

Community fundraising



Raising money for your community initiative



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Aim:

This part of the workshop will be an opportunity to learn how to find and raise additional income through local initiatives such as local grant schemes, crowdfunding and others. The session will help raise awareness as well as look at the practicalities additional sums

At the end of the workshop, participants will be able to :-

- ❖ Understand what makes a good application for funding
- ❖ Know what type of funds exist
- ❖ Know how to access funds
- ❖ Write an effective draft bid i.e. format the proposal within a fund raising context



Where to find funds?

So you're looking for funding for your project or group and are you looking for support or help to develop an application?

Well;

There are a number of regional and national funding agencies, trusts and foundations available for you that give details of their criteria, deadlines and forthcoming programme

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Potential funders include:

- ❖ East End Community Foundation
- ❖ The National Lottery Community Fund
- ❖ Local Trusts & Foundations – i.e Tate & Lyle
- ❖ Community Fundraising (committees) – events etc.
- ❖ Individual Donations (Gift Aid)
- ❖ Crowdfunding
- ❖ Corporates
- ❖ Action Funder

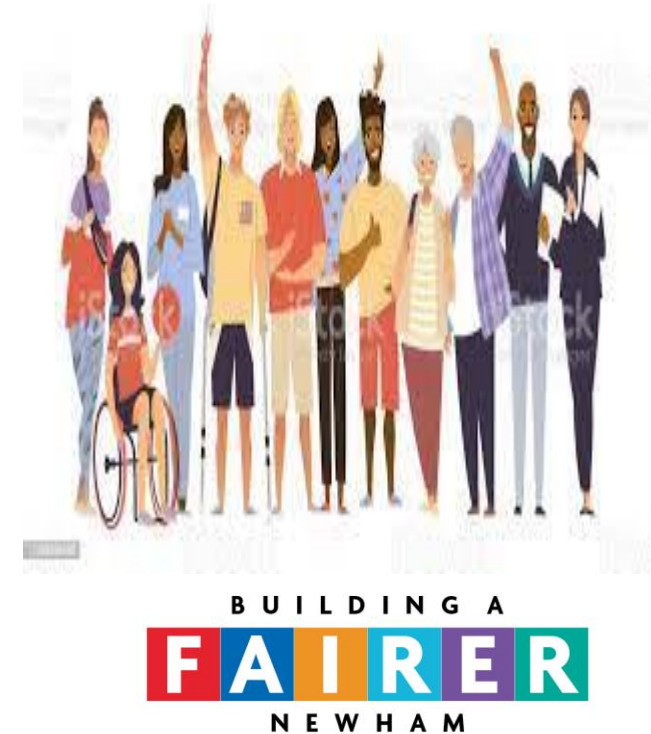


What is a Bid?

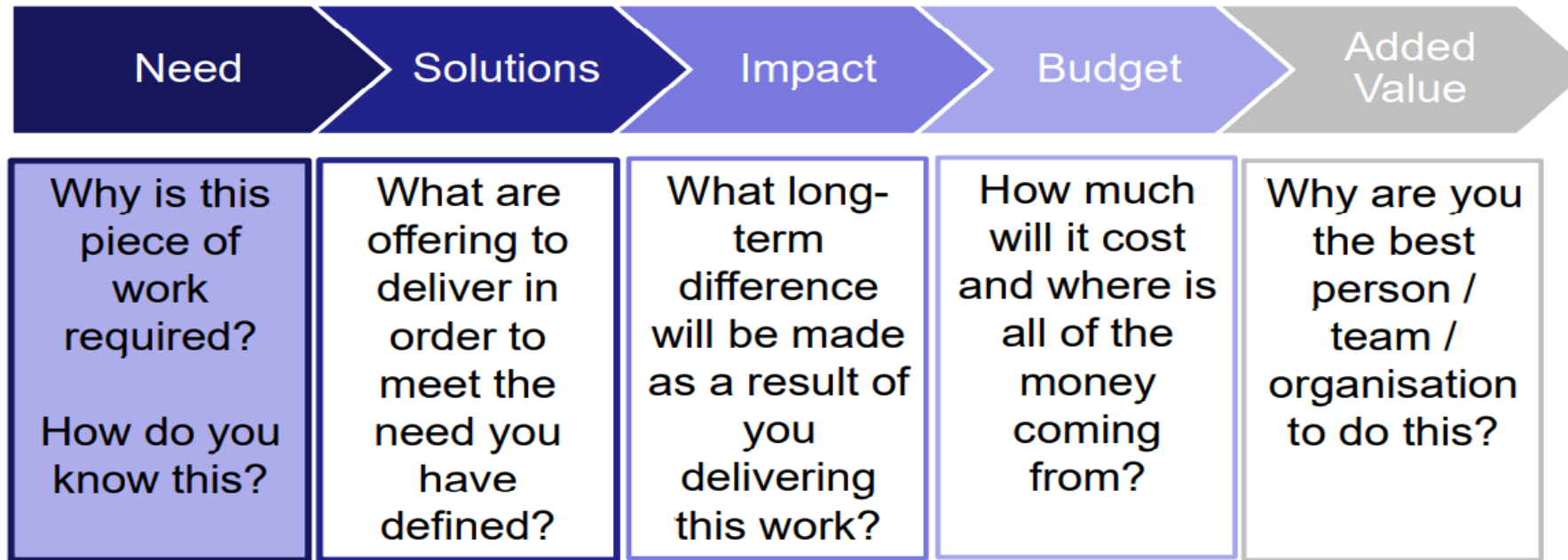
Your opportunity to tell a potential Funder....

- ❖ Why the activity you are proposing meets the funders objectives
- ❖ What you are going to do
- ❖ What difference the activity make and why it is important
- ❖ Why your organisation is the best to deliver this piece of work
- ❖ What the long term impact of the project/activity will be

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What do you include in a bid?



Writing a good application – top tips.....

- ❖ **Have a clear outline** of the project – know exactly what you want to do.
- ❖ **Assume the funder knows nothing** about your organisation or the subject matter.
- ❖ **Do not use jargon**, use plain, succinct and simple language.
- ❖ **Pick out key words in questions** which the funder wants to see in each answer - use the funder's language.
- ❖ **Stick to the question**, do not deviate.
- ❖ **Use positive statements**, not weak / negative words ('We will try ...' is weak, 'We will...' is strong).
- ❖ **Think of your audience** - use headlines, bullet points etc to make it easy for the funder to read.
- ❖ **Use visual aids** – photographs which will pull on the emotions and show a difference.
- ❖ **Don't waffle** - remove any redundant words.
- ❖ **Draft a detailed budget** based on real figures and do not apply for the maximum amount if you do not need to.
- ❖ **Read it aloud to someone else** to see if they understand what you are asking for.
- ❖ **Allow time to proof read** – attention to detail is important.

5. Fundraiser's checklist

Be prepared
<ul style="list-style-type: none">• Organisation's aims and objectives, annual accounts, bank details, constitution• Organisation track record, policies and procedures• Staff and volunteer profiles, how the organisation is managed
Be clear
<ul style="list-style-type: none">• Create a project brief which should include: WHO, WHAT, WHERE, HOW, WHEN• Aims and objectives, activities, target audience, project duration• Delivery staff, key volunteers, project partners• The need the project addresses, the difference the project will make• Project milestones• Sustainability or maintenance plan• Total costs – revenue and capital
Evidence need
<ul style="list-style-type: none">• Consultation reports, letters of support from tenants and community groups• Quotes from community questionnaires• Expert testimonial (eg advocates for play, wildlife etc)• Demographic/statistical data, ward information, Government reports about your neighbourhood
Know your funder
<ul style="list-style-type: none">• Make sure the project fits the criteria, always read the guidelines and check your group is eligible• Find out who they funded before and to what level• Make sure you are asking for eligible expenditure• Is there a grants officer to contact for queries?• Do you need to identify match funding?
Leave enough time
<ul style="list-style-type: none">• Review the application form and the application process, assess whether you need further information and check whether the funder will answer questions• Proof read and edit• Double check the budget• Make sure the right people have signed the form – including partners

The Do's.....



- ❖ Read the funder's criteria and guidelines for funding very carefully.
- ❖ Gather all the information you need to support your application before you start writing it
- ❖ Confine your application to the information required:
 - ❖ Provide the information they ask for –not what you think they want. Make sure the information submitted is
 - Precise;
 - Reasonably brief;
 - Meets funder requirements.
 - ❖ Describe the sustainability of your project, i. e. EXIT STRATEGY:
 - how organization will develop after the grant ends

The Don'ts.....



- ❖ Hurry to complete the application form.
- ❖ Complete the application on your own.
- ❖ Make any spelling mistakes.
- ❖ Use abbreviations and jargon.
- ❖ Make vague statements about what you want to do:
 - Be clear and specific.
- ❖ Forget to list all the costs of the project.
- ❖ Send in lots of other information unless it is requested by the funder:
 - As it can distract the reader;
 - It can raise more questions you will have to answer later on.

There's other ways to raise funds to

- ❖ **Housing associations** Many housing associations have charitable foundations that support projects that will benefit the people and places close properties they manage.
 - Examples include: <https://www.myclarionhousing.com/advice-and-support/clarion-futurescommunities/grants/>
 - <https://www.sanctuary-housing.co.uk/about-the-grand-ideas-fund>
- ❖ **Major banks** All have charitable foundations that fund local and national charities. One example is the Lloyds TSB Foundation, which supports organisations that are working to tackle disadvantage across England and Wales. <https://www.lloydsbankfoundation.org.uk/>
- ❖ **Crowdfunding** - A system in which an organisation makes a pitch and, hopefully, people become interested and enthused enough to make a financial pledge but this is only redeemed if the total is achieved. It probably works best for fairly small (capital) projects eg up to £25,000. www.spacehive.com



What is Crowdfunding?

- **Crowdfunding** in its broadest sense is where an organisation (s) is able to fund a project or venture by raising money from a large number of people, typically via the Internet.
- There are three main types of crowdfunding:
 - **Donations-based crowdfunding**
 - **Equity crowdfunding**
 - **Peer-to-peer (P2P) lending**
- These work in different ways that are accessible to different organisations and groups.

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Donation based crowdfunding:

- Project ideas are **sourced** from the community and placed on Internet-based platforms,
- Pledges' are **released** when the target is reached, usually via Paypal
- Helps **leverage** additional income..
- The Mayor's involvement makes the crowdfunding model more inclusive by lowering barriers to participation.



Crowdfunding Platforms

Spacehive

 Crowdfunder.co.uk



Spacehive is a UK based [crowdfunding](#) platform for projects aimed at improving local civic and community spaces.

Crowdfunder UK - Crowdfunder UK provides a local and visible way of distributing projects across the UK.

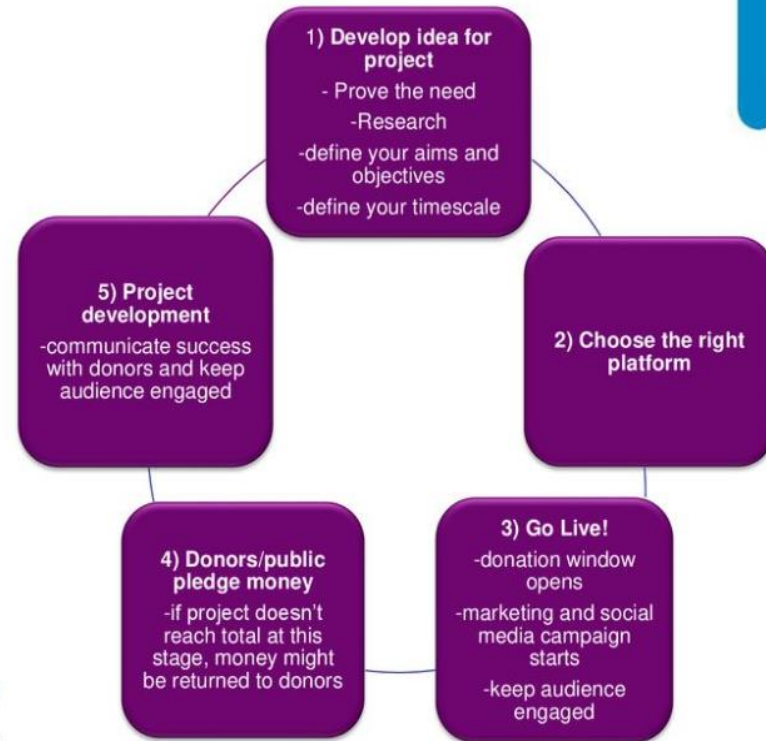
Mayor of London - Crowdfunder UK (Make London)

<https://www.london.gov.uk/doing/regeneration/funding-opportunities/make-london/impact-community-crowdfunding>



The process..

The Crowdfunding Process



The benefits of crowdfunding for different groups..

Benefits for residents	Benefits for groups who want to crowdfund
<ul style="list-style-type: none">- It creates a bottom up society where local communities can express what they want in their area allowing the council to be part of the solution.- It empowers the community to become more self sufficient whilst creating networks that will strengthen the community moving forward.- On average project creators learn 3 new skills.- Hyper local giving - most people who donate to a project live within 5-6 miles of the project. They, their family or friends will use the result, or it will positively impact the area they live.	<ul style="list-style-type: none">- Helps leverage additional income. For example with Make London, The Mayor pledges up to £20,000 (and no more than 75% of the total project budget) to the best ideas that match their criteria.- The Mayor's involvement makes the crowdfunding model more inclusive by lowering barriers to participation.



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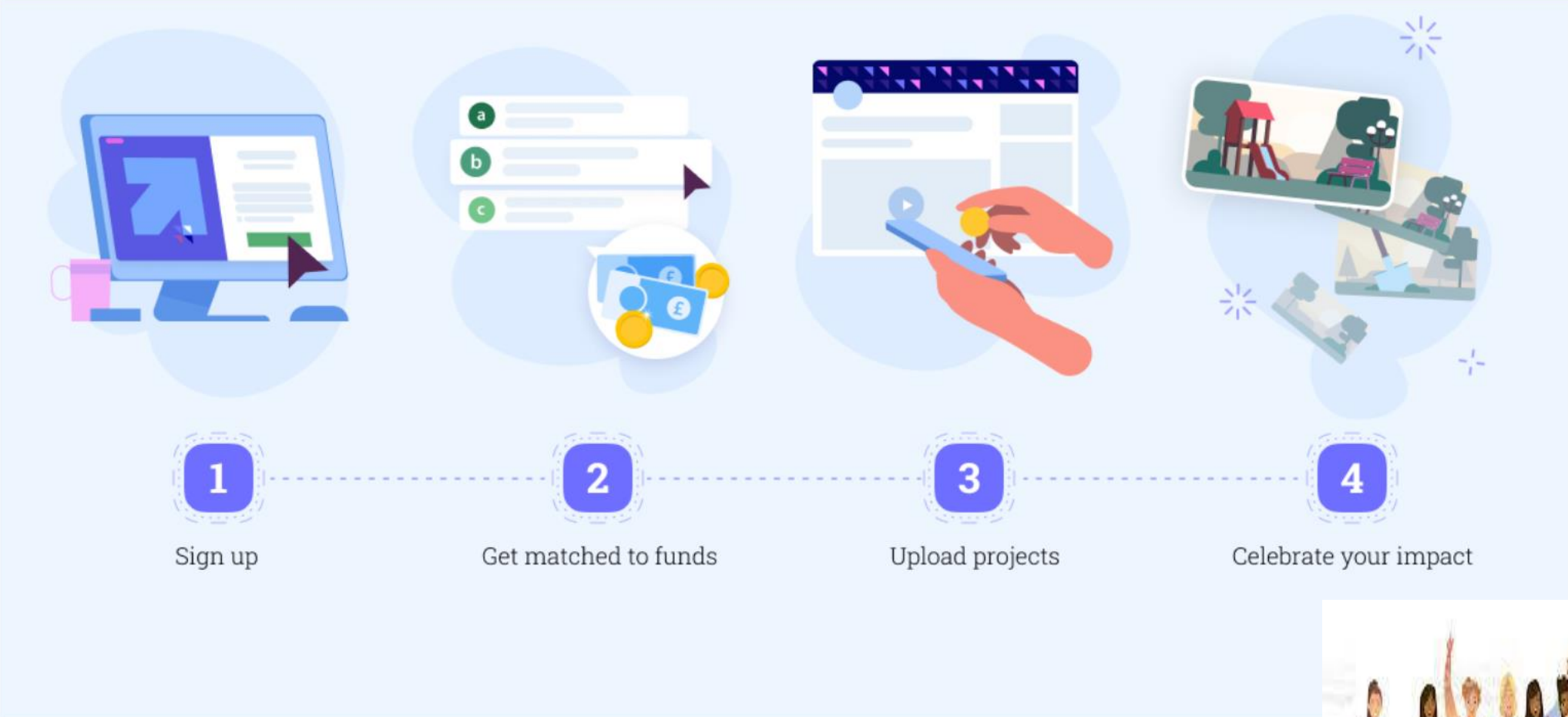
A Short video

<https://twitter.com/LBHF/status/1405517585651621891?s=20>



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Get started



Proud To Pitch In Round 7

[Create project to apply](#)


Total fund amount:
£60,000



Individual grants of up to:
£3,000



Applications close on: 30/10/2022
1 month left

Fund details & criteria

Fund purpose

After a tough time recently, we're stepping in to give something back to the grassroots sports clubs we love. Proud To Pitch In is an initiative from Greene King IPA, paying cash grants to grassroots and community sports clubs across the United Kingdom.

The aim of this fund is to support sports focussed projects that positively impact their club and would tangibly benefit from funding. Examples of projects that have previously received f

- Renovations of a club's facilities making them more inclusive and accessible
- Coaching qualifications and referee courses
- Coaching costs of running existing programmes or new sessions
- New equipment and kit

To be eligible for funding, projects must be located in the United Kingdom and project be

To find out more, please visit <https://www.greeneking-pubs.co.uk/proud-to-pitch-in/>

Applying for funding on ActionFunder is a bit different.



Funded by

Greene King

Company



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The Lyle's Local Fund



A £25,000 community fund, *The Lyle's Local Fund*, has been set up by Tate & Lyle Sugars, and administered in partnership with the London Borough of Newham, to support projects that help to create local communities in Newham that are safe, prosperous and healthy.

Grants of up to £2,500 will be available, and the community fund is open to not-for-profit organisations, such as social enterprises, schools, charities and community groups, who are based in Newham and whose work benefits the residents of Newham.

It opened on 26 September and closes on 28 October.
Grants of up to £2,500 for Newham based groups.



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How do I apply?

How do I apply?

The Lyle's Local Fund will be open for applications from **Monday 26 September 2022**. The deadline for applications is **5pm on Friday 28 October 2022**. Grants will be awarded before the end of 2022. More info here:

<https://www.newham.gov.uk/community-parks-leisure/funding-community-projects-1/2>



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Lyle's Local Fund – application

The form is divided into four sections:

- ❖ **Section A** asks for details about your project
- ❖ **Section B** is about your project costs
- ❖ **Section C** is about monitoring your project
- ❖ **Section D** is about your organisation

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Lyle's Local Fund - application



- ❖ **Section A: About your project**
- ❖ **Section B: Project Finances**
- ❖ **Section C – Monitoring your Project**
- ❖ **Section D – About your organisation**



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Lyle's Local Fund - application

Good luck !



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Questions?

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