

Introduction to Developing Your Funding Strategy

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This session:

- ▶ pluses and minuses of different funding streams
- ▶ the resources needed for success.
- ▶ identifying the most suitable strategies for your organisation.

We will consider:

- Applying for grants and trust funds
- Fundraising events
- Community/supporters fundraising eg. donations, street collections, crowdfunding and legacies
- Trading opportunities

Some ideas:

1. Grants, Trusts and Foundations: What can you put in place to make the application process easier?
2. What fundraising events could you organise? Eg. bake sale, sponsored walk
3. How and where can you collect donations from the local community, your beneficiaries or supporters? Eg. street collections, legacies in Wills
4. What can you sell or trade to fund your charitable activities? Eg. hire out your minibus.

Grants, Trusts and Foundations

Plus points:

large amounts of money, fixed period so budgets can be prepared, stable income for the period, seal of approval from a well known funder, increases trust, may target your specific area of work, capacity building opportunities to strengthen the organisation, support for meaningful evaluation, improved organisational practices, partnership and networking, track record, increases awareness of your work, attracts supporters.

Minus points:

Time consuming to identify and apply, limited flexibility in what you can deliver, hard to fund core costs or well established activities, low success rate, steep cut off at the end of the grant, large amount of monitoring, shaping projects to meet funder prioritise.

Things you need:

TIME, clear outcomes for your work, clear organisational structure, transparent budgets, evidence of need, evidence of co-production, organisational bank account, grant info newsletters.

Fundraising events:

Plus points:

Unrestricted income so it can be used flexibly, successful events can generate high returns -especially when costs are controlled or sponsored, face to face, raises awareness, long term connections, lots of creative options, encourages participation in your organisation, builds loyalty, creates social media content, sponsorship opportunities, new volunteering opportunities, can be linked to core work eg. skills development for young people, fun.

Minus points:

High up front costs, financial risk, large amount of planning, unpredictable income, liability of things go wrong, can divert focus from core activities.

Things you need:

TIME, up front costs, places to promote your event, people who will come.

Can someone else organise it on your behalf? Eg. schools, corporate volunteering

Community/supporter fundraising:

Plus points:

Income comes from many individuals reduces reliance on a single funder or source, unrestricted income so it can be used flexibly, encourages a sense of shared responsibility and community ownership, digital giving means there's no geographical limits, variety of ways to give eg. one off or regular, long-term engagement with beneficiaries, raises awareness of your cause, provides volunteering opportunities, demonstrates your reach within the community.

Minus points:

Donor fatigue, asking too much of people, unpredictable income, highly competitive, management of donor information, compliance with regulations, supporter lead activities need guidance and monitoring, increased demand on services due to publicity.

Things you need:

TIME, methods for collection*, social media presence, understanding of GDPR and compliance

Trading:

Plus points:

Unrestricted income, is often part of your wider remit eg. Sharing environmental skills, face to face, raises awareness, long term connections, lots of creative options, encourages participation in your organisation, builds loyalty, creates social media content, new volunteering opportunities, can be linked to core work eg. skills development for young people.

Minus points:

Tax implications! Charitable status implications! Make sure you get advice.

Can detract from your main aims, poor quality can harm your reputation.

Things you need:

TIME, something to sell and the skills to make it a quality product

What is right for you?

Normally a mix of methods, making sure there is diversity, not all eggs in one basket.

What do you have the skills and resources to achieve now? In the future?

What fits best with your model of working?