FUNDRAISING

In order to begin fundraising you will need various documents as evidence of who you are and what you are delivering:

A constitution or set of rules, which has as a minimum:
- The aims and objectives of the group
- The structure and powers of the Management Committee (i.e. what are they authorised to do)
- Who membership is open to, and how to join
- Management Committee structure
- A dissolution clause (i.e. what will happen with the assets if the group were to close)

Financial status, which normally means:
- A bank account in the name of the group (with two signatories who cannot be related)
- Appropriate day-to-day financial recording and an annual statement of accounts
- Independently verified or audited accounts

Governance
Funders want to see evidence that the Management Committee governs the group adequately, and that they will be able to manage any grant they receive. This will include appropriate reporting to monitor and evaluate the effectiveness of the grant, and evidence to this effect.

Preparation
Funders need to know that the project has been properly planned, is well thought out, and that risks have been assessed and mitigated.

Important to note

How your project information is presented will depend on the funders' own criteria, and preferred methods of application (ie online application form, letter etc.), so make sure you check their guidelines on how and when to apply.

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LAST REVIEWED: JULY 2021

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Making The Application - here are 6 steps to consider when writing your grant application

1. Organisation information

Provide information about the structure and aims of your group and how it is managed. You will be asked for the group's aims or vision, that is, why the group has been established in the first place (ie to support a challenged community, to give young people somewhere to go, to improve the health and fitness of local people etc).

Funders want to check that your group is able to carry out the project, can adapt to any unanticipated changes, and will be able to manage any grant they receive responsibly.

2. Project description

Paint a clear picture for the grant officer assessing your application as this may be the only thing they will base their decision on. Don't assume that they will know what you're talking about! Competition for grants is very high so you have to be able to sell your project to the funder.

Describe what the project will actually involve. Why there is a need? What changes do you want to make? What resources are needed to deliver the project? Who will deliver it? Where, how, and when will it be delivered?

3. Evidence of need

You have to convince the funder that there is a real need for the project; the 'evidence' you provide should back up your argument. You must be able to explain the reason there is need (ie a lack of skills, rising anti-social behaviour, poor health), and how your project will meet that need.

You should also provide facts and figures to back up any claims you make (ie public meeting records, survey results, waiting lists, crime or health statistics etc).

4. SMART objectives and outcomes

Objectives are HOW you plan to deliver the project eg set up a foodbank, start a new youth club, provide health and nutrition classes.

Outcomes are the results or effects of these activities or steps (ie preventing hunger, increasing peoples' skills, decreasing anti-social behaviour, or improving mental health and wellbeing).

Funders will want to know the degree of change you hope to make, and whether this is realistic or not so be sure to make them SMART: **S**pecific; **M**easurable; **A**chievable; **R**elevant; **T**imed

5. Costing the project

Where possible you should provide quotes or a clear breakdown as to how you have arrived at the figure you are requesting. This could include quotes from any suppliers or evidence of costs from a previous project.

It is likely that the funder will require a breakdown of each part of your project, rather than just a total amount. For example, if your project is to set up a new youth club, you will need to consider things like venue hire, sessional staff costs, equipment, catering etc.

6. Monitoring & evaluation

Consider how you will monitor progress towards achieving the set objectives. For example, regular team meetings, monthly reports, feedback from clients etc.

You must also demonstrate how you will evaluate the project; showing that you have achieved what you said you would. For example, using the voice of people affected by the project, a video of the activities, photographs, feedback forms etc.

Fundraising Ideas

1. Gift Aid
A great way to maximise donations from UK tax payers. The organisation asks the donors' permission to claim income tax on the donation, which is then reimbursed by HMRC. For every pound donated the charity receives a further 25p at no cost to the donor www.gov.uk/claim-gift-aid-online

2. Donation buttons
Make sure people who come to your website, social media or other platforms know how they can donate by including a "donate now" widget.

3. Online donation platforms and crowdfunding
A simple way for lots of people to raise money together, without having to handle cash. They're often used for sponsorship events and are an effective way of reaching lots of supporters, irrespective of their location.

4. Text giving
Online companies will assign your organisation with "text to donate" number. Donors then donate by text and the donation is added to a monthly bill. No cash and no forms - easy!

5. Fundraising events
From charity balls to bake sales, fundraising events exist in all shapes and sizes. It's a great way to involve volunteers and find new donors.

6. Contactless Fundraising
This is the digital equivalent of a donation box; a device that takes contactless card payments instead. Great if you are giving something away with each donation such as a sticker or badge.

More Information

For more information on fundraising, training options and free resources head see the
Chartered Institute for Fundraising website

To book your place on our free training "How To Get Started With Trust & Grant Fundraising" email

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