

Gifts	Grants	Contracts	Open Market
<p>Donor relationship</p> <p>Gifts are made to further the mission of the organisation. This includes community fundraising, individual giving, regular donations, philanthropy, corporate support, legacies and much more. Often this income is unrestricted, as the donor trusts the organisation to use the money to achieve its aims.</p>	<p>Funder relationship</p> <p>Restricted funding to deliver specified outputs or mutually agreed outcomes. Most often there is an application process, the funder has clear expectations about what will be achieved and they will monitor how the grant is used.</p>	<p>Purchaser relationship</p> <p>Payment for provision of products or services according to agreed terms with a third-party purchaser.</p> <p>Contracts are legally binding – if either side fails to deliver, they can be sued in a court of law. Income is restricted to the point of needing to cover the costs of delivering the contract as a minimum.</p>	<p>Customer relationship</p> <p>Selling products or services to customers, not as part of a long-term structured contract. The open market includes trading and enterprise activity such as providing education, training, paid-for advice, selling publications or other retail. Trading can directly further the organisation’s mission or can be purely to generate profit. Any surplus income is unrestricted.</p>

