabilised quite quickly, we decided to recruit a medical team to the health clinic Kitrinos in Moria camp instead, as they were in desperate need of doctors and nurses.

Recruitment of additional monthly donors

Monthly donors provide us with financial security and make it possible to plan our work. Therefore, our priority has been to increase our number of monthly donors, with a goal to double our revenue from this group each year. We had three part-time employed fundraisers, from March to June 2019, who recruited new monthly donors. We would not have been able to reach our goal of doubling the income from monthly donors without this campaign. At the end of 2019, we had 1 171 monthly donors who provided us with 170 000 NOK each month.

Facebook as a fundraising platform

A large part of our increased revenue is a result of more frequent use of fundraisers through social media. In total, 45 percent of our revenue came from Facebook fundraisers. Out of these, half came from campaigns launched by us and the other half came from private donors who set up fundraiser on their own, many in conjunction with their birthdays. Our goal is to become number one in Facebook fundraising in Norway, and our Secretary General held a lecture at the Norwegian Fundraising Association, showcasing how Facebook is an excellent fundraising tool.

Who donates to A Drop in the Ocean?

The majority of our donors donates through channels that

does not share personal information to third parties. Therefore, we do not actually have an overview of who most of our donors are. We have investigated new tools to retrieve data and find ways to identify who our Facebook and Vipps¹ users. This will provide us with a picture of who our donors are and make it possible for us to customise our message to different target groups. The focal point of 2020 is to test, fail, figure out and establish routines for how to best utilise these tools.

Applications and possible grant schemes

In 2019 we have mapped opportunities and partners for scholarships, applications and grants, and created an overview of current applications, scholarships, funds and grants.

As of December 2019, we do not receive any public funding, and are not qualified for government grant schemes from the Ministry of Foreign Affairs (Ministry of Foreign Affairs) on development assistance managed by NORAD, as Greece does not qualify as a developing country.

A Drop in the Ocean has registered as a Norwegian humanitarian organization under Active Citizens Fund EEA funds, and has started to map possible Greek partner organizations, which is a requirement to be able to apply for funds under this item. DIH is also working on being registered as a Greek organization in Greece.

During the year, we submitted around 13 applications for various scholarships, funds, grants, as well as various awards, and received, among other things, grants from the Interfloras Humanitarian Fund. We will continue this work in 2020.

Our collaborators

Multiple companies have supported us financially and by providing services. We are extremely grateful for this support. We want to extend our appreciation towards Solidus, who were very attentive to our wishes and needs when creating a new donorsystem. To prioritise our needs for the donor system we received help from Habberstad – who also supported us with HR work.

Additionally, we would like to extend our gratitude to Epinova, PDGP-Gosh and United Works.

¹Vipps is a Norwegian mobile payment application designed for smartphones developed by DNB (Den Norske Bank).

