GRANTS FUNDRAISING

My background

- Culture and Communications degree
- Community arts / play centres / retail
- Music journalism
- Fundraiser since 2004
- Specialise in trusts / major gifts – covered all streams
- Trustee of a grant-giving trust

3 Stages

- Application readiness
- Prospect research and cultivation
- Writing the bid

Application readiness

- Mission statement / charitable aims
- Structures / governance
- Strategy, fundraising strategy
- Accounts / management accounts / budgets
- Policies: Safeguarding, Data management, EDI
- Risk register
- In line with public messaging
- Case for support – elevator pitch
- Capacity to fundraise / write bids

Case for Support

- One document capturing the core of your organisational mission, aims, position and ambition and need.

- Why, who, what (and 'what if not'), where, when

- USP – what is unique or novel about what you want to do?

- Why you?

- What aspects can be packaged up for specific grant-givers?

SWOT / PESTLE

Strengths	Weaknesses
Opportunities	Threats

Political	Economic
Social	Technological
Legal	Environmental

Pre-application prep

- WHAT are you asking for?
- Is it needed? Can you prove the need, how?
- Is everyone on board, delivery, reporting, in line with strategic direction
- Outcomes and measures
- Surrounding terrain – peers, duplication
- Supporting documentation re this ask
- Case studies / lived experience involvement

Who gives grants?

- Charitable trusts
- Lottery
- Arts Councils
- Embassies
- Statutory: government or local council
- NHS
- Community Infrastructure Levy (CIL)

What is a charitable trust?

- Registered with the Charity Commission or a similar regulator in Scotland, USA etc
- Vehicle to give away funding
- Rarely any other activities, beyond perhaps research and partnerships
- Can be wealth from an individual, family, legacy, company or other sources

Return on Investment (ROI)

- What is the ratio between time/energy/£ to £ raised?
- Major gifts / grants almost always have the best ROI
- £10,000 = 1,000 x £10 or 2 x £5,000
- Grant applications vary wildly in success rates from 1-10% for small cold-ish mailings to 25%+ for warm approaches.
- The return might be non-monetary: promotion, relationship building, supporter engagement, press coverage

Trust relationships

- Transformational giving
- Long-term / multi-year support
- Alignment with the cause
- Potential for personal connection
- Relationship building
- Non-financial support
- Peer influencing

Prospect research

- Funder websites or annual reports
- Peer charity websites (Our Supporters page) or annual reports
- E-bulletins: Young Camden, LCF, Grants for Schools
- Similar-ish charities
- Local contacts
- Press coverage
- Rich List
- Fundsonline
- Grant directories
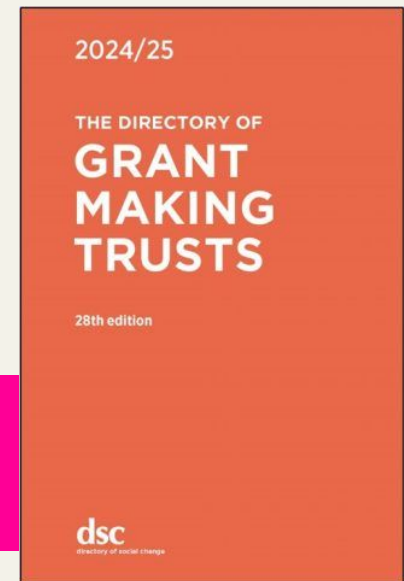
Your 'Database'

It is really helpful to have all your prospects and research actions in one document to track opportunities on the horizon

Funder	Priority	Eligible	Giving level	Open to applications	Focus area	Project	Deadline	Status	Action	Notes
Alphabet Trust	A	Y	10000	Y	Animal welfare	Cat re-homing		Researched	Add to pipeline, apply	Funded RSPCA. Mary C knows a Trustee, ask her to reach out to enquire whether to apply for cats or dogs.
Blue Trust	A	Y	10000	Y	Animal welfare	Cat re-homing		Researched	Add to pipeline, apply	Funded RSPCA
Cat Trust	A	Y	10000	Y	Animal welfare	Cat re-homing		Researched	Add to pipeline, apply	Funded RSPCA cat rehoming in 2023.
Dog Trust	A	Y	10000	Y	Animal welfare	Dog re-homing		Researched	Add to pipeline, apply	Funded RSPCA
Elephant Trust	B	TBC	TBC	TBC	TBC	Dog re-homing		Needs more research	AB to email to enquire re eligibility and deadlines	May not be eligible for re-homing, if so enquire about vet clinic
Feline Trust	A	Y	5000	25	Cat welfare	Cat re-homing	01/05/2025	Pending	Add to pipeline, apply	Funded Cats Protection
Gold Trust	B	TBC	TBC	Possibly invite only	TBC	Dog re-homing	01/06/2025	Needs more research	AB to email to enquire re eligibility	May not be eligible re geographical focus area.

Cultivation

- Note any connections
- Peer introductions where possible
- Plan your approach – don't rush – where do you want the relationship to be 2 years from now
- Pick up the phone
- Remember: it's not *their* money, much easier conversation than personal gifts

Application pipeline

GRANT APPLICATIONS PIPELINE											
Funder	Eligible	Ask amount	%	Projected income	F/Y 24/25	F/Y 25/26	Project	Deadline	Status	Action	Notes
Alphabet Trust	Y	10000	25	2500	2500		Cat re-homing		Submitted	Chase Feb 2025	Decision due Feb 2025
Blue Trust	Y	10000	10	1000	1000		Cat re-homing		Submitted	Chase Feb 2025	Decision due Feb 2025
Cat Trust	Y	10000	25	2500		2500	Cat re-homing		Submitted	Chase April 2025	Decision due April 2025
Dog Trust	Y	10000	25	2500		2500	Dog re-homing		Submitted	Chase April 2025	Decision due April 2025
Elephant Trust	TBC						Dog re-homing			AB to email to enquire re eligibility and deadlines	May not be eligible for re-homing, if so enquire about vet clinic
Feline Trust	Y	5000	25	1250		1250	Cat re-homing	01/05/2025	Pending	AB to write up outcomes to their template	
Gold Trust	TBC						Dog re-homing	01/06/2025		AB to email to enquire re eligibility	May not be eligible re geographical focus area.
		45000		9750	3500	6250					

Due diligence

As with any other supporters you are publicly aligning your brand with theirs and should carry out research to ensure your values align

Writing the application

- List of resources needed:
    - o   Governance docs
    - o   Financial statements
    - o   Strategies / policies
- Case for support
- Drafts of case for support / mission in 50 / 250 / 500 words.
- Supporting data
    - o   Statistics on local need
    - o   Case studies
    - o   Quotes

The proposal

- Start with an introductory paragraph explaining your organisation, the need and the level of ask.
- 2-4 pages – take them on a journey, a logical journey
- Outcomes
- Budget
- Contact details
- Charity registration details or similar.

Proposal content

- Why – Why is this needed, and Why You
- Who will this help, and who are you
- What (and 'what if not') will happen
- Where will it happen
- When is this needed
- When will it be delivered
- How many beneficiaries / participants / clients
- How / how much will this help anyone - outcomes
- How much will it cost

Visual impact

- An image can say as much as 1,000 words.
- Choose images that are thought provoking, original, emotionally charged, and you have permission to use.

Info sheet

- Useful links

- Buy any trust guides second hand!

- Case for support / elevator pitch – is there clarity in your messaging?

- Grant applications – remain mission-led not funder-led, really unpack what delivery is realistic, feels right for your group, is worth the effort (ROI)!

Please take a few minutes to provide us with feedback

the social change
nest

THANKS FOR COMING!

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