



FUNDRAISING

1. Have you set up a fund-raising group?

- You can set this up as part of your normal activities, or when you have something in mind for which you need funding.
- Make sure your group has a range of skills – everything from raising enthusiasm in your community to bookeeping will be useful, especially IT skills.
- Members of the group shouldn't be related to each other, as you'll need to be safe from accusations of financial irregularity.

2. Are you ready to be funded?

- You need:
 - a constitution that sets out your aims and how you operate.
 - a bank or building society account with cheques that need two signatures from people who are not related to each other.
- If you use stationery, make sure the letter head includes contact details, and, if you're a charity, the charity registration number.
- If you use emails, agree on a strap line for any emails sent by individuals on behalf of the organisation.
- Make sure you're ready to manage the amount of money you will request, and that you can successfully complete the project for which you are requesting funding. Remember the money will be ring-fenced and can't be used for anything else.

3. What do you need funds for?

- Be clear about what you want, and why.
- Remember that funding cannot be for money you have already spent
- You need to start writing applications at least 6 months before you need the money.
- Be clear as to whether the funding is for capital or revenue expenditure:

Capital expenditure: items requiring a one-off payment (eg a vehicle or dishwasher)

Revenue expenditure: on-going costs such as wages or rent.

4. Make a budget

- Put realistic amounts against all the things you'll need to spend money on.

This guidance sheet is to provide general guidance only. It does not constitute legal advice and it should not be seen as a complete or authoritative statement of the law. It is the responsibility of village venue trustees or event organisers to ensure that they fully comply with the law. The Council is not responsible for the content of external websites referred to in any of these guidance sheets.

- Get quotes from those who will be working for you – plumbers, builders etc. as well as expenses for staff and volunteers. Remember to include on-costs like NI.
- Include realistic amounts for contingencies and reserves.
- As well as the funding for which you are applying, you may anticipate income from other sources, such as ticket sales. Some income may come in kind, such as goods or services at reduced rates or free. These must be included in your budget.
- When you write an application you may be asked if you have matched funding, so it is important to list all funding streams you have in place.
- Remember that prospective funders will have a good idea as to whether your budget is realistic or not.

5. Think about your local links

- When you have worked out your budget, think about where you might get goods, services or money from locally, either free or at reduced cost. Sources might include:
 - the local supermarket / landowner / factory / businesses
 - local expertise in, say, web design
 - Chamber of Trade / Rotary / Round Table / parish council
- Consider using the internet to set up a Just Giving fund raising page
 - Make sure everyone in your locality is leafleted and knows for what you are raising money, and how they can contribute.

6. Writing funding applications

- Identify the funder who has the same aims and objectives as you. Don't try to squash your application into a shape it doesn't really fit.
- Usually there will be an application form to complete; sometimes it will be a letter only, and sometimes you'll need to send a letter with the application. Always refer to the trust's guidelines before you start.
- If you need to write a letter, this should include:
 - The Project title
 - What your organisation is (and what it does). Make sure your organisation's website is up to date – it will be the first place funders check for more information and to check your credibility.
 - A clear summary of your project - why it is needed, why something needs changing, who will benefit and how, how much it is costing and the amount you are asking for. It should be clear why your organisation is delivering the project and not someone else.
 - How you plan to carry out this work - what results you expect to see, where it will take place, how the project will be managed, monitored and evaluated.

- Budget - be clear and realistic, ask for a specific amount. Show how you intend to raise money both now and in the future. Explain what funds have been received so far and (if applicable) who else you are applying to. Include your income for the project from other sources and in kind. Income + in kind = match funding. The higher the element of match funding, the better.
- Signing off - who you are, your position in the organization and who to contact for further information.

7. Useful links

Mark.Hopley@communityfirstyorkshire.org.uk for help with making sure you're ready to be funded.

www.biglotteryfund.org.uk a useful place to start if you have a clear project in mind and can demonstrate a need for it.

<https://portal.communityfirstyorkshire.org.uk/sign-up> useful for funding newsletters

<http://www.rsnonline.org.uk/> Rural Service Network Funding newsletter

<https://www.trcf.org.uk/opt-in-form> Two Ridings Community Foundation

cjohnson@cravendc.gov.uk the Arts Development Officer at CDC, who may be able to run a search for funders, especially if your project is arts / heritage / film related.

8. Follow up after completion of the project

- Write a short report, with photographs, and send it to each organisation who supported / sponsored you, with a letter of thanks.
- You will need to complete a formal report for some funders such as the Big Lottery Fund and you must do this within a specific time period, otherwise you'll jeopardise your chance of future funding.

And finally: Good Luck!