

Charity Funding



What is funding?
Funding applications
Waiting for a decision
Successful applicants
Unsuccessful applicants
Fundraising ideas

What is funding?

Funding can be defined as *"money which a government or organization provides for a particular purpose."*

Collins dictionary

Why do charities need funding?

Funding allows charities to provide services to those whom are in need.

Where do charities get funding?

Government funding

Grants from other charities and private organisations

Wills and legacies

Fundraising

Fundraising ideas for charities

Fundraising appeals

Collections

Raffles

Regular donations

Fundraising from online shopping

Pledge fundraising

Donations from businesses



Guidelines for writing funding applications

Always keep your project plan in mind

Ensure your application reflects what you **CAN** do.

Do not commit yourself to a project you will not be able to run.

Write in plain English

Ensure your sentences are short, concise and clear. They should explain your project and what it does

Be specific about what you plan to do

This should detail exactly what your project will do and when, for

example “weekly support group for carers on a Thursday 10.30-1pm.

This will include a chair-based exercise class, games and a buffet lunch”

Focus your application on the funders priorities

Different funders have different priorities; therefore, you should focus

your application on the funder’s priorities. If the funders you are

applying to prioritise projects that promote health and fitness, focus on

the fact that a chair-based exercise class will promote this.

Provide evidence that your work is needed

Include evidence that the work your group is doing is needed. You can

find support with this at www.arvac.org.uk

Include all the information the funder has asked for and any additional information or documents they require.

Ensure all the relevant information is included, as failure to do so will

result in your application being rejected

Make your budget as specific as possible

Your budget should be as accurate as possible. Getting quotes for all of

your costs can support you to do this.

Meet the deadline

Ensure you meet the deadline as any late applications will not be

accepted

Waiting for a decision

Grant application responses can be timely. A quick response can take up to 6 weeks. Whilst you await your decision, take into consideration these helpful tips;

Do:

- Apply for other grants
- Look at your overall funding and income plan and see if other types of funding could work for you
- Keep planning for your project
- help people manage their expectations
- Discuss what your next steps are if the bid fails.

Don't:

- Start your project
- Make any commitments you won't be able to keep if the money doesn't come through
- Hassle the grant funder for updates.



Successful applicants

- ·The funder will often request further information or paperwork before they give you the money. Send this to them as soon as possible.
- ·Read through the terms and conditions of the grant carefully.
- ·Make sure you have a system for monitoring, and start this as soon as your project or activities begin
- ·If the funder asks you for a report, make sure you send it to them in good time, including all the information they have requested.
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- ·If you are not asked for information, it is worth writing to funders to let them know how your project is going, and highlighting any particular successes.

Unsuccessful applicants

With any funding application, there is the possibility that you may not be successful.

What next?

If this is the case you should:

- Look at any feedback the funder sent you.
- Look for the funders rules about how long you need to wait before applying again.
- Look at alternative funders
- Look at fundraising ideas



Fundraising

Crowdfunding

- Raising a small amount of funds from a large amount of people.
- Your crowdfunding campaign must have an option to share.
- Post regular updates to your donors.
- A goal thermometer will help inspire people to give more.



Games and raffles

- Raise funds through hosting a raffle or games such as Tombola & name the bear
- Prizes can be sourced from donations or local businesses to reduce the cost
- Sell tickets to raise funds

Sponsored events

- Sponsored events are a great way to raise funds
- Events such as marathons, s, skydiving etc are a great way to raise money for non-profit organisations



Organised events

- Organise an event such as a tea dance, or family fun day to raise funds.
- You can include games or raffles to raise funds
- Selling tickets will also generate funds

