

Funding workshop Notes

- Organisations should plan strategically to raise the funds necessary to carry out their aims. You can find some background thinking and good ideas on “Financing not Fundraising” from Nell Eggington’s *Social Velocity* website.
- Various means of financing were discussed, including
 - **Trust Funding**

Who does funding applications?
Are they specialists, or do they do it on top of their other duties?
We discussed the pros and cons of employing a fundraiser.
Recruiting a fundraiser should bring in far more than it costs, but it is important that the person understands the ethos of the organization fully.
Perhaps NACCOM organisations could work together to employ a fundraiser, especially if they are geographically close).
It is important to foster relationships with trusts that have given, as some are very happy to have long term relationships, and to give on a regular basis.
It is also vital to comply exactly with the criteria they have.
The Nationwide Foundation has developed a “Decent Affordable Homes Strategy”, and is now giving grants to organisations that bring empty homes back into use, as well as funding new, alternative scalable housing models providing more affordable homes.
 - **Donors**

Regular donors are the lifeblood of small charities, and need to feel valued.
Regular feedback through newsletters and acknowledging gifts is important.
They should always be kept in the loop.
Major donors should in particular be kept informed.
 - **Appeals**

Appeals should be specific and clear in their objectives. It is not advisable to appeal too often, as this can put supporters off.
 - **Sponsored Events**

Justgiving is an effective way of getting donations online, but the start-up costs need to be weighed against the likely amount raised. It is also more cost-effective for larger organisations that will be doing several events in a year.
Charitygiving is a good alternative for one-off events, because there are no upfront costs.
 - **Other Events**

Events can be time-consuming and not produce much, so need to be planned well.

But sometimes the value is not in the amount raised, but in the awareness raised and the goodwill that results – which lead to long-term benefits.

➤ **Textgiving**

Some have found this a very good way of raising funds, which appeals especially to the younger generation. It is particularly good to use at events, as it is far quicker than other traditional methods.

PRAXIS in London have used textgiving effectively.

➤ **Waitrose Charity Boxes**

Local charities can apply to have a charity box in a local Waitrose store, though there may be problems persuading them to do it for projects supporting refused asylum seekers!

➤ **Easyfundraising / Give as you Live**

People who shop online can raise funds for designated charities at no extra cost to themselves. Typically stores will give 1-2% of the purchase costs. It is unlikely to amount to a great deal, but can bring in regular small amounts.

Much larger amounts come from foreign holidays booked online, taking out insurance policies and switching between utility providers – typically around £50.

➤ **Social Investment**

This is lending at low interest rates from socially responsible lenders such as CAF, the Charities Aid Foundation.

It can help to fund a temporary shortfall, get an enterprise up and running or manage sustainability for an ongoing project.