



14 Duncan Close, Red House Square
Moulton Park, Northampton, NN3 6WL

Funding Guide

PRESENTING YOUR CASE WHEN APPLYING FOR GRANT FUNDING

It is worth remembering that potential donors often have no detailed knowledge or understanding of how your organisation or charity's service translates into changing people's lives for the better. Most names and titles need further explanation unless they are very well known or self-explanatory like "Help the Aged" or "Guide Dogs for the Blind".

Funders may be looking for reasons to reject your application since the person receiving your appeal or application has many to go through and you are directly in competition for funds! These notes give advice on applying for grants, rather than sponsorship, that is, when you have a definite, saleable benefit to offer the potential funder who is likely to be interested for commercial reasons rather than the 'feel good' factor.

Often the mistake is made in asking for contributions for features or particular aspects of what you are doing e.g. to provide swings for a playground, or equipment for the village hall. It is much more important to translate these into benefits for your group. Donors will be more motivated to support you if they are given a clear description of what a difference their money will make. Translating features into real tangible benefits is a vital part of presenting your case, for example, providing facilities in the village to prevent the danger of children playing in the street.

THE TEN-POINT PLAN

The key ingredients of an application (whether on a standard form or not) can be summarised in 10 points. It is important to be brief. We suggest no more than 2 sides of A4 paper – similar to this document in layout. Bullet points with clear headlines help. Type in a reasonably large typeface (12 point, minimum 11 point, preferably Times font rather than Univers or Arial), with clear space around to make it easy to read.

1. Who are you? What are you there to do?

(This may well be summarised in your Mission Statement)

Often it is important to specify the type of organisation making the request, since in many cases only certain groups are eligible to apply. For example, most charitable trusts can only legally support registered charities. Therefore, if you are a charity, always ensure that this is noted in your application and on your notepaper quote the registration number.

2. What are the specific objectives of this appeal or application?

(What do you need, what are you asking for exactly?)

Remember that sometimes it may be more appropriate and helpful in meeting your objectives to ask for items other than money. For example, if you are repairing or constructing a building, you may approach companies that could offer materials or expertise as 'in kind' donations. Do you need publicity for an event or meeting? Ask if your leaflet could be included in their mail. This saves you postage, and does not cost the company (apart from the extra work to add something into the envelope). You reach a wider audience – but make sure that the target audience is suitable!





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3. Why is this appeal or project important and urgent?

It is not just desirable, it is really essential!

4. What would happen if the project or appeal failed?

Describe in detail, paint a picture of the consequences, e.g. juvenile crime may continue to rise; the increasing number of elderly will have nowhere to meet.

5. How much money is needed?

This is where you need to draw up a budget, listing the components, mentioning if these are based on quotations. Be specific, and where appropriate you should include overheads and professional fees. The External Funding Officers can advise in more detail on this point.

6. Over what period of time are you attempting to raise the money?

Given a timetable, people will sense the urgency of the appeal more, for example; floodlighting for the football field is needed before the dark evenings start. Alternatively, if you have started planning the appeal or project in plenty of time this can also be beneficial since you may be invited to reapply when you are nearer the target. You may find that the initial response is that funds have been exhausted for the current financial year, but then you will know when the best time is to make another application. Keep trying, if at first you don't succeed ...

7. Who else is contributing or supporting the project/appeal/organisation?

People like to feel they are contributing to something that someone else they respect also thinks is worthwhile. Mention the appeal target and the amount raised so far, and if appropriate mention specific large grants or sources of funds promised. For example, this project has already received a grant from the Parish Council or has held fundraising events, etc.

8. Relate to donors

Translate their potential gift into a service, or aspect of what will be provided. The budget 'shopping list' can be useful to show what benefit a grant of a specific amount will mean. For example, an access ramp for disabled people for the village hall would ensure that every villager can attend events and meetings would cost £x.

9. Be concise, to the point, use positive language

Show that this is important and that you believe in what you are doing.

10. Use benefit statements to motivate and give your donor reasons to give

Don't forget to ask and always ensure you say "Thank you"!





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GOOD LUCK!

Remember that the first rule of raising funds is that unless you ask you will not get! You need to think carefully about who to ask, what to ask them for, and how to go about it. Who should approach your potential donor? You are much more likely to be successful if the contact is more personal, if the donor has visited the site or project or if it is 'close to home' in terms of geography, their personal interests or experience.

Possible Funding Sources

Green Leeds Limited

www.leeds.gov.uk

Green Leeds gives out grants to groups that want to carry out environmental improvements to public amenities in Leeds.

Community Spaces Lottery Funding

www.community-spaces.org.uk

Community spaces is designed to help community groups make lasting improvements to public open spaces in their neighbourhoods and in turn improve local quality of life.

Government Funding Website

www.governmentfunding.org.uk

A new free access website containing up to date information on community and sport funding from four key central government departments. The website aims to make applying for government funding easier and faster.

Access Funds

www.access-funds.co.uk

Website that provides the latest funding information, sourced from government departments, the National Lottery and its developed governing bodies.

Sport England

www.sportengland.org

The nations biggest supporter may soon be worth contacting with their Lottery funded programmes and initiatives.

Living Spaces

www.living-spaces.org.uk

Living Spaces is helping people improve open spaces in their neighbourhood and creating valuable places for the whole community to enjoy. Available if the space is open to the public and near to where people live. Benefit up to £100,000.





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Yorventure

www.yorventure.co.uk

Yorventure is an independent not-for-profit Environmental Body that distributes grants to community and environmental projects through the Landfill Communities Fund generated by Yorwaste. Yorventure funding covers mainly the City of York and North Yorkshire area and also supports projects in Northern Bradford.

Waste Recycling Environmental Limited (WREN)

www.wren.org.uk

WREN is committed to the provision of grants under the terms and conditions of the landfill communities fund.

Awards for All

www.awardsforall.org.uk

The 'Awards for All' scheme is supported by the Arts Council England, the Big Lottery Fund, the Heritage Lottery Fund and Sport England. They award grants up to £10,000.00 for people to take part in art, sport, heritage and community activities, and projects that promote education, the environment and health in the local community.

Natural England

www.countryside.gov.uk

Natural England works for people, places and nature to conserve and enhance biodiversity, landscapes and wildlife in rural, urban, coastal and marine areas.

The Peoples Places Award Scheme

www.btcv.org

Funding will be available to community groups who are creating or improving a peoples place involving volunteers; be accessible to the wider community; provide community and environmental benefits.

Big Lottery Fund

www.community-fund.org.uk

Big Lottery Fund is responsible for giving out half the money for good causes raised by the National Lottery, giving a budget of about £630 million a year. They are committed to bringing real improvements to communities and the lives of people most in need.

The National Lottery

www.lotteryfunding.org.uk

Lottery funding is a joint website run by all lottery funders in the UK. Find out about lottery funders in the UK including who they are and what they fund.

Community Matters

www.communitymatters.org.uk

Community Matters is the National Federation for Community Organisations. Community Matters has played a key role in promoting and supporting action by ordinary people in response to social, educational and recreational needs in their neighbourhoods and communities.





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Lloyds TSB Foundation

www.lloydstsbfoundations.org.uk

Every year the Lloyds TSB Foundation funds thousands of charities working to tackle disadvantage across England and Wales. The focus is on supporting small and medium underfunded charities that can make a significant difference to the lives of disadvantaged people by helping them to play a fuller role in the communities of their choice.

Big Issue Invest

www.biginvest.co.uk

Big issue invest is a specialised provider of finance to social enterprises.

UK Villages

www.ukvillages.co.uk

UKVillages offers local people a means of sharing information and promoting their community and its activities and services to a wider audience. It gives businesses and organisations a unique opportunity to show how they support and contribute to community life.

Grants Online

www.grantsonline.org.uk

Grants Online is designed to maximise funding opportunities for public, private and community based organisations and partnerships

Community Foundation Network

www.communityfoundations.org.uk

Community foundations are charities located across the UK dedicated to strengthening local communities, creating opportunities.

Funder Finder

www.funderfinder.org.uk

Specialise in providing information and advice about charitable trusts and foundations that fund in the UK.

Funding Agents

www.fundingagents.com

Find almost every grant, award, trust, charity and lottery funding source in the UK.

GrantsNet

www.grantsnet.co.uk

GrantsNet gives information about grant schemes available to businesses and charities in the UK. Here you will find comprehensive information about grant support schemes for UK businesses and charities.

Please contact Miracle Design and Play for further fundraising support, call 01604 658240 or sales@miracledandp.co.uk

