- Well, the fundraising process differs, definitely differs for different types of donors. And that's the first thing you need to appreciate as you form your buckets of short-term, medium-term and long-term. On one hand, you have individuals. So if you're raising money from individuals, maybe it's a person or it's a family foundation, that is a more personal approach. Their reasons for backing your venture is very much based on who you are and why they should trust you, or why their friends told them they should trust what you're doing. Now, in the East Africa context, something that we are always clear about is that as much as you have high net worth individuals, most of them already really supporting lots of friends and families, and more family, and initiatives, that unless this is your friend or family, you'll have a hard time. And if you're thinking of it as more as I want to build a revenue generating model into my non-profit, maybe there'll be someone to support me. A lot of high net worth individuals are already doing that within their families. So that becomes tricky. I think the other one is if I think of from the individual side, there's U.S. tax codes where you can make an annual tax-exempt gift, and a good number of wealthy people end up getting tax benefits. The same does not apply in East Africa. And so that incentive as to why would I give my money to a non-profit, because it's tax deductible, does not apply. So just some things to consider. There is a play here if you begin thinking about individuals who are Kenyans who are living abroad, and having an entire fundraising strategy of how do you connect with Kenyans who are living abroad who can also get that tax exemption by supporting your work here, but you need to be incorporated as a non-profit in the U.S. And that ends up being a tricky dynamic to get the tax exemption, unless you probably have a co-founder who's based there. So just some things to consider when you look at your peers and you're wondering how are they raising so much more. One low hanging fruit that has worked well for a number of non-profits, especially starting off, is leveraging the school and university network in the U.S., especially if you're working with artisans here and having those products being sold in the U.S. for the school network, you have a workforce, which is usually college and university students, who can support you with your fundraising, and then also talk to their parents, which brings in more money, and you don't have to have that much of a larger footprint. So, but on the individual front, the cultivation is really who am I, get to know me, back my idea, very similar to investing. It's that angels round, where you're getting money that's really helping you start off. Now, there are different pools of money, right? The pitch you have for 50,000 Kenya shillings is different from the pitch you have for a million Kenya shillings. And whether at the individual level, there's still more that's required, and more diligence, especially looking at people in that capacity. So if you're looking at family foundations, understanding what their criteria is then comes into place. And this moves a little bit more as you move from that individual of one person who will write you a check to that larger foundation.