

## Useful resources:

### Directory of Social Change

- o [www.dsc.org.uk](http://www.dsc.org.uk)
- o Publications: Guide to Major Trusts etc (search for previous year's guides on Amazon/ebay)
- o Websites: Fundsonline – 8,000 funders listed

### Institute of Fundraising

- o <https://www.institute-of-fundraising.org.uk/guidance/>
- o Training
- o Peer groups
- o Guidance: <https://www.institute-of-fundraising.org.uk/guidance/>

### Online fundraising

- o [www.justgiving.com](http://www.justgiving.com)
- o <https://uk.virginmoneygiving.com/giving/>
- o [www.crowdfunder.co.uk/](http://www.crowdfunder.co.uk/)
- o [www.kickstarter.com](http://www.kickstarter.com)
- o [www.biggive.org](http://www.biggive.org) – can be used for match giving of trust gifts

### Grants

- o [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission) 'Find a Charity' enter the trust name, or charity commission number (google to find the CC number if you don't know it)
- o [www.grantsonline.org.uk](http://www.grantsonline.org.uk) – free e-newsletter with funding opportunities
- o [Newsletter - Grants4Schools](#) free e-newsletter with funding opportunities, some fund other groups as well as schools
- o [www.ukcommunityfoundations.org](http://www.ukcommunityfoundations.org) / <https://londoncf.org.uk/> – list details of community foundation funding rounds
- o <https://www.postcodelottery.co.uk/good-causes>
- o Awards for All:  
<https://www.tnlcommunityfund.org.uk/funding/programmes/nationallottery-awards-for-all-england>
- o Young Camden Foundation – look for similar entities in your area – [Young Camden Foundation | Funding opportunities](#)

### Major donors / trust founders

- o Local newspapers / Evening Standard / Rich List
- o Local business owners

- o Your existing networks, your friend's / family's networks
- o 'Making the Ask' - [https://www.blackbaud.co.uk/files/bbe/WhitePapers/The\\_art\\_of\\_the\\_ask.pdf](https://www.blackbaud.co.uk/files/bbe/WhitePapers/The_art_of_the_ask.pdf)

## Data Protection

- o GDPR: <https://ico.org.uk/> - detailed info on data protection / contact ICO with questions
- o <https://www.institute-of-fundraising.org.uk/blog/gdpr-what-we-didnt-know-last-year>

## Initial Exercises

These simple exercises are helpful for working out where you and your group are in terms of:

- how you perceive and vocalise the need for support of your group's services/activities; so you can work on pulling together the strongest fundraising messaging possible.
- Where you are in terms of realistic capacity to delivery fundraising activity, what resources you have – venues, networks, talent, passions and what models is there a genuine enthusiasm for.

If possible, write up your answers individually then discuss as a group, to maximise unique responses.

## Need

The extremely short "elevator pitch"

If you can't explain your work quickly and clearly to a potential donor you are losing valuable support.

Use the table to note down which key points you should include.

Avoid jargon or terminology inaccessible to the general public.

Explain your project in 30 words or less:

Key point	Notes
What is the need	
Who benefits from your project	

What impact is your project creating	
What would happen if your project doesn't happen	

### Proposal content

Expanding on your Elevator Pitch, can you write notes on each of the following sections.

This will form the basis of your 'case for support' – the content for your funding applications.

Why you	
Who are you	
Why now	
What is your track record / expertise in this area	
Who will it benefit	
How will it benefit them	
What will happen	
What will happen if you do not carry out this work	
Where will it happen	
When is this needed – why now	
When will it be delivered	
How many beneficiaries / participants	
How / how much will it help anyone	
How will you measure this – evaluation model / outcomes	
Whose voices are in your proposal – lived experience / case studies	
What experts / statistics can you quote	
Who is prepared to act as a referee	
Will this work align with your organisation's long-term strategy	
What is the long-term legacy / wider impact of this work	
What will you do if you don't receive the full amount requested	

### Initial exercise - Inspiration and capacity

How would you raise £X?

This exercise is designed to explore where you are now, and what are realistic activities with your current capacity and resources.

The larger targets can be reached through multiple activities for example: £100,000 = 2 x £35,000 grants + 1 x marathon runner @ £10,000 + 4 x Pub Quiz/club night @ £5,000.

Remember that enthusiasm is an important resource too.

Target	Fundraising idea	Resources needed for success
£50	Book sale	<ul style="list-style-type: none"><li>- Venue</li><li>- Books</li><li>- Volunteers</li><li>- Marketing to attract audience</li><li>- Customers on the day</li></ul>
£50	Mini Supper Club One person invites 5 friends to dinner, asking each for a £10 donation in return for a nice homecooked meal	<ul style="list-style-type: none"><li>- Venue</li><li>- Supporter with capacity to subsidize ingredients, time and place</li><li>- Supporter network of friends warm to cause with capacity to give £10</li></ul>
£50		
£250		
£1,000	Small trust application	<ul style="list-style-type: none"><li>- Project plan, policies, accounts</li><li>- Capacity to write the application</li></ul>

£10,000		
£50,000	Major trust bid	<ul style="list-style-type: none"> <li>- Project plan, policies, accounts, strategy/business plan, fundraising strategy</li> <li>- Capacity to write the bid, respond to follow up questions</li> <li>- Monitoring and evaluation capacity</li> </ul>
£100,000		