

Fundraising

Definition

Fundraising is the employment of any one of several methods of raising money to further a cause or aim.

Key Concepts

Many things are said and written about fundraising. There are many course, books, and websites on the subject. However, most of the information centres round the following main concepts:-

- Planning
- Fundraising strategy
- Knowledge and use of resources as an aid to fundraising (e.g. Funderfinder)
- Sustainability – plans for continuing the work when a particular grant runs out
- People power – one or more people able to commit the time and energy to fundraising

Specifically

Once the purpose and process of the group has been defined and planned, the need to raise money is usually the next issue to be addressed. The most essential element of any group's fundraising activities is to produce **a fundraising strategy**. This sets out:-

- **A business plan**, detailing the following:-
 - Mission or vision statement
 - Aim/s
 - Objectives
 - Specific Tasks/targets with timescales
 - Resources needed to achieve those tasks/targets
 - Where the resources are coming from
- **Possible sources of funding**, e.g. small-scale sources, such as jumble sales, sponsored events, individual donations, one-off church collections; on-going church commitments, small local trusts and company-giving etc; and larger London/National Trusts, the Community Fund, European Social Fund.
- **Identification of the funding targets** by the use of Funderfinder and other funding databases, directories, local information, etc, and narrowing down the funders who would be most likely to fund the project.
- **Applying for funds**. The usual ways for groups to apply for funds are by letter of application or by filling in an application form. Occasionally groups are recommended to approach a funder by someone known to the funder, or to apply online, but these are more unusual. When deciding on what to include in a letter or application, the following points can act as a general guide (although it is important to read the guidelines or guide notes given by the funder very carefully beforehand):-
 - What need the group is addressing and what track record it has (if any)
 - What specific need the funding will address
 - What difference it will make to people and how
 - What is interesting/new/special about the work
 - How the request fits the funder's criteria/remit
 - How much money is being asked for
 - How it fits into the overall project budget
 - Who else is contributing (including the group itself and other "in kind" donors)
 - How will the work be managed
 - When the funding is needed by
 - The name of the group's bank account
 - A set of the most recent accounts

- An annual report (if there is one)
- How the funder will learn of the results of their giving
- The position of the person signing the letter

Key Agencies/Resources

The following agencies are worth checking out:-

- **London Voluntary Services Council (LVSC)**, 356 Holloway Road, London N7 6PA. Tel: 020 7700 8107 – run courses on fundraising, among others, also sell books and resources. Check the website (see below)
- **Directory of Social Change**, 24 Stephenson Way, Euston, London NW1 2DP. Tel: 020 7391 4800 – run courses on fundraising, among others, also sell books and resources. Check the website (see below)
- **Independent Examiners Ltd**, PO Box 58, Chichester, West Sussex, PO19 2UD. Tel: 01243 775585. Helpline: 01243 537323 – provide independent examination to prepare accounts to meet the standards set by the Charity Commission, as well as giving information and advice on a range of services, ie. audit, charity formation, payroll, charity management, bi-monthly e-newsletter.

Useful Websites:

- www.lvsc.org.uk/ - LVSC's website
- www.ncvo-sfp.org.uk – NCVO (National Council for Voluntary Organisations) – gives general information, as well as information on sustainable funding
- www.funderfinder.org.uk – database which produces a list of 'best-match' funding organisations and grant-making trusts
- funderfinder.org.uk/freeware.php - worth looking at for free downloads on software for helping to write a grant application and a budget.
- www.independentexaminers.co.uk – works mainly with churches
- www.fundraising.co.uk – gives news, views, events and vacancies in the fundraising world
- www.cwac.org.uk/funding/beginfunds.html - this is a useful website for beginners and includes information on where to start, and going through to writing the application, and building a relationship with the funders.
- www.dsc.org.uk – Directory of Social Change for a variety of books and training courses
- www.cibfunding.org.uk – the Charities Information Bureau – has useful, easy to understand information on fundraising, including “Recognising the Right Funder for your Group”, “Planning a Fundraising Strategy”, etc.
- www.hcvs.org.uk – Hackney Council for Voluntary Service, Ground Floor, 84 Springfield House, 5 Tyssen Street, London E8 2LY. Tel: 020 7923 1962
- www.towerhamlets.org.uk – Community Organisations Forum in Tower Hamlets, 1st Floor, Norvin House, 45-55 Commercial Street, London, E1 6BD. Tel: 0207 426 9970
- **See links to CVS's** on CANDL's website at www.barnardos.org.uk/candl

Useful Books:

- “Avoiding the Waste Paper Basket: A Practical Guide for Applying to Grant Making Trusts”, Tim Cook, 1996. LVSC. 35 pages. IS 1 872582 61 3
- “The Complete Fundraising Handbook”, Nina Botting and Michael Norton, 4th Edition, 2001, DSC. 416 pages. ISBN 1 900360 84 5.
- “The Guide to UK Company Giving”, John Smyth, 4th Edition, 2002, DSC. 384 pages. ISBN 1 903991 02 1.
- “The Directory of Grant Making Trusts”, CAF. ISBN 1 859340 25 3.