



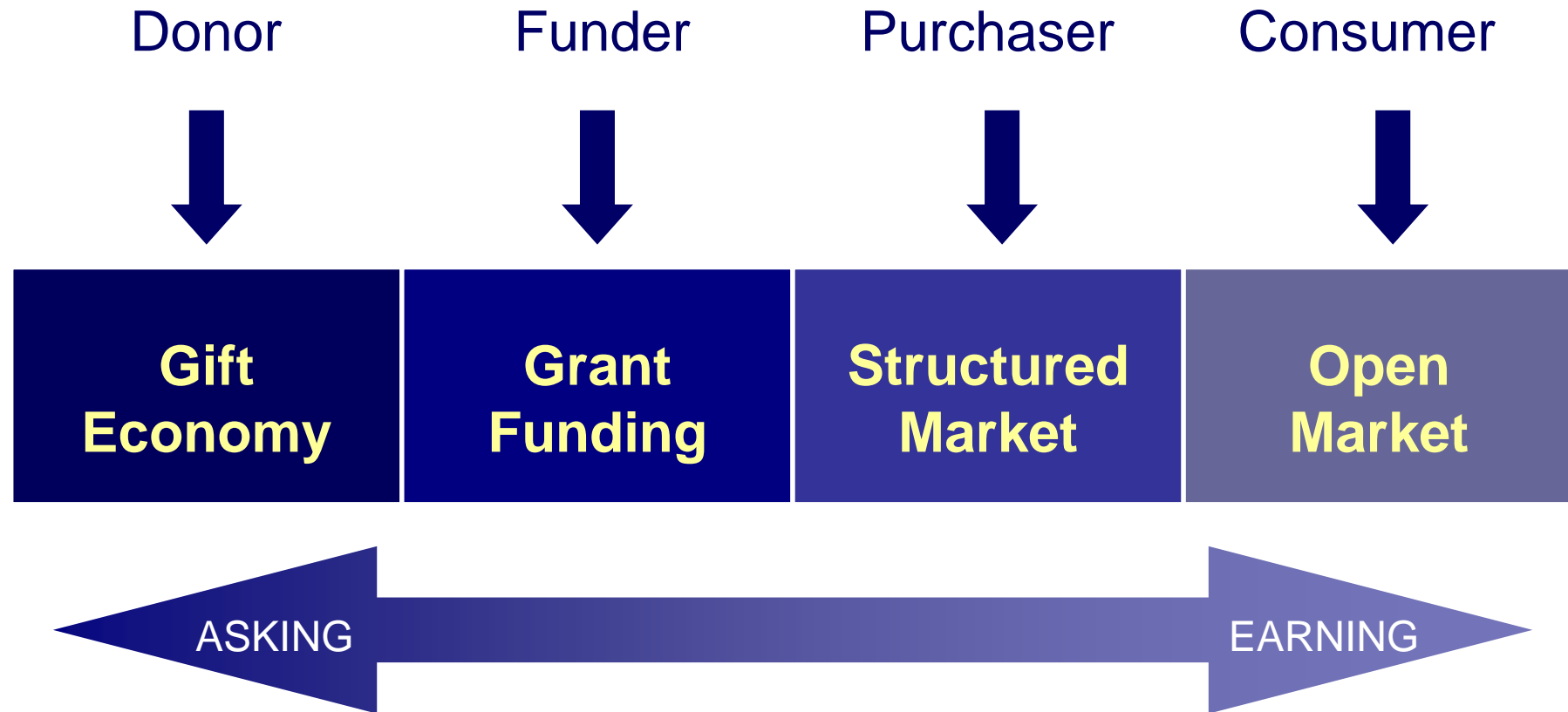
**Community &  
Voluntary Service**

# **Top Tips for Raising Funds**





# Funding streams and relationships



# Sources of grant funding

- Government – Central and Local
- Grant Making Trusts
- National Lottery
- Specialist loans/grants

But how do we find funders?

# FunderFinder

Database on computer, subscription only

- Matches your work to appropriate funders
- Identifies funders and gives basic details
- Book an appointment to use it at CVS

# Trustfunding.org.uk

Database on computer, subscription only

- Details of over 4,200 grant-making trusts with a total of over £3.1 billion a year.
- Book an appointment to use at CVS

# Funding Central

Free database – register online to use it  
Funded by



## FUNDING CENTRAL

The smart guide to over 4,000 grants, contracts and loans

[www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)

## Other ways to find a funder

- Books
- Charity Commission/Guidestar
- Other charities
- BedsSpread

Contact CVS to make an appointment to use our Resources Library

# Making an application

What does the funder want?

- Do you meet their criteria?
- Do they have an application form?
- Do they want a letter?
- Read any guidance notes **CAREFULLY**
- Make sure you meet deadlines



Making an application

# List of documents funders ask for

- Governing document
- Equality and diversity
- Safeguarding
- Bank details
- Accounts
- Budget

# Making an application



## 6 Steps to a good application

- Get someone from outside your organisation to read it through
- Don't assume the funder knows anything about you
- Check for spelling and grammatical mistakes
- Have you answered all the questions?
- Don't leave blanks
- As a rule, don't put 'see attached sheet'!!
- Is all the supporting information there?
- Take a photocopy

# Fit For Funding Workshop

- All the basics to get you to the stage where your organisation will be able to apply for funding
- All the documentation you will need including your governing document, policies, budgeting, and explain the basics of outcomes and demonstrating need
- Opportunity go through examples of funding applications and guidance on the use of our resources area
- It's FREE!
  - Friday 1st July 2011 - 10am to 12noon
  - Wednesday 7th September 2011 - 7pm to 9pm
  - Saturday 1st October 2011 - 10am to 12noon

# Demonstrating need

- What is the need that your project will address?
- How have you identified this need?
- How will your project address this need?

# Demonstrating need



Investigating and writing about need

- Research
- Evaluation of current services
- Consultation



<http://www.participationworks.org.uk/>

# Aims and Outcomes



Explaining the difference your project makes:  
A BIG guide to using an outcomes approach

- **Activity:**

The thing you will do

- **Outcome:**

The specific thing you want to change by the end of your project

- **Aim:**

The overall purpose of your project

# Need and Outcomes Workshop

- Build on the skills you gained from workshop 1
- Identify and explain need for your work
- Define aims, outcomes, targets and milestones
- Make sense of some of the most common problems groups have when making funding applications
  - Thursday 14th July 2011 - 10am to 12pm
  - Tuesday 18th October 2011 - 7pm to 9pm

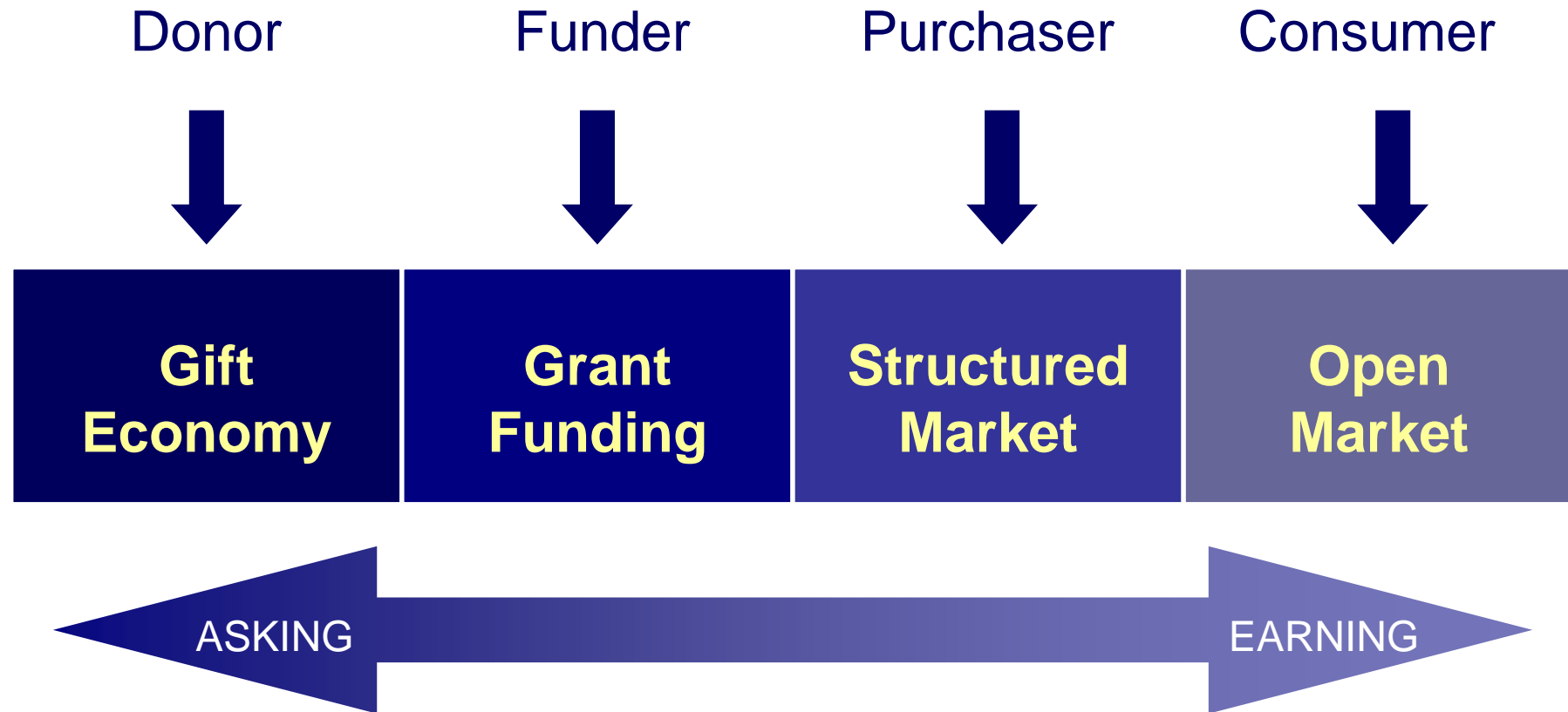
# Gift Economy

Includes

- Corporate fundraising
- Fundraising from individuals



# Funding streams and relationships



# Corporate Fundraising

Two broad types of support from businesses:

- 'Corporate Social Responsibility' or CSR
- Marketing and advertising

Sometimes described as:

- Sponsorship
- Cause Related Marketing (CRM)

# Good practice with CRM

- Does the promotional activity fit with the VCO's mission?
- Don't agree to activity that conflicts with your cause or values
- Have a contract



model contract

- Make sure that the amount that the VCO will receive is stated on the product and advertising or printed material

Also useful information is available from

- Business In The Community

# Fundraising from Individuals

- Direct mail and telephone fundraising
- Collections house-to-house and on the street
- Competitions, raffles and lotteries
- Major donor fundraising and legacy fundraising



Online fundraising handout



- **Localgiving.com allows donors to find and give to local charities and community groups, even those too small to be registered.**
- **Each of these groups have been vetted by their local Community Foundation before appearing on Localgiving.com.**

## Why register with LocalGiving.com

- **Gain funds** from people who want to give to your group or charity
- **Keep a record** of all your donations
- **Connect** with your supporters
- **Vetting by Community Foundations** means it is not necessary to be a registered charity
- **Claims Gift Aid for you**
- **Charges are low**

## How to register with LocalGiving.com

- If you would like to join Localgiving.com, please contact your local Community Foundation

Bedfordshire & Luton Community Foundation

[www.blcf.org.uk](http://www.blcf.org.uk)

# Good Practice

## Donations

- Use a 'shopping list' of donation amounts and products or services e.g. '£2 could help to feed an animal for a day'; '£10 could pay for veterinary medicines; £50 could pay a vet's fees'
- Suggest a set amount
- Break down a large amount into units



Guide to Fundraising



# Good Practice

## Collections

- Contact the local authority well in advance to obtain a permit or licence to collect
- Equip volunteers with sealed and labelled collecting tins plus identification badges
- Open and count the monies raised in the presence of at least two individuals



Guidance on collections

# Good Practice

## Lotteries

- Make sure that the lottery fits exactly with the rules for small, private or society lotteries
- If not, consider running a competition instead



Guidance on raffles and lotteries

# Tax Effective Giving

## Payroll Giving



Factsheet

## Gift Aid



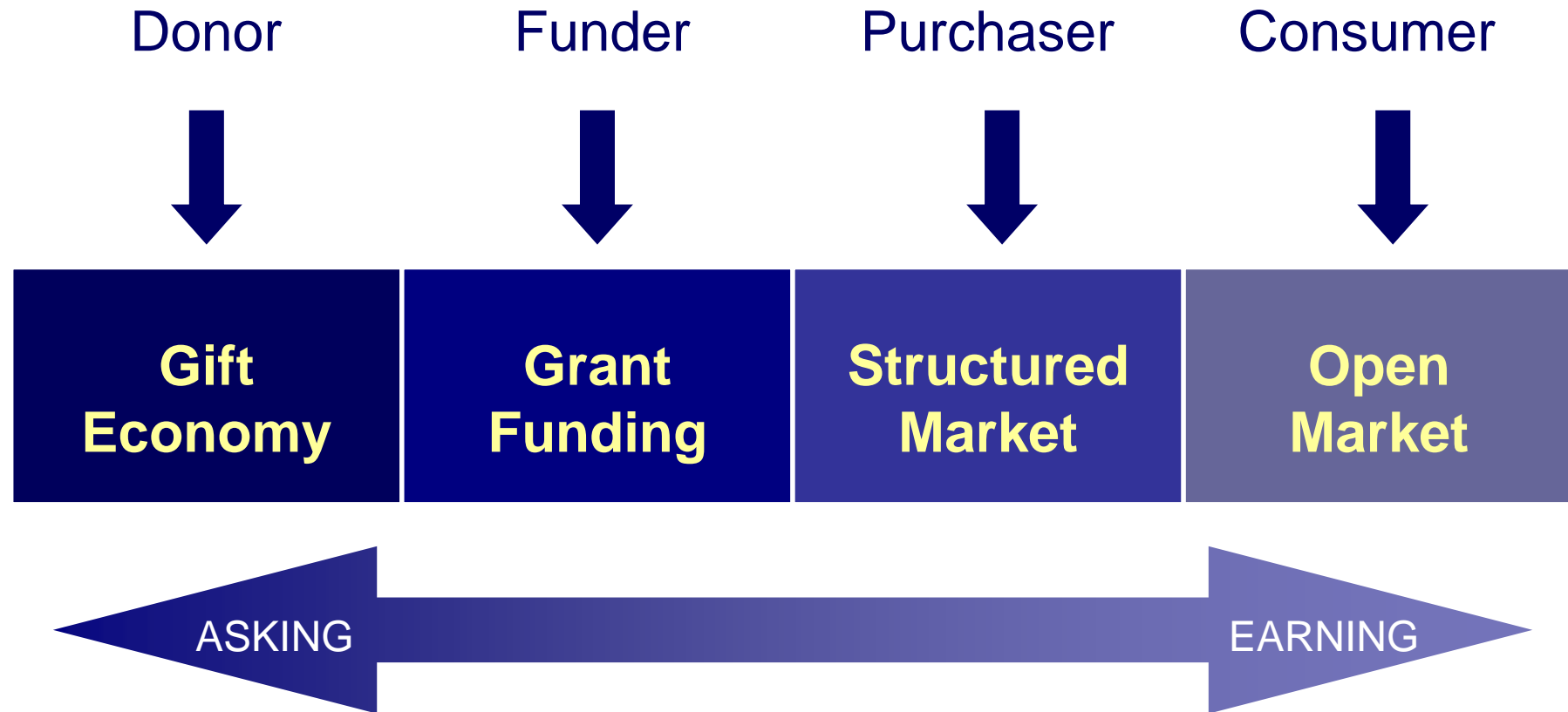
Gift Aid Toolkit

## Donation of Shares





# Funding streams and relationships



# Tendering

- **How to find opportunities**

Tendering for Public Services Sources of Information on CVS website  
or use

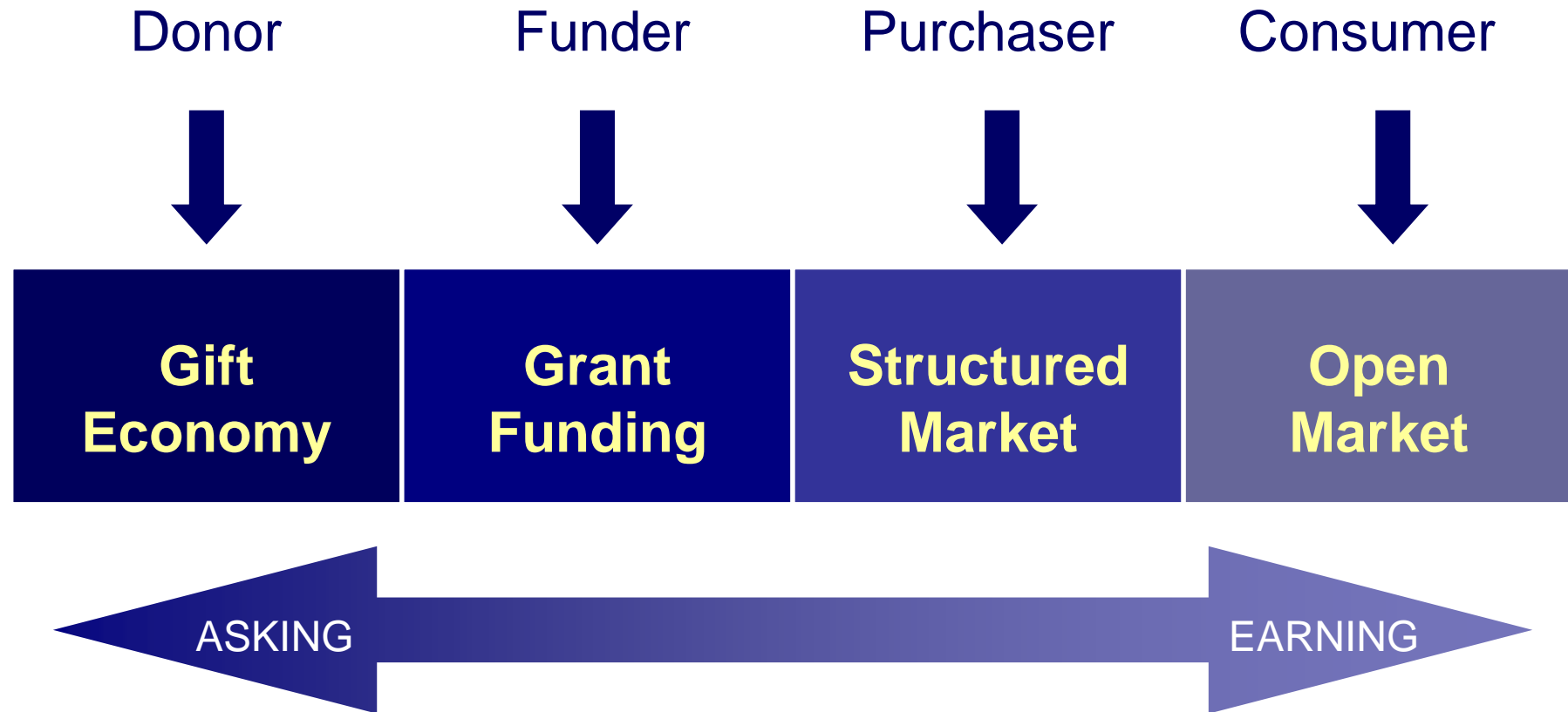
[www.contractsfinder.businesslink.gov.uk](http://www.contractsfinder.businesslink.gov.uk)

- **CVS Training and Support**

Contact Ian Curtis [ian@yourcvs.org.uk](mailto:ian@yourcvs.org.uk)



# Funding streams and relationships



# Social Enterprise

- Radio 4 Womans Hour yesterday:  
“Trying to define Social Enterprise is like trying to nail jelly to a wall”
- Three key features:
  - Social motivation
  - Good product/service
  - Independent source of funding

# Further help

 [jane@yourcvs.org](mailto:jane@yourcvs.org)

 01234 354366

 43 Bromham Road, Bedford

 [www.yourcvs.org](http://www.yourcvs.org)