



Fundraising Tips

There are many sources of funding open to you, ranging from national organisations to small, local trusts. Half the battle is matching your project with the right funder – and to do that you have to find out about each organisation's remit and priorities.

Before you start

It's worth noting that you stand a greater chance of success if you belong to an organisation that is a registered charity. There are many benefits to this:

- You can recover tax through the Gift Aid scheme.
- Funders will be reassured that you are accountable.
- Many funders will only give to registered charities.

For more information on registering as a charity, visit the Charities Commission website at www.gov.uk/government/organisations/charity-commission

However, you may decide that the additional administration work required in gaining registered charity status is simply not worth it. This is often the case with organisations that have very low annual incomes. Some funders will still be willing to grant you money, provided that your organisation has a written constitution and properly-audited accounts.

Where to apply

It's always a good idea to look locally for bodies to fund smaller-scale work. One good place to start your search is by consulting the Directory for Social Change. This organisation aims to help voluntary and community organisations thrive through advice on fundraising, managing resources and planning for the future. It also publishes guides on fundraising, such as A Guide to the Major Trusts. More information is available on the organisation's website at www.dsc.org.uk

Good fundraising

There are many guides to good fundraising and we have included a list of publications below. However, you might find the following ideas helpful in making a successful application.

- Make sure your project addresses the current priorities of the funder you plan to approach.
- Make personal contact prior to your application. This will help you gauge what is important to the fundholder and what aspects of your project to highlight. Successful fundraising is about adapting your needs and finding common ground.
- That said, don't allow the search for funds to drag you too far away from what you originally set out to do!

- Ask for a realistic amount of money. Only ask for large sums if you or your organisation has experience of managing them. It's better to grow slowly and succeed than aim too high and then fail to deliver.
- Emphasise why you think your project is unique – and will make more of a difference than the many others which funders consider regularly.
- Involve partners in your proposal – be seen to work well with others.
- Demonstrate a real need, from real people – not just something a small group of enthusiasts want!
- Don't solely focus on what the funding will provide but focus on what it will achieve.
- If possible show what match funding the funding will draw in.
- Have a clear budget, showing that you give value for money!
- Show how you will measure what your project will achieve.
- Detail what your plan is once the funding stops (not just 'apply for more funding!').

Useful Guides

- "Writing Better Fundraising Applications" by Michael Norton and Mike Eastwood, ISBN: 1903991099.
- "The Complete Fundraising Handbook" by Nina Botting & Michael Norton, ISBN 1 900360 84 5
- "Raising Money for Good Causes" by Jane Sutherland & Mike Eastwood, ISBN 1 900360 34 9 (also available for download at www.dsc.org.uk)
- "How To Be A Fundraising Champion" by Michael Norton, ISBN 0 954404 6 9

Websites

Fundraising UK

www.fundraising.co.uk

News, Tips and forums on all aspects of fundraising

Access-Funds

www.access-funds.co.uk

Grants information for the British charitable and non-profit sector.

Directory of Social Change

www.dsc.org.uk

Info and training for the Voluntary Sector

Government Funding

www.governmentfunding.org.uk

Access to Govt grants for the Voluntary and Community Sector

Funderfinder

www.funderfinder.org.uk

Excellent advice and software for individuals and not-for-profit organisations