

COALITION FUNDRAISING



the social change
nest

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



5 Stages

- The Coalition / Partnership
- Application readiness
- Prospect research and cultivation
- The application
- Ongoing stewardship and reporting



The Coalition



- Why are you doing this, what is the actual benefit to your organisation / cause?
- ***Needs led not funding led***
- Will it be a Coalition, long-term Partnership, one-off partner/touring project
- Clarity of expectations
- Are you addressing duplication, sharing expertise not duplicating activity (bid writing etc)
- What structure works best for you?
- Does co-working align perfectly in terms of mission, public and supporter perception?
- Written agreement / memorandum of understanding/ agreement on ways of working and decision making
- Written agreement on financial detail

Partnership working examples

- Stop the War (Stop the War)
- End Violence Against Women (End Violence Against Women)
- Child Poverty (4in10)
- Neurological Alliance (The Neurological Alliance)
- Climate Coalition UK (The Climate Coalition)
- South East Climate Coalition (South East Climate Alliance)
- Gallery Climate Coalition (Gallery Climate Coalition)

Due diligence

As well as the organisation's alignment with yours, pay particular attention to their major funders





Due diligence x 2

- Would your core stakeholders/audience understand this partnership or could you lose good will?
- As with any major organisational relationship you are publicly aligning your brand with theirs and should carry out research to ensure your values align.
- As a minimum check the partner organisations:
 - Website
 - Social media
 - Accounts
 - Google search with key terms



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
- ***And double-check for partner organisations***



Case for Support

- One document capturing the core of your organisational mission, aims, position, ambition and need.
- Why, who, what (and 'what if not'), where, when
- USP – what is unique or novel about what you want to do?
- What aspects are most relevant to your position within the Coalition, is it a specific area of your work?
- Does your messaging enhance the Coalition messaging?
- In joint applications you may have 30-50 words to convey this...



Return on Investment (ROI)

- What is the ratio between time/energy/£ to £ raised?
- Each partner has to feel that their involvement was worth their input
- Whilst recognising sometimes one partner may have more capacity / expertise to contribute
- The return might be non-monetary: promotion, relationship building, supporter engagement, press coverage etc



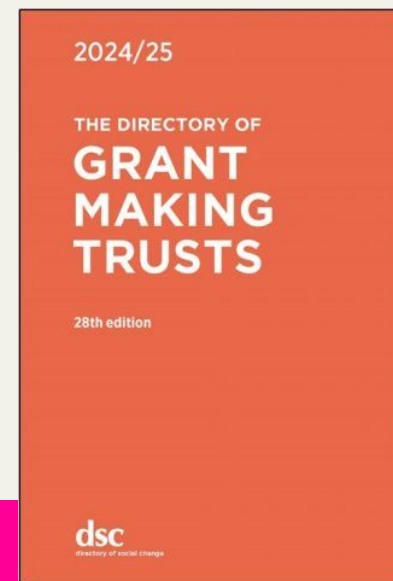
Added Value

- Movement building
- Collective voice
- Illustrates a collegiate mindset
- Intersectionality
- Environmental concerns
- Reducing duplication
- New audiences / networks
- Shared audiences – amplification
- Press coverage
- Political lobbying
- 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



Cultivation

- Note any connections
- Double-check re existing relationships and accept some prospects may be off the table
- Peer introductions where possible – which organisation will lead on the application/ask



The proposal



- Start with an introductory paragraph explaining your *Coalition*, the need and the level of ask.
- 2-4 pages – take them on a journey, a logical journey
- Outcomes (*who is responsible for ensuring these are tracked)
- Budget
- Contact details
- Charity registration details or similar

Writing the application

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



Proposal content

- You may have already written this about your organisation, but now it needs to portray your Coalition, shining equal light on each partner's role in the project...
- 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

Stewardship and Reporting

- Who are the primary and secondary points of contact for the funder
- Clear agreement on outcomes and responsibilities before applications submitted
- Write up a schedule allocating actions
- What additional mini-updates can be shared, who would produce these
- Fulfil contracted accreditation
- What is your longer-term ambition with the funder



Key thoughts

- How does this Coalition help your organisation and cause
- How can you illustrate that
- Have written agreement on how you will work in partnership
- Due diligence – be aware you are joining your reputation to other organisations
- Remain mission-led not funder-led, really unpack what delivery is realistic, feels right for your group, is worth the effort (ROI)!

RAISING IT TOGETHER

PEER LEARNING WITH

THE SOCIAL CHANGE NEST



the social change
nest

27.05.25

5:00PM

Join us for a peer learning session on the 27th of May:
<http://www.thesocialchangenest.org/webinar/raising-it-together>

Please take a few
minutes to provide us
with feedback



the social change
nest

THANKS FOR COMING!

the social change
nest