

# Money, Money, Money

Saturday 5 November 2011

Facilitated by:

Liz Gumbley (Income Development Co-ordinator)

Enhancing life in Derby  
through voluntary action

## Session outcomes

**By the end of the session, learners will have a better understanding of:**

- What funders are looking for in an application
- Why funding applications fail
- what you need to find out about a funder
- Where to access funding information from

Enhancing life in Derby  
through voluntary action

## Icebreaker

- Your name and your organisation
- What funders have you already received funding from?
- What do you want funding for?
- What do you hope to achieve from today's workshop?

Enhancing life in Derby  
through voluntary action

## What are funders looking for?

Funders need to satisfy themselves that:

- You are not a one man band
- You are organised, have a committee and systems in place
- The idea/project fits their strategic plan
- You have enough people on board to make it happen
- The idea is realistic and isn't duplicated
- You have identified that there is a need for your service/project – have you completed any research?

Enhancing life in Derby  
through voluntary action

## Funders want to give money away!!

### They need:

- Applications that clearly meet the criteria
- Clearly defined impact – what difference will the funding make?
- An explanation of what you want the money for
- Evidence that there is a need for this piece of work

Source Abbey Charitable Trust

Enhancing life in Derby  
through voluntary action

## What you need to find out about a funder

- The sort of work they normally fund, e.g. housing or arts project. Do they have policies or guidelines?
- Do they only fund groups in a particular geographical area?
- What size of grant they will fund
- What is their procedure for dealing with applications – is it by letter, proposal form or a standard application form?
- The correct name and address of the funder and the name and title of the person to write to
- When are the deadlines for receiving applications?
- Is there a contact person you can talk to before making your application?

Enhancing life in Derby  
through voluntary action

## Discussion

What reasons have funders given for not funding your project?

## Reasons why applications fail

**Funders criteria** – many applications fall outside the funder's own criteria e.g. Children in Need Trust aims to benefit disadvantaged under 18's but still receive bids which don't show how their target group is disadvantaged

**Eligibility** - funders receive applications which they can't fund within their own rules. These applications are a waste of time for everyone

**Planning Projects** – not well planned or managed with unclear milestones and delivery methods. Groups need to demonstrate the skills and capacity to carry out the work

**Costings** – are the figures realistic? Are they enough to pay for the work in question? What financial controls are in place?

**Bids to benefit organisations, not people** – a bid to keep a group going is less attractive than one to provide a much needed service with clearly identified end benefits

**Need** – not enough evidence of need. Groups could do a survey of users/potential users, use waiting lists and referrals, ask people what their needs are and record this, use local research and related statistics.

**Outcomes (SMART)** – don't have Specific, Measurable, Achievable, Realistic and Timely outcomes showing how the project will benefit people and the "change" that will occur

**Form – filling and additional documents** – all questions should be answered on the application form – not just on other enclosed documents so the funders have to hunt for the information

**Match Funding** – if this is required it must be secured before a grant will be released

**Long Term Funding** – projects receiving large investments will need to demonstrate how they will become sustainable, through providing an outline of their exit strategy for the end of the project or a plan to continue funding their project through a mix of funding options including generating income

## Basic Tips

- Read the funders guide lines
- Before you start, take a couple of copies of the application form (unless you are filling in the form on-line)
- Read it through a couple of times, before you begin.
- Break it down into manageable chunks.
- Decide what is applicable to you.

## Basic Tips cont....

- Research the need for your project.
- Don't be afraid to ask questions of the funders.
- Be Positive (The project will) Not (we hope to).
- After completion get someone else to check it.
- Don't forget to take a copy for yourself before sending it off

## Do's and Don'ts

**Don't Say:** "This project aims to."

**Do Say:** "This project will."

**Don't say:** "It is our hope that."

**Do Say:** "We will."

## Unique Selling Points....

Community Action

- **Definition:**
- This is something, which sets your product or service apart from all others in the eyes and minds of your funding providers.

Enhancing life in Derby through voluntary action

## Selling Points

Community Action

- comparison with other, similar services, is your service/activity being delivered by anyone else or is it unique?
- The use of volunteers to support the running of the organisation – may give transferable skills and training opportunities
- Involvement of other people e.g.. Volunteers, frontline staff, trustees in planning your project.
- Avoiding duplication of other services/activities – have you identified that there is a need for your service

Enhancing life in Derby through voluntary action

## Selling points (cont'd)

Community Action

- The project may become self funding (or part) in the future
- Your financial security and sustainability
- Generating your own income – this indicates to funders that you are not wholly reliant on funding
- Your ability to mobilise support in kind – this demonstrates that you can get practical support from people and are not simply cash minded
- Working in partnership with other agencies and organisations – will encourage sharing of skills and avoid duplication
- Quality of service demonstrated by positive feedback from service users
- Outcomes – this is what will happen as a result of the work that you do. How are you going to measure the impact of your work before starting to apply for money

Enhancing life in Derby through voluntary action

## Exercise

Thinking about the project you wish to fund, what do you feel are the 3 unique selling points and why?

Enhancing life in Derby through voluntary action

## Information on some of the funders

Community Action

Enhancing life in Derby through voluntary action

**Derbyshire Community Foundation** – they offer a range of funders who support groups with small pots of money e.g. revenue costs, one off projects and events. For more details contact [www.derbyshirecommunity.org.uk](http://www.derbyshirecommunity.org.uk).

### The Lottery

- Awards For All – [www.awardsforall.org.uk](http://www.awardsforall.org.uk)
- Heritage Lottery Fund – [www.hlf.org.uk](http://www.hlf.org.uk)
- Heritage Lottery Fund – Landscape Partnerships

Enhancing life in Derby through voluntary action

### Esmee Fairbairn Foundation – Environment Programme

aims to conserve hard-to-find or lower profile UK native species and habitats under demonstrable threat of loss or decline in urban, rural or marine areas. For more details contact [www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)

**Biffa Award** – grants for projects that provide or improve community spaces, cultural facilities and places for outdoor recreation e.g. a building may need to be improved in order to increase its services. For more details contact

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

Enhancing life in Derby  
through voluntary action

**WREN** – helps benefit the lives of people who live close to landfill sites by awarding grants for community, conservation and heritage projects.

- Small grants – between £2,000 and £15,000
- Main grant scheme offers funding of between £15,001 and £50,000
- Biodiversity Action Fund – provides funding of between £75,000 and £250,000 to deliver biodiversity improvement projects under Object DA
- Heritage Fund – Under Object E of the Landfill Communities Fund (LCF) WREN is able to fund the repair, maintenance or restoration of a building or structure.

For more information – [www.wren.org.uk/schemes](http://www.wren.org.uk/schemes)

Enhancing life in Derby  
through voluntary action

**Grimple Green Grants** – offer up to £40,000 to give away of environmentally friendly projects. They are offering funds up to £2,000 to small projects and organisations with a special £10,000 grant available to one project voted for by the public. The deadline for applications is **30 November**. For more information [www.ca-north.org.uk](http://www.ca-north.org.uk)

**The People's Postcode Trust** – is the grant giving independent charitable trust of the People's Postcode Lottery. They distribute funds to small organisations, community groups and registered charities. Funding is available for 3 month projects ranging from £500 to £10,000. Funding will be awarded to projects that promote and advance environmental protection or improvement. The next deadline is Friday 11 November. For more information [www.postcodetrust.org.uk](http://www.postcodetrust.org.uk)

Enhancing life in Derby  
through voluntary action

**East Midlands Airport** – proposed projects that meet one or more of the following objectives are considered:

- Offering environmental improvements and/or heritage conservation
- Improving awareness of environmental issues through education
- Encouraging and/or protecting wildlife

Individual grants are capped at £2,000 per project, which can be used to fund capital costs, including equipment, security improvements works and building adaptations to provide disabled access.

For more details – [www.eastmidlandsairport.com/communityfund](http://www.eastmidlandsairport.com/communityfund)

Enhancing life in Derby  
through voluntary action

### Natural England Access to Nature Grant Scheme

Access to Nature is a £25 million grant scheme to encourage people from all backgrounds to understand, access and enjoy our natural environment. It is funded by the Big Lottery's Changing Spaces programme and Natural England. The scheme focuses on three broad themes:

- Community awareness and active participation
- Education, learning and volunteering
- Welcoming, well-managed and wildlife-rich places

Access to Nature aims to encourage more people to enjoy the outdoors, particularly those who face social exclusion or those that currently have little or no contact with the natural environment. For more information – [www.naturalengland.org.uk](http://www.naturalengland.org.uk)

Enhancing life in Derby  
through voluntary action

### Groundwork Community Spaces Grant Scheme

Community Spaces is a £50 million open grants programme funded through the Big Lottery Fund's Changing Spaces initiative and managed by Groundwork UK

The programme aims to:

- create better local environments
- increase people's access to quality local spaces for interaction, play and recreation
- increase the number of people involved in developing and running a practical environmental project
- improve partnerships between communities, support organisations and local authorities

For more information – [www.community-spaces.org.uk](http://www.community-spaces.org.uk)

Enhancing life in Derby  
through voluntary action

**Woodward Charitable Trust** – applications will be considered for environmental projects especially with a strong educational element

- Small grants - £100 - £5,000
- Large grants over £5,000
- For more information – [www.woodwardcharitabletrust.org.uk](http://www.woodwardcharitabletrust.org.uk)

**Grantscape** – is one of the UK's leading grant-makers, committed to the twin goals of strengthening communities and enhancing the environment. For more information [www.grantscape.org.uk/home/grantscapenew](http://www.grantscape.org.uk/home/grantscapenew)

## Other useful funding websites

[www.fundingcentral.org.uk](http://www.fundingcentral.org.uk) – this provides voluntary organisations with a guided search enabling them to identify the most appropriate funding

[www.fit4funding.org.uk](http://www.fit4funding.org.uk) – Grantnet is a free to use funding search site

[www.fundingindex.co.uk](http://www.fundingindex.co.uk) – The East Midlands Funding Forum – allows groups to do a funding search and gives information on events and training courses on how to apply for funding

[www.derbyshirebiodiversity.org.uk/funding](http://www.derbyshirebiodiversity.org.uk/funding)

[www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk) – information about all lottery funding programmes.

[www.governmentfunding.org.uk](http://www.governmentfunding.org.uk) – this website provides information on the grants available from 14 Government Departments

[www.trustfunding.org.uk](http://www.trustfunding.org.uk) – this is a directory for government funding and individuals seeking funding by subscribing, registering as a user and searching the funding database.

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

## Green Grants Machine

This is a free service to help voluntary organisations keep abreast of all the developments in green funding.

In registering for the alert service you will receive automatic alerts every time a new green grant that matches your profile is added to the website. You will also be alerted when any significant changes are made to existing funds. For more information and to register visit [www.greengrantsmachine.co.uk](http://www.greengrantsmachine.co.uk)

## Other ways of generating income

### Income Generation

This is currently being promoted as the way forward for voluntary and community organisations because:

It's more long term, unrestricted income which can be spent wherever it's needed most in the organisation

It isn't tied to funders short-term priorities and budgets

It can encourage organisations to focus on what their 'product' and 'market' are, and make them more responsive to demand

It involves a move away from the charity model, towards seeing service users as customers

Source The Funding Adviser's Handbook

## Sources of Funding/Income

- Fundraising from Individuals
- Other voluntary income
- Statutory Income
- Fundraising Techniques
- Trading
- Contracting and Tendering
- Loan Finance

Enhancing life in Derby  
through voluntary action

## Our support – ongoing and new development work

- Helping to identify your fundraising needs and develop a fundraising strategy
- Advising you on possible funders and how to apply for funds
- Advice and guidance on filling in application forms
- Training sessions to develop your skills in bid writing and identifying alternative ways of generating income

Enhancing life in Derby  
through voluntary action

- Organising funding workshops where funders deliver training sessions to support voluntary organisations write more successful applications.
- Two Funders Fairs a year – the next event is on 12<sup>th</sup> January 2012
- Funding updates on the Community Action website – [www.communityactionderby.org.uk](http://www.communityactionderby.org.uk) – under Group Support
- Funding e-Bulletin – to include events, training and funding information updates

Enhancing life in Derby  
through voluntary action

## Support for Derbyshire Groups

Derbyshire Council Council has recently added a link to a grant search tool (GRANTnet) on its website. This will help community groups identify suitable grant sources – [www.derbyshire.gov.uk](http://www.derbyshire.gov.uk)

CVS's are able to support community groups apply for funding. To find your local CVS visit the Derbyshire 4 Funding website – [www.derbyshire4funding.info/funding.asp](http://www.derbyshire4funding.info/funding.asp)

Enhancing life in Derby  
through voluntary action

## Local Authority Grant Schemes

- Amber Valley **Community Environment Fund**
- Chesterfield Borough Council's **Sustainable Community Grants**
- Derbyshire County Council's **Green Action Grants**
- High Peak **Community Fund**
- South Derbyshire **Community Partnership Scheme**

Enhancing life in Derby  
through voluntary action

## What next?

If you would like any support with funding queries contact

Liz Gumbley

[liz.gumbley@communityactionderby.org.uk](mailto:liz.gumbley@communityactionderby.org.uk)

or phone 01332 227738. Our service hours for working with voluntary organisations are Monday's, Wednesday's or Thursday's from 10.00am – 4.30pm

Enhancing life in Derby  
through voluntary action

## Session outcomes

By the end of the session, learners will have a better understanding of:

- What funders are looking for in an application
- Why funding applications fail
- What you need to find out about a funder
- Where to access funding information from