

Claiming Your Share

2007 - 2008



Contents

Where does the money come from	4
Grant fundraising	5 - 6
Types of funds	7 - 10
Your fundraising strategy	11 - 15
Making the application	16 - 20
National funding advice bodies	21 - 25
Publications by GreenSpace	26
Sponsorship guidance	27 - 29
Income generating ideas	30 - 33
The CYS finding database	34

Where does the money come from?

When it comes to finding money for a project, community groups have many opportunities open to them. It is now widely recognised that these groups mostly operate from within the community, and as such can provide a potent picture of local needs and a focal point for the delivery of improvements.

To add to this, parks in themselves present many opportunities for generating income for your project or site. Here we give you a selection channels that may be useful to your fundraising aims and objectives.

Grants

There are thousands of funding bodies in the UK. Many of those who fund park related projects are listed on the CYS search facility.

<http://www.green-space.org.uk/community/>

This list is not exhaustive as funds do come and go quite frequently, so keep an eye on all the available sources of funding information.

Sponsorship

Your event is going to attract a lot of people and a local business may well see the benefit of sponsoring your efforts in return for advertising space in your promotional material and at your event. It is worth talking to local businesses who may be able to benefit from your activities.

Challenge events

These are great for involving as many people as you like. It may be a sponsored cycle ride or a bop-til-you-drop dance-a-thon. The more adventurous of you may choose something more daring. Whatever you choose to do, make sure that relevant legal and safety issues are addressed, and that above all, you talk to and involve as many people as possible. Challenge events are great for drawing attention to your cause and your organisation.

Collections

The format of this type of fundraising has not changed much over the years. It is primarily about engaging people as they go about their activities. This has the benefit of reaching lots of new potential donors and raising awareness amongst a much wider sector of the community. The opportunities to discuss your project at length are an invaluable way of increasing your support base. Please check out the legal requirements such as codes of conduct and the wearing of badges and be aware of keeping the collection team safe at all times.

That said, collections can still be a great way of engaging people and gaining more support for you project.

Income generators / Sales

This is the part where your entrepreneurial side, starts to think creatively about all the areas that you can raise money. This usually involves charging for an activity, service or product. Anything from car parking to cake stalls, workshops to gala evenings. It can be worth taking the time to look your project and find links to other areas of interest and opportunity. These may provide engaging activities that make yours an enjoyably successful project.

A list of ideas for events and income generation can be found on our web site. While this list is not exhaustive it may provide some initial ideas to get you started.

What is grant funding?

- Grants are made available by charity organisations known as Trusts or foundations
- They are a major source of support and finance for the voluntary sector as a whole
- Trusts give away almost £2 billion in grants each year
- There are over 8000 grant making trusts in the UK
- Unlike other potential sources of income trusts are set up with the whole intention of giving away money for charitable causes and community benefit.
- There are local, national, private, family, company and community grant making trusts

Grant funding for green space improvement

Applying for a grant is much like applying for a job or answering a question in an exam. This shouldn't make it scary, just that you need to answer the question. The funding body will be set up to fund particular things. And the application process is about meeting the funding body's criteria – the better you do this, the greater the chance of you getting the money you need. Funding bodies will usually provide clear guidance on this and they are happy to discuss your application with you before you apply, as they have learnt this will save both of you a lot of time.

Applying for grant funding

Using the key words used in the promotional material and being precise as well as avoiding waffle can serve you well. If you try to put yourself in the position of the funding body reviewing your application, you are more likely to provide them with what they want. And it also means that it is about common sense. Doing your research and following instructions will vastly increase your chances of success.

Funding bodies will usually have a limited amount of money available. And it is likely that the number of applications will far outweigh the money available. So funding bodies will usually have a process in place to decide who they eventually award grants to. For some it will be as simple as a first come first serve basis and others may have very strict requirements such as the type of projects, the area it will take place in or even the range of people involved.

With some criteria being very specific indeed, your time will be well spent ensuring that you select only the most appropriate funding bodies. Carefully reading their funding criteria and ensuring your project is a good match will greatly improve your chances of success

Talking of funding...

Once you have selected a good match for your project. Discuss this with the funding organisation before you apply. Remember that funding organisations are set up to help. They are therefore most successful when groups who need their help start to talk to them about how they can help.

To get the best out of this first chat, prepare what you want to know before hand. Briefly describe your project and ask if it is the type of project that the organisation will fund. This may save you lots of work! If your project is of interest to the fund, take some time to discuss the terms of the application process. How do they want applications to be made? Deadline dates, when they will decide who is to be funded and the amount of information required is usually all available in an application pack, but take the opportunity to check.

Shouldn't my local authority be finding the money for my park?

Park budgets for local authorities have been successively cut over the years (PPA, 2001 report) and they frequently do not have enough money to provide the service many people have come to expect. The local authority is often unable to fund improvements in the park or green space, and they are frequently not allowed to apply to many funding bodies (the applications must be led by community groups, or at least have their active participation). Simply said, if you want to see improvements made to your park or green space, your community group is the best chance of bringing in the cash to make this happen.

I'm not a professional fundraiser – what difference will I really be able to make?

The list of improvements that can be made and past success stories from groups is immense. Even small amounts of money can go a long way to transforming an area of open space. By bringing in additional income, you are doing something practical and positive for your green space.

Fundraising also assists groups to develop strategically. The process of applying to funds provides groups with an opportunity to plan and think ahead, encouraging you to prioritise your efforts and identify what is really important to you as a group. Through your fundraising efforts you will find out about hundreds and hundreds of different types of funds and other groups as well as advice and support bodies set up to help groups like yours achieve their goals. Your fundraising will make you stronger as a group and the stronger you become the more wide reaching your projects will become.

Types of Funds

Fundraising is a very widely used term, as there are many different ways that you can raise funds for your organisation. Understanding the different types of funding is key to getting your fundraising efforts right. Aim to achieve the best possible match between the needs of your project and the requirements of the funding body and you will stand a very good chance of getting the money you need.

In this section we will cover some of the most common terms you will come across in your fundraising activities.

Internal fundraising

This usually describes fundraising activities within your group. For instance you might undertake sponsored events or challenge events to raise money for a particular cause. Alternatively you might have a book sale or car boot sale. Raffles are also included here but for larger lotteries and raffles, registration to the gaming board may be required. All of these are tried and tested methods of fundraising that can boost your income and are often excellent ways to involve the community in the work of the group and potentially widen your support base.

A good range of income generating ideas can be a great asset to both your fundraising success and to the profile of your group. Your group can be strengthened from working together on these fun and sociable events where your skills at organising these events will develop quickly

External fundraising

This is usually concerned with raising funds from other organisations outside of your organisation or project. There are many sources that make funding available for a wide variety of issues. Some of these sources may be charities, your local council, the BIG Lottery and even companies.

Revenue funding

Revenue schemes are involved with the sustainability of the group and providing the everyday things groups require. The “revenue” is the money that runs through an organisation. Therefore “Revenue funding” pays for the regular and routine tasks which are needed to keep your group or organisation in existence. These ‘everyday’ costs are the general ongoing costs or overheads of running a group or a facility.

Example:

Revenue funding schemes

- Work training for young people with learning difficulties
- General administration costs, including photocopying, postage, insurance etc
- Money towards the salary of an employee for your group

Capital funding

An easy way to appreciate ‘capital’ funding schemes is to think of them as anything outside of the usual ‘revenue’ activities of a group or organisation. Capital funds are about making ‘oneoff’ improvements, which will often take the form of projects which are designed to develop, restore or improve the park or green space, a certain area, or a set feature within the site. As a result, they often have distinct timescales and outcomes.

NB: There are far fewer examples of revenue funding schemes than capital schemes, although local authorities frequently provide smaller amounts of ‘subsistence’ money for the everyday work and start-up costs of community groups. In some cases, there is an overlap between capital and revenue funding schemes. For example, the Heritage Lottery Fund’s (HLF) Public Parks Initiative (PPI) will fund the restoration of public parks, gardens and squares (capital funding) but as part of this will often have a revenue element (e.g. a park keeper’s salary).

Example:

Capital funding schemes

- Creation of a sensory garden
- Provision of sheltered seating in an open space
- Development of a children's play area in a park or green space
- Restoration of a Victorian bandstand
- Complete park restoration

Match funding / Contributory funding

Funding that depends on others also contributing - either the groups own internal fundraising or income from other grants or even gifts or services these are also called "in kind".

Match funding is a process by which a funding body may award a grant on the basis that the same amount is raised from another source. It is this additional money that is known as match funding. However, in some instances the match funding will not need to be exactly the same. Some funds will give 75% or 90% of the amount you asked for. While this is technically "contributory funding", the term "match funding" has grown as a cover all term that is commonly used to describe this type of funding.

Funding bodies often use this method to encourage more involvement in the project from other organisations, giving further credibility, expertise and improved chances of lasting success of the project.

NB: Funding bodies are more likely to support a project which has already gained support from elsewhere. The amount of contributory funding required will vary depending upon the size of grant, and the organisation you are applying to. For smaller grants you may not need any contributory funding. The guidance notes accompanying the application form should make this clear but if you are unsure, contact the organisation.

Example:

Match funding

Match funding can come from a variety of sources, including;

- Your local authority
- Other funding schemes working towards the same aim (essentially using one grant to lever in another fund)
- Internal group fundraising (e.g. money raised from jumble sales, fetes, collections and other charity events)
- Local businesses, including sponsorship
- In kind payment (e.g. volunteering labour based on an hourly rate etc).

Charitable Trusts and Foundations

Charitable Trusts are independent sources of funding, and are set up to allocate money for charitable purposes and for community benefit. In most cases applicants must be registered charities or must apply through a registered charity who can accept the funds on their behalf. Some charitable trusts often do not use application forms and prefer letters stating why the applicant feels that their project is relevant to the aims of the trust. In some cases they actually discourage unsolicited applications by letter, and will approach the groups they want to fund themselves.

Example funds:

- Coalfield Regeneration Trust
- J. Paul Getty Charitable Trust
- Princes Trust Group Awards

National Lottery

The National Lottery is currently the largest source of funds for voluntary organisations, particularly for sports, arts and heritage projects. The main distributors of lottery funds are the Heritage Lottery Fund (HLF), the Big Lottery Fund (BLF), Sport England and the Arts Council. The Big Lottery Fund is now the single largest distributor and was formed from the merging of the lottery funds the New Opportunities Fund and the Community Fund in 2004.

Example:

National lottery funds

- Awards for All (HLF)
- People's Millions (Big Lottery Fund)
- Public Parks Initiative (HLF)

Business

Some larger companies offer community grant schemes to groups undertaking environmental or sustainability work as part of their community development strategy or distribute grants through a third party. These bodies run application processes like any other funding body. They will sometimes fund projects directly (e.g. Tesco or B&Q) or indirectly through a funding scheme run by another organisation (e.g. the Supergrounds scheme).

Local smaller businesses may provide grant awards and may also be willing to provide donations or support 'in-kind'. Smaller local businesses should be approached with prospective letters and visits in person where appropriate. You must be prepared to demonstrate that your project meets with the aims and objectives of the business and benefits their image.

Example:

Corporate funds

- Supergrounds (Royal Bank of Scotland and NatWest with Learning Through Landscapes)
- Tesco Charitable Trust Community Awards (Tesco)
- You Can Do It Community Awards Scheme (B&Q)

Central and Local Government Funding

Funds from central government can come directly from the departments (e.g. The Department for Environment, Food and Rural Affairs - DEFRA) or indirectly through funding schemes financed by central government (e.g. Futurebuilders funded by the Home Office). Grants are given to fund projects which meet the aims and objectives of the government department (e.g. projects funded by the Neighbourhood Renewal Fund must meet the objectives of the DCLG's Sustainable Communities Programme).

Local authorities will often provide smaller startup grants for new community groups and revenue grants to help with the running of the group. This type of funding will often be made by the parks or recreation department, who may have a set amount of money to provide to community groups with good projects. The amount of money (which is most often small and frequently targeted at subsistence costs for new groups) will vary greatly between local authorities. You should contact your local authority parks manager to find out if they can offer you any funding.

Example: Central government funds:
 Community Champions Fund (Department for Education and Skills)
 Futurebuilders (Home Office)
 Neighbourhood Renewal Fund (Office of the Deputy Prime Minister)

European Union Funding

European money is provided to support activities that promote social and economic development in European countries, investing in parts of the European economy that are more deprived. The funds are administered by Central Government and projects must meet specific objectives and priorities. Applying to the structural funds requires a great deal of research and can involve long timescales, although if you have a good project which meets their objectives it can be a very rewarding process. You can often increase your chances of success by working in partnership with other groups or organisations when making applications to these funds.

Information on European funds should be sought from your local government office or your local authority as your geographical location greatly affects the likelihood of money being awarded (areas of greater deprivation have a greater chance). Another good starting point is your regional voluntary sector European Funding Advice Office. You should approach your local authority to find out their contact details.

Example:

European Union funds

- European Social Fund (ESF)
- European Regional Development Fund (ERDF)

Developing a fundraising strategy

Making an application from start to finish and securing grant funding can take time. For this reason it is often more effective to concentrate on one or two applications and complete them well rather than applying to too many and risk not being successful. A well-completed funding application can be the difference between being rejected and being awarded the money.

Developing a fundraising strategy is crucial, especially given the timescales involved with some of the larger funding streams. This will be a form of business plan, which will set out the objectives of the group and your methods for achieving those objectives within a certain time frame (Pinder, 1995).

Why Plan

- **Operate faster!**

Your project will have clear tasks and objectives. This clarity makes the tasks easy to communicate and allocate throughout your group. With a clear understanding of what you are trying to achieve through each task it is easy to keep on target and progression of the project is much quicker.

- **Best use of time and money!**

Your plan will identify what is to be done and what resources you have to do the jobs at hand. Here you can now see the best way to do things to make the best use of the resources available. That includes your time and effort as well. People will appreciate it if you have planned things so that their time is not being wasted. It can also give you the ability to get the best quality work possible.

- **Reduce distractions!**

Your plan identifies a clear path to your goal, so you know exactly what must be done and you are less likely to get distracted by other activities. In the same way you will know how much time you can spend on adding other details which were not in your original

plan: maybe to add some pizzazz or icing to your project that may increase the benefits it delivers.

- **Capitalize on opportunities that meet your needs.**

Your plan identifies all the elements of your project. Having this clear overview enables you to see where you can add value to your project by taking advantage of opportunities that arise during the development process. This may be from other groups who offer their support or other funding opportunities, or even companies who can

The setting: the site management plan

If your project is about improvements to a park or site, then the site should have a site management plan in operation, and these can be obtained from the local authority or other land-owning organisations. A site management plan sets out the priorities and plans for the green space for a given period of time, usually between five and ten years, to ensure the site is managed in a planned and strategic manner which benefits all sectors of the community. It could be an idea to request a copy of the plan to see how your project fits into the wider plans for the site. This may present even more opportunities for you to carry out projects. You may find that the plan has identified the need to work with a local group to regenerate the site.

It is vital that your group develops any ideas for funding within the context of the management plan. Any ideas you have for projects within the green space must fit within the management plan, and crucially must not contradict its objectives. As well as consulting the management plan from the start, a good dialogue with the local authority (or other landowner) will help this process.

This point illustrates that you **MUST** have the support and permission of the landowner (normally the local authority) to carry out any work on the site.

SWOT Analysis

(Strengths, Weaknesses, Opportunities, Threats)

This is about your ability to deliver the project. Strengths and Weaknesses are internal (like “group has wide range of organisational skills and abilities”, or “group has never put on an event before”) while Opportunities and Threats should be about external influences (like “local community is keen to see an event happen in out local park” or “park has a year round sports program so finding a free weekend day could be difficult”).

This procedure will enable your group to answer the following three questions, which should allow you to identify your fundraising priorities and provide a good foundation for your fundraising strategy.

1. What is your current position?

In order to develop any plan you need to first assess where you are as a group presently. A good way to do this is to undertake a SWOT analysis (see below).

2. Where do you want to be?

The basis of any strategy is to know the point you want to arrive at. This essentially asks you to justify why you are undertaking the whole process.

3. How are you going to get there?

This is the basis of the plan, and the practical element to it.

Strengths and weaknesses are internal to your community group and assessing these allows you to determine your deficiencies and areas of interest as well as your own internal skills. Opportunities and threats are external factors to your group and the identification of these allows you to best take advantage of situations and also deal with potential problems.

An honest and thorough SWOT analysis can produce an excellent foundation for a

fundraising strategy, making it possible to have a planned approach rather than one that makes applications in an ‘ad hoc’ manner. Developing a fundraising strategy within the context of the site management plan will help to prevent an ‘ad hoc’ application procedure.

Questions to ask yourself

There are a number of questions you should ask yourself as a group before you start to make an application and these will help you to develop a fundraising strategy. These common questions are generic ones which may be asked by the funding body in application forms, on their website or in person. If you are unable to answer any of these questions, or produce an ‘I don’t know’ answer, it is generally a sign that you are not in the position to carry on and you should retrace your steps and try to work out why you could not answer the specific question. (Neighbourhoods Initiative Foundation, 2003)

It may take you some time to come up with suitable answers to each question, but answering these questions as a group will make you more organised and increase the confidence of your group, as well as improve your ability to plan for the future.

Why do you exist as a group?

You may need to justify your whole existence as a group. It is always good to have information on the vision, aims and objectives of your group as well as the services you provide. Looking at the structure of similar groups to see how they have described themselves can be useful.

Who will the project benefit?

The project needs to address a clearly defined need, meeting a demand; that is, it must be additional to any services that are currently being provided. It is unlikely you will be awarded a grant to develop a children’s play area if there is a well used play area in a park over the road. You need to show that your project meets a demand which

is not already being met and won't be met unless your project goes ahead.

You should also be able to answer what the achievements of the project will be and essentially who you are trying to help in the first place. These are often described in terms of "Outputs" and "Outcomes".

Outputs tend to be the things that your project physically delivers.

i.e. A new play area and pathways added to the site.

Outcomes are the changes to people's experiences.

i.e. improved opportunities for play and exercise. Improved safety, aiding social inclusion by providing new, professionally constructed and well thought out equipment that conforms to British safety standards and legal requirements.

Who is willing to be involved?

By fully assessing the skills and labour within your community group, you can develop a plan which utilises local, and potentially cost-saving, resources.

Who is going to do what within the project?

Have you allocated specific roles to individuals within the group, or is everyone going to pull together? What are they prepared to contribute? If you have had, or are planning to have, any collaboration with other organisations or individuals, this needs to be shown.

What are the objectives of the project?

The person who is assessing your application needs to see whether your project fits with their set objectives.

Will the project be completed in phases?

You will need to decide whether your project can be completed in one go, or, if it is larger, is it more appropriate to undertake it in a number of separate phases or stages?

What skills do you possess as a group and which ones are lacking?

Performing a SWOT analysis will help you address these issues in a logical manner. A SWOT analysis considers Strengths, Weaknesses, Opportunities & Threats. This will help you identify your existing skills as well as your training and resource requirements. Strengths and weaknesses should focus on the internal profile of the organisation and the opportunities and threats should focus on the things that are external to the organisation. For instance;

Strength: things within the organization that are helpful to achieving the objective.

Weaknesses: things within the organization that are harmful to achieving the objective.

Opportunities: external conditions that may be helpful to achieving the objective.

Threats: external conditions that may be harmful to achieving the objective.

How are you actually going to do the project?

These practical issues need considering from the start and if you cannot answer this question, the funding body may rapidly lose interest in your application. Here you must consider some aspects of managing the project. Knowing things like who has responsibilities for different tasks, when will the project start and end, how will the different tasks fit into this time frame, contingency plans and so on. It is crucial that you have thought about the practicalities, particularly the potential difficulties and challenges, and how you will tackle them in order to deliver your project.

How much will it all cost?

You need to have an idea of how much the whole project is going to cost. The funding body will frequently ask how much you want and how the money will be spent. Having a clear budget for the project will be crucial and you should be able to show that you have researched these to the best of your ability (this could range from library research to obtaining provisional quotes from suppliers and contractors). Some funding

schemes will require funding from other sources (see 'Match funding / contributory funding') and you should think about where you could get additional contributions from if necessary for the application.

What will happen after the project?

How will the work be maintained after the project is complete and who will do this? Are there any plans for future or additional development? Have you considered future costs? You may need to demonstrate that your group is sustainable and will not crumble as soon as the money disappears. If the project is running for a set time, this needs to be made clear. It is often a good idea to have some information about how you plan to disseminate good practice if your project is a success. Botting and Norton (2001) highlight how it is important to consider these issues even if you do not have any firm plans.

What could possibly go wrong?

While hopefully nothing will go wrong, it is always a good idea to be aware of the likely pit falls. It is a very good idea to have some contingency plans, for example, who will manage or maintain the project if your group comes to an unexpected end?

What will you do if something goes wrong?

There will always be the unexpected problems, but trying to identify potential problems before you begin your project will provide you with more control if you already have some idea of how to deal with them. Think about how you will get around these, and develop some alternative plans if these problems do occur.

When is the project taking place?

Having some idea of the timescales involved is necessary and will help you plan. Some funding schemes will require the project to be completed within a set time period, such as one year. For this reason it is important to make appropriate estimations of the timescales involved.

Where is the project going to be?

Funding bodies will want to know the precise geographical area that the project is planned for, and the extent of the area.

How are you going to reach the wider community?

It is important to make it known that your project benefits the wider community and not just the members of your group. Some projects may require your group to have consulted with the wider community to prove there is a need, which can also be a good time to test your ideas and get some feedback. This can range from organising local meetings or focus-groups, surveys of the people living within the catchment area of the project, and distribution of newsletters or interpretation material within the park itself. It is always worth contacting your ward or parish councillors, as they will know who else you need to discuss the scheme with.

How are you going to involve the wider community?

After you have reached the community, it is important to show that you have a commitment to involve them during the development of the project, even if this just means keeping them informed. When you have completed the project, you will hopefully have learnt some lessons of how to do, and not do, certain things. The funding body may be keen to hear how you plan to publicise the benefits and success of your project to other groups and the wider community.

Who do you approach for funding?

Only applying to the most relevant funding bodies will increase your chances of success and avoid wasting your time.

What will you do if you get turned down?

Simply applying to a funding body, however well thought out your project, is not necessarily a guarantee of success. You should never take anything for granted, and you should have thought

about what you will do if the funding body turns down your application for money. You may want to apply in the next round after modifying your project, or apply to a more suitable funding scheme.

Will you actively avoid any funds?

You should decide at an early stage if there are any funding bodies you plan to avoid for ethical reasons. This is a personal decision by all members of the group, and will vary upon individual circumstances. For example, you may disagree with the overseas policy of a company which offers funding for a project like yours, or you may find the activities of a particular local business unethical.

Where can you find practical help?

Your project is likely to use contractors, builders and landscape architects as well as volunteers. Knowing where you can find these services is very important and finding out who can offer things for free will help. Your local authority should be able to direct you, or your local voluntary action group or Community Voluntary Service would be able to offer help (speak to your local authority to get their contact details).

The written fundraising strategy

Once you are able to answer these questions, you will have the foundation to your fundraising strategy or plan. By formalising your answers into a structured plan under separate headings, you will have an organised document outlining everything you need to present to the funding body. It should include a complete justification of your project, illustrating that you have thought fully about every eventuality and all the possible alternatives. The process of writing the actual strategy will help you to develop an organised approach. All members of your group should have the opportunity to feed into the strategy.

You should include the following components within your fundraising strategy:

- your priorities for funding and reasons for these;
- details of funds you have chosen to pursue as your priority funds;
- details of any funds you are actively pursuing and why;
- what you want to achieve and by when;
- details of resources you can commit to your fundraising.

Once you have these components planned, you can formalise it into a written strategy, which should be developed around three main elements (Pinder, 1995):

- 1. Objectives and proposed activities, including details of who will benefit.**
- 2. Group's structure and management processes which will contribute towards the achievement of the objectives.**
- 3. Your financial plan for the time period.**

Your fundraising strategy is never complete and you should review it at stages and feed into it as your group develops. Any changes should be done as a group and should receive consensus agreement before they are amended.

Access to information

It is often a good idea to keep all your material in relation to your fundraising strategy in one place, which can be accessed by all of the committee and available upon request to any of the members of the group. It can be dangerous for only one person to have access to this very valuable information (i.e. the treasurer), in case they are taken ill at a crucial stage of the application process, for example. At least one other member of the group should familiarise themselves with the detailed information of the application, which can help reduce the workload of the treasurer as well. However, it is vitally important that all members of the group are aware of the project, its aims and the current state of play with the application bid.

Making the application

What to include in an application letter

If the funding body requests that you send an application letter, it is important to find out what information they require. In some instances a brief description that will fit on two sides of A4 is all that will be needed. This document needs to be clearly laid out, easy to read and to the point.

In other cases you may be asked to provide comprehensive information about your group, your project, how much you require, who will benefit and how you will monitor and review the project.

It would be good to prepare a master copy of an application letter that contains all the information needed to describe your project and funding needs. This can then be edited to meet the requirements of each funding body. Some of the main things to include might be:

1. Aims and objectives as a group and general details on your group, including the type of organisation you are, your membership, equal opportunities, charitable objects etc.
2. Your vision for the park or green space.
3. Details of your project, what needs to be done, the effect it will have and details of who will benefit.
4. A project timetable.
5. How much you are applying for.
6. Your budget, financial details, most recent accounts and annual report if you have one.
7. A checklist of your attachments to the letter.
8. Contact details.
9. Details of who will manage the project.

10. Details of any partners involved if appropriate.

11. Details of any consultation with the wider community.

12. Reviewing method. A brief outline of how you will judge the success of the project

The application form

Application forms are the most common method used by funding bodies. They are often available by simply phoning the organisation or by downloading an application form from their website. Increasingly you can apply online and submit your application with one click of your mouse button! However, application forms online should be treated in the same way as one on paper – just because they are easier to submit, it does not mean you should give them less thought.

Completing an application form makes your life easier as it will often mean that you do not need to send in any additional information. However, you should check whether you still need to send a covering letter with the application form and look to see if they encourage you to send additional information.

Tips for completing an application form

While this section aims to provide some general guidelines and tips on completing application forms, it should be remembered that there is variation between individual forms for different funds; the guidance notes provided by the funding body should be read and adhered to closely in each case. You should pay particular attention to 'key words' which are mentioned throughout the application form and guidance notes of funding bodies. These will be highlighted in the relevant examples throughout this section and you should try to use them when you are completing the application form.

1. Read the guidelines thoroughly before you make the application. Identify important details about what is required in the application, and this will give you clues as to what should be included. Pay particular attention to the aims and objectives of the funding body or organisation. Failing to meet the criteria of the funding body is often the most common reason for rejection, something which can be minimised by careful reading of the guidance notes before filling in the form.

2. Use good clear English. The use of simple and straightforward language is an important skill when applying for funds. Most funding organisations do not interview so the application form can be your only opportunity to sell your idea. Making sure that your plans are easily understood may take a little extra effort, but is time well spent.

3. If you find it difficult to explain your project in a simple manner try discussing this with your group. You may find that some important details are missing and a group discussion may well provide the solutions.

4. Avoid making general or vague statements and when answering questions be as precise and specific as possible. Make sure each sentence contributes towards your application and performs a purpose.

5. Avoid jargon and industry terms. Just because a phrase may be used widely in your area or business do not assume that everyone knows what it means. And don't use acronyms like BAFTA or RSPCA.

6. Answer every question that you are asked to complete and send all information and attachments that are specified. In simple terms, this is about following instructions: insufficient detail or omissions may result in the application being returned, delayed or rejected.

7. Writing draft copies of your application is a useful way of ensuring you have made the best application possible for your project. Ensure you have enough time to re-edit before your deadline. A couple of extra days to go over your answers will give you the opportunity to discuss with others and make any improvements.

8. Ask someone else to proof read it or to go over each question with you. Missed answers and spelling mistakes can detract from the strength of your application and a fresh pair of eyes may look at an application in a different way to someone who has been working on it for a much longer period of time.

9. Use a computer to complete the application form whenever possible. This keeps the appearance of your application form neat and tidy. Make use of bullet points and paragraphs. A clear layout makes your application easier to understand, and don't forget to use the spell checker (and have it set to UK in your language settings).

10. Use the checklist (if provided) to make sure you include everything necessary with your application form. Some things can be easy to forget, especially if they are more obscure (e.g. bank statements, copies of constitutions etc). If a checklist is not included, create your own as you read through the application.

11. If you have to include independent references as part of the application process, make sure you obtain these in plenty of time to avoid delay.

12. It is best to assume that the funding body knows nothing about your group. You should therefore make the aims and objectives of your project, as well as the benefits

13. Always be on time and meet the deadlines set by the funding body, as late forms will often not be considered. Ideally leave extra time in case there are any complications.

14. Photocopy your entire application form and always keep a copy (it is important to keep records of every application you make, even if they are unsuccessful). If you can, send off the photocopy and retain the original, but follow what the guidelines require and send the original if necessary. Also save anything you do on a computer somewhere you can easily find it again (e.g. a 'funding applications' folder) to allow you to use it again if you should need to. It is important to make a back-up copy of anything you do on a computer.

15. If the application process asks for you not to include additional information, do not send any with the application form, as it will be ignored. However, if the funding body does not specify this, then additional information can be sent to help your case.

General tips for successful applications

If your project is going to cost money then fundraising is not something your organisation can ignore. People get involved in community projects because they want to do something worthwhile not necessarily because they want to raise lots of money.

All too often a couple of people find themselves as the fundraising committee while the rest get on with the project. If this happens you are likely to find yourselves with no fundraising committee at all, as they have probably become depressed at being sidelined and have gone to find something more fulfilling to do. So your organisation won't have the money to do the project and everyone gets disheartened and may even lead to giving up on the project entirely. Nobody wins.

Plan ahead

Getting the money and support you need is fundamental to your projects success and should be central to your organisations activity. Think about money early on in your planning and take the financial and support issues seriously as a group. If the importance and efforts of fundraising are shared among the group, you will stand a good chance of successfully gaining the support you need.

First make a shopping list. This should be done by the group, especially by those who will be involved in running the project or who will be responsible for it. If you know you will be needing specialist help to deliver the project, ask them for their estimates of the project and their involvement. Include everything – buildings, transport, materials, IT, Admin, insurance equipment, contractors, expenses etc.

Be realistic

Be careful you do not overstretch yourselves or over estimate your capacity to deliver the project. It may be better to work within your boundaries and develop at a steady pace rather than trying to do too much too fast. Effective delivery on a small scale may be far more preferable to ineffective delivery nationwide.

Points to remember

There are a number of points to remember when making any type of application as they are generic in nature. Some may seem to be very obvious, and this is because successful fundraising is often based on simple common sense. Being careful, reading and following instructions and being flexible will greatly increase your chances of success when making applications.

1. Be led by what your group needs when making the application. While it is crucial to meet the criteria of the funding scheme, it is wrong to be

directed entirely by these. This is about having the idea for your project first and then finding a suitable fund, rather than finding a fund and developing a project around it. By having your project idea first, your ideas, aims and objectives are more likely to be presented in a way that comes across as exciting, original and genuine, and your project is more likely to stand out to the person reading your application. This can be referred to as being 'mission-led' rather than 'funder-driven'.

2. Research all the funding schemes available to you and only apply to the most relevant to avoid wasting your own time. Take note of cases in which the application form states it will NOT fund certain applications or types of project (i.e. if you are not a registered charity) and do not apply to these if you do not meet the criteria.

3. Make sure you clearly meet the aims of the funding scheme and present a well-thought-out project, stating how it will benefit the wider community and your organisation (breakdown who will benefit – age groups, numbers etc). The application form will sometimes specifically ask you to describe this. Ensure that the service provided reflects a community need and does not duplicate an existing service.

4. Be determined, as the process may take longer than initially thought, especially with some of the larger funding schemes. Some of these may appear overly bureaucratic from the outside although the guidelines must be adhered to at all stages and are in place for a good reason.

5. Work with others as much as possible and network at any opportunity. Your local authority, other organisations and community groups can be vital sources of information, experience and advice on what to do, what not to do and how to find out about other funding schemes. While

fundraising is highly competitive, there is a strong culture of one fundraiser helping another (Botting & Norton, 2001). Many funding bodies prefer to see applicants working in partnership with other groups or organisations. In this way the money they provide assists more than one group.

6. Speak to someone at the funding body before you make an application if possible. Some may be willing to discuss your ideas and may be able to give you crucial hints and tips you would not be able to get from the website or guidance notes. These people are also the key to up-to-date information. So remember, don't be shy!

It's not in the funding body's interest to receive great numbers of application forms which are not relevant, so they will always do their best to help and advise you.

7. You should make sure that your completed application form is easy to read. If someone is unable to read a sentence, however vital, there is a risk they may end up ignoring it. It is a good idea to fill in application forms in neat block printing, and get someone else to check that it is legible if you are unsure. You could also use a typewriter, feeding the application form through, or alternatively cut and paste printed word-processed answers into the relevant boxes. You may also be able to include a full typed transcript to accompany the form. This can be as simple as a word-processed document on several sheets of paper, with each question number and your answer typed out, but you should firstly check with the funding body to see if they would accept this.

8. Work within the grant-making timetable. While a large number of funding bodies have opened application periods, many have specific deadlines or windows of applications (e.g. July-August each year) as they work to grant cycles. Applications to such bodies should be timed accordingly; dependent on the financial year used

by the funding body (for example, some schemes may temporarily 'freeze' and not issue any further funds towards the end of the calendar year, or more commonly, the financial year).

9. Be prepared to compromise. Rather than simply rejecting an application outright, many organisations will ask for the project and its aims to be modified slightly to be in-line with that of the funding body. Funding bodies want to help you and your group, and want to get involved with as many successful projects around the country as they can. If they ask for your project to be modified, this will most likely be because they think it will be more successful if approached from a different angle. An ability to co-operate with the funding body here may be the difference between being rejected and being awarded the money.

10. Be prepared for a rejection. Having your project turned down does not necessarily mean it is a weak idea, it may just not be in line with the objectives of the funding body, or there may not be enough money available in that year. Applications can always be made again, acting on the recommendations and reasons for its rejection. If you do not receive feedback, it is always worth asking the funding body for this, and they will often be able to give you helpful advice and highlight where you went wrong.

11. If you are meeting with consistent rejection, then carry out a review of your approach and methodology. An assessment of your situation and past applications (this is also referred to as a 'health-check' of your group) may highlight why you have not been successful in the past and allow you to change your method.

12. Do not forget the original reason for your existence as a group! While you need to devote much time and attention to making a successful funding application, do not forget why you came together as a group in the first place. We all like to see quick improvements, and while the

application for funding will bring about enormous benefits, these may be too long-term to maintain the interest of all of your members. Some people may get deterred by what can often be seen as endless form filling and bureaucracy (although this can be avoided by making the plans and future benefits of the project available to all members). You should still continue to undertake the work (even if you need to scale this down) which attracted people to your group in the first place.

Five steps to success

So you should now be ready to start the first stages of making an application. If you follow the tips in this publication, you will stand a much better chance of success. Make sure you follow the few steps below, which will hopefully lead to you and your group obtaining funds to complete your ideas.

1. Design a project (or requirement for money) related to your green space. Make sure you have carefully thought through aims and objectives, details of who will benefit and why the project is needed. You will have to justify your group's aims and the need for the project at all stages.

2. Thoroughly research the relevant funds available to you. Prioritise and only apply to the most relevant. Be proactive. Seek out people, guidance and the money.

3. Obtain the funding application form and guidance notes (or write an application letter).

4. Carefully complete and send off the form / letter, being careful to check everything and include all attachments asked for.

5. Wait to hear from the funding body and respond to any further questions from them when asked and, if necessary, be willing to compromise.

So, all that's left to say is...
Good luck!

National Funding Advice Bodies

These organisations provide advice and information on funding, rather than providing grants and awards themselves, and are a good place to start if you are new to fundraising. Many of them are based online and have some excellent information, guidance and advice available.

Access-Funds.co.uk

This site has some excellent directories of funding schemes from Central Government, charitable trusts, the European Union and lottery funds. Access Funds has a range of services to help you fundraise, including email services, guidance documents and training courses. This service costs £50 per annum per person for voluntary/ community groups and £60 per annum per person for businesses and statutory organisations. For multiple subscribers the cost is £25 per additional subscription.

www.access-funds.co.uk

Association of Charitable Foundations

The Association of Charitable Foundations (ACF) offers a very good search facility for charitable trusts although there is a subscription cost to use the site fully. It also has some good guidance documents on how to apply to various grants.

www.acf.org.uk/default.htm

Association of Fundraising Consultants

This site allows you to locate a fundraising consultant as well as offering membership to professional consultants.

T: 01582 762446

F: 01582 461489

E: jjclews@ukonline.co.uk

www.afc.org.uk

Cash Online

Cash Online provides general advice to small charities and voluntary groups, as well as more specific factsheets, covering all aspects of financial management. It also provides training, glossaries and email updates.

T: 020 8969 0747

www.cash-online.org.uk

CCInet

CCInet.org is the Corporate Community Involvement site from the Charities Aid Foundation, providing the link between business and community groups. It has extensive search facilities enabling visitors to find company giving web pages, and the pages of various organisations working independently on corporate responsibility.

www.ccinet.org/index.cfm

Charities Aid Foundation (CAF)

CAF is an international organisation which provides specialist financial services to other charities and their supporters. They exist to offer charities financial support, providing a range of services including consultancy, fundraising, payment collections and tax recovery. CAF will be more suited to those charities dealing with larger sums of money.

T: 01732 520 091

E: grants@CAFonline.org

www.cafonline.org

Charities Direct

From its launch in 1995 the site has been developed and expanded and currently attracts 1.2 million hits a month making it the busiest UK charity website. Particularly useful is the huge and easy-to-use searchable database of 15,000 charitable trusts. Here you can also find a professional adviser for your charity.

T: 020 756 8210

www.charitiesdirect.com

Charity Facts

A web resource with lots of information about charities and fundraising, with some useful information for media, researchers, charities and the general public.

www.charityfacts.org

Charities Information Bureau

The CIB supports voluntary organisations and community groups in funding their work as well as supporting funding advisors and agencies in giving funding advice. The website is home to some excellent information sheets, including good guidance on starting a group, obtaining charitable status, budgeting, project planning, expenditure and making applications. The service is free to access.

T: 01924 239063

E: funding@the-cib.demon.co.uk

www.cibfunding.org.uk

The Charity Commission

The Charity Commission exists to give the public confidence in the integrity of charities in England and Wales. They offer extensive guidance for charities, including information sheets, publications and instructions on how to register as a charity.

T: 0870 33 0123

E: feedback@charitycommission.gsi.gov.uk

www.charitycommission.gov.uk

Directory of Social Change (DSC)

DSC are an independent source of information and support to voluntary and community sectors worldwide. Some of the services they offer include an extensive range of publications, training, events, advice on how to raise money and manage resources effectively, and how to plan for future developments, as well as the rights and responsibilities of groups.

T: 020 7391 4800

E: info@dsc.org.uk

www.dsc.org.uk

Environment Awards.net

Free membership of this forum allows you to search the extensive online database of over 300 awards for sustainable development and the environment. They also have a new section dedicated to projects focusing on waste minimisation, recycling and resource management. The site is helped by a good search facility.

T: 0117 34 445

E: anita.beardsley@rsa.org.uk

www.environmentawards.net

Funder Finder

FunderFinder develops and distributes computer software to help individuals and not-for-profit organisations in the UK to identify charitable trusts that might give them money. One programme helps you to write grant applications and another programme helps you to write your budget. While this software is free to download, it is also increasingly available for you to use at local libraries. The site also has good online guidance as well as an extensive online advice pack which is free to download.

T: 0113 243 3008

E: info@funderfinder.org.uk

www.funderfinder.org.uk

Funders Online

Funders Online is an initiative of the European Foundation Centre (EFC) Orpheus Programme. This provides a public record and a public information service on foundations and corporate funders active in Europe. The site offers good advice, including a guide to conducting funding research, finding the rights funders and developing project proposals.

T: +32.2.512.8938

E: webmaster@fundersonline.org

www.fundersonline.org/about

Fundraising on the Net

This is a practical resources for people involved in charities, voluntary or community organisations. VolResource is the place for information on events, contacts, services, specialist sources, briefings and news. This site seems to have a lot of useful information but some of it is quite hard to find.

www.volresource.org.uk/services/serv_fr.htm

Fundraising UK

A wide range of information for professional fundraisers from a variety of backgrounds, describing itself as the business-to-business resource for UK charity fundraisers and the fundraising industry. One big feature is its online discussion forum, although you must register to take part in this.

T: 01206 579 081

E: hlake@fundraising.co.uk

www.fundraising.co.uk

Governmentfunding.org.uk

This site provides extensive information on grants for the voluntary and community sector from the following funders: the Department for Education and Skills, the Department of Health, the Home Office and the Office of the Deputy Prime Minister. It has a good, easy-to-use search facility, as well as providing information on how to apply and where to get help. You must register to be able to use the site, although this is free.

www.governmentfunding.org.uk

Grants Online

The site provides instant access to the latest information on grants from the European Union, UK Government, national lottery and UK grant-making trusts. There is a subscription cost to use this site fully (although you can do a free seven-day trial). It provides an excellent service, including news, a very good search facility, directories and grant mindmaps.

T: 01202 813 452

E: services@mycommunity.org.uk

www.grantsonline.org.uk

Institute of Fundraising

The Institute of Fundraising is the professional body representing and supporting fundraisers. They promote the highest standards of fundraising practice and seek to be the pre-eminent body respected by fundraisers, fundraising charities and commercial organisations that support charitable endeavour. They offer networking between organisations as well as the dissemination of best practice.

T: 020 7627 3436

E: enquiries@institute-of-fundraising.org.uk

www.institute-of-fundraising.org.uk

Justgiving

Justgiving is helping hundreds of UK charities raise funds on the Internet with minimum fuss. This organisation allows charities to raise funds and communicate with their supporters online, providing a donation service (there is a charge for this service, although there are several different packages). It is most suited to larger, more established charitable organisations.

T: 020 7025 1500

E: charities@justgiving.com

www.justgiving.com/charities

Lottery Good Causes

This is a central website and enquiry line for all charitable aspects of the National Lottery and can give you details of all their funding schemes. The site allows you to search for funds under different themes, as well as providing an excellent introduction to the lottery if you are new to it.
T: 0845 275 0000
www.lotterygoodcauses.org.uk

Lottery Monitor

Lottery Monitor is the UK's only newsletter dedicated to lottery funding issues. 10 issues a year cost from £195 upwards, so it is more targeted at fundraising professionals (you can receive a trail issue for free).
www.lottery-monitor.com

National Council for Voluntary Organisations

The National Council for Voluntary Organisations (NCVO) works with and for the voluntary sector in England by providing information, advice and support and by representing the views of the sector to government and policy-makers.
T: 0800 2 798 798
E: ncvo@ncvo-vol.org.uk
www.ncvo-vol.org.uk

Pro Funding

This website describes itself as 'the best, most up to date funding source for not-forprofit organisations, local authorities, charities and voluntary groups in the UK'. There is a subscription cost to use this site fully (from £300 a year) and while it provides a list of current grants it lacks a search facility. It also has guidance on the application process and you can sample the services with a free test trial.
T: 0191 232 6942
E: admin@fundinginformation.org
www.fundinginformation.org

Regional Development Agencies

Advantage West Midlands

3 Priestley Wharf, Holt Street, Aston Science Park, Birmingham B7 4BN
T: (0) 121 380 3500
E: info@advantagewm.co.uk
www.advantagewm.co.uk

EEDA (East England Development Agency)

The Business Centre, Station Road, Histon, Cambridge CB4 9LQ
T: 01223 713900
E: knowledge@eeda.org.uk
www.eeda.org.uk

EMDA (East Midlands Development Agencies)

emda, Apex Court, City Link, Nottingham NG2 4LA
T: 0115 988 8300
E: info@emd.org.uk
www.emda.org.uk/main/default.asp

London Development Agency

The Information Department, The London Development Agency, Devon House, 58-60 St Katharine's Way, London E1W 1JX
T: 020 7680 2000
www.lda.gov.uk

NWDA (North West Development Agency)

T: 01925 400100
E: information@nwda.co.uk
www.nwda.co.uk

One North East

One NorthEast, Stella House, Goldcrest Way, Newburn Riverside, Newcastle Upon Tyne NE15 8NY
T: 0191 229 6200

www.onenortheast.co.uk

**SEEDA (South East England
Development Agency)**

SEEDA Headquarters, Cross Lanes, Guildford
GU1 1YA

T: 01483 484200

E: info@seeda.co.uk

www.seeda.co.uk

**SWERDA (South West England
Regional Development Agency)**

South West of England Regional Development
Agency, Corporate Headquarters, Sterling House,
Dix's Field, Exeter, Devon, EX1 1QA

T: 01392 214 747

E: enquiries@southwestrda.org.uk

www.southwestengland.co.uk

Yorkshire Forward

Leeds (Head Office), Victoria House, Victoria
Place, Leeds LS11 5AE

T: 0113 3949600

www.yorkshire-forward.com

Publications by GreenSpace

Saving Open Space (2004)

This publication provides a toolkit for residents who want to run a campaign to fight an inappropriate development on a park or green space. Covering the different approaches and methods behind running a successful campaign, it proves that when communities are forced into taking on the might of developers and planner, they can win.

ISBN: 0-9542663-5-8

(£5 members, £9.99 non-members)

Making a Difference (2004)

This publication is a toolkit for people who want to start, or develop, a community group or friends of group aimed at improving parks and green space. It shows the benefit and mutual support that can be achieved by working closely in partnership with your local authority and other organisations. Covering the basics involved in setting up and running a community-based group, Making a Difference will provide groups with the initial confidence they need to get out there and make a difference to their local environment.

ISBN: 0-9542663-4-X

(£5 members, £9.99 non-members)

Your Parks (2002)

A remarkable publication promoting the many benefits that parks and green space provide in today's society. 'Your Parks', a 20 page full-colour publication, is written to highlight the value of parks and green space and further push them up the political, cultural and ecological agenda. Whether or not you are currently aware of the many benefits provided by parks and green space, this publication will increase your knowledge base.

ISBN: 0-9542663-2-3

(£2 members, £3 non-members)

Parks & Greenspace: Engaging the Community (2002)

A forward-thinking publication designed to encourage local authority park managers and park departments to embrace the prospect of increased community involvement in the management and maintenance of public parks and green space. This 200 page two-colour publication is accompanied by 20 in-depth case studies highlighting truly innovative approaches to community involvement and partnership working. A must-have on the desks of any organisation who wants to successfully engage the community.

ISBN: 0-9542663-1-5

(£55 members, £80 non-members)

Public Park Assessment (2002)

A 144 page full-colour publication, the Public Parks Assessment, is the first major report on the state of the nation's public parks. It has produced major findings on: land types; land use; finance; condition and trend in condition; the effectiveness of conservation designations; visitor numbers and much, much more. A must-have publication for all those concerned with public parks and green space.

ISBN: 0-9542663-0-7

(£27 members, £37 non-members)

To order any of the above publications, please telephone 0118 946 9060 or visit GreenSpace Online at www.green-space.org.uk.

Sponsorship Guidance

What is sponsorship?

Sponsorship can be described as a mutually beneficial partnership between community groups and individuals, or companies or organisations to provide financial or in kind support for an event or cause.

Unlike grant funding which is given to help you develop and deliver a project or service, sponsorship is usually given in support of your efforts. While this difference seems subtle sponsorship can sometimes more closely resemble a trade agreement. A business may expect to donate a sum of money in return for advertising at your event or branding your publicity material.

Although a sponsor can also be an individual as well, it is important to decide what kind of sponsorship is suitable for both you and the sponsor you are approaching. I'm sure you have sponsored someone to do a challenge event like a sponsored walk. Well there is no reason why a company can not be asked to support in the same way. The only difference is that a company may see the benefit in supporting on a larger scale and benefit from the publicity that is created in the process, whereas an individual may be happy in the knowledge that they have rewarded your efforts and helped a worthy cause.

It is important to remember that a business may also be on the look out for innovative ways of furthering its objectives and may be able to support you in more ways than just providing cash. They may also be able to support you by providing:

- Expertise to help your planning and running of your project
- Volunteers to help out on the day or with preparations
- Equipment or materials you might need

- Services such as design and printing of leaflets or banners
- Advertising to their staff and customers

All of these provide important opportunities for a company. Each business will have its own criteria for getting involved so it is important to do some research before you contact them. But first you need to establish what you have to offer.

- How many people do you expect to attend?
- How many people will know about the event?
- What organisations will be involved?
- What themes will be explored or attached to your project?
- What are the aims of your project?
- Who will benefit from your project?

This will help you answer the inevitable question from any business; "What's in it for us?"

What's in it for business - Developing a sponsorship proposal

You will have the core of a compelling sponsorship proposal if you can say to the business that sponsorship of your project will:

- Enhance the image of the company as a good corporate citizen of the community;
- Promote good will among its employees;
- Impress and influence high calibre constituents, donors, and volunteers of your organization, many of whom are leaders in their professions, and executives of leading area companies;
- Foster, establish, strengthen, and enhance key business relationships with its customers, clients, distributors, and with financial, industrial and governmental institutions;
- Enhance its image among the company's shareholders;
- Generate increased awareness and appreciation of the business among the general public;

- And, most important, help fund and make possible your organization as a community asset.

Think about the ways in which your project provides each of the points made above and list them.

Making your case for sponsorship

Writing your sponsorship request is not an especially hard thing to do. You might want to consider the following suggestions:

- Determine the exact amount of money you need (want). Make a simple and to-the-point main reason for giving to your organization, with strong focus on the people who benefit--- then a short description of your organization's programs. And get to the main issue for support right away for the desired project and what the money raised for it will do for whom and how.
- Identify any links to that business from your own organisation's board of trustees, other volunteers, donors, staff, etc.---those individuals being the most capable of getting immediate attention to your proposal.
- List any and all ways you could promote and otherwise recognize the sponsor. Company name in any and all media, press releases, on a sign at the dedication of the program, etc., any and all ways you can think of. If possible, add to the list an invitation to the company's top officials (and spouses) for an appreciation or dedication reception.
- It's worth repeating, that while you are seeking money in a philanthropic spirit for such a good cause, when it comes to businesses, especially for sponsorships, it works best to have as many ways identified as possible that you can publicly show them as generous and caring corporate citizens---and that they can justify the giving of such money to their shareholders, clients, customers and employees.

Making an approach strategy

- Select your businesses carefully. Make sure they are a match for your needs.
- It could be an idea to have a number of categories of businesses that tie in well with your project. Make sure you also identify the types of business you do NOT want to be associated with.
- Research your potential companies. Find out if they have a social responsibility policy or if they have a history of involvement in community projects. Do they favour particular project types.
- Find out the correct contact details of the person or department making sponsorship decisions.
- Most people seeking sponsorship will start with a phone call to the appropriate person and will book a meeting to discuss the proposal. This will be followed up with a letter confirming the meeting and outlining the project and the benefits to the potential sponsor.
- When structuring your pitch - on the phone or by letter - try the following:
 1. Introduction to yourself and your cause
 2. Succinctly tell people what you are looking for (involvement from local business etc)
 - 3 . Explain the commercial benefits to them - i.e. publicity
 - 4 . Ask for what you need - i.e. a meeting first, not the money
 - 5 . Point to the next step - i.e. you'll phone them, you'll meet them, you'll send more info etc...
- Alternatively you may want to use the letter as an opening gambit and follow up with a phone call to get the meeting booked. The choice is yours. (And, just as a quick cheat - get a book of sales letters - These can provide a good template for drafting sponsorship letters and proposals.)
- Take someone from the Board or management committee to the meeting with you and take your list for presentation of the ways you will recognise and promote the sponsor.

- Decide on your approach strategy and prepare your information accordingly.
- Enjoy the meeting. Even if they do not sponsor you. There is huge potential for raising awareness as you have managed to place yourself at the centre of a business. Think about all the people that come into contact with that business. Leaving a good impression of yourselves and your project may pay dividends later on!
- Keep records of who you have approached including information on who sponsored you and who didn't. Keep in contact with them. Let them know how the outcomes of the event and thank them for their involvement. If you are doing further projects get back in contact with these businesses and let them know a new opportunity is about to happen!

Fundraising event income generating ideas

A

Abseiling
 Aerobics
 Ale Fair
 Alternative Therapies
 Animal Show
 Antique Fair
 Apple Dunking
 Archery Contest
 Arm Wrestling
 Arts or Crafts stall/exhibition/fair/sale
 Auctions

B

Back to Front Day
 Bad Hair Day
 Bad Tie Day
 Baked Beans Bath
 Ball (themed, summer, winter etc)
 Barbecue
 Barn Dance
 Basketball Tournament
 Beat-the-goalie / Penalty shoot out
 Bedroom Tidying
 Beetle Drives
 Bike Display or Competition
 Bike Hire
 Bike Ride
 Bingo
 Book or Comic Sale
 Bop'till You Drop
 Bouncy Castle
 Bowls Tournament
 Bring and Buy Sale

C

Cabaret
 Cake Sale / Stall
 Car Boot Sale
 Car Parking
 Car Wash
 Cartwheel Competition
 Chocolate Ban

Chess
 Coffee Morning
 Coin Collecting
 Collages
 Collections
 Competitions
 Computer Games Marathon
 Concert
 Conker Championship
 Cook Book
 Cookery Contest (like Ready, Steady, Cook)
 Corny Joke Competition
 Cover a Distance with Coins

D

Dance
 Dance Marathon
 Darts Evening
 Darts Tournament
 Dinner Dance
 Disability Sports
 Disco
 Dog Walk - sponsored
 Dog Walking
 Donkey Derby
 Doughnut Eating (no licking of lips!)
 Dragon Boat Race
 Drawing Competition
 Draughts
 Dress Down Day
 Dungeons & Dragons

E

Easter Egg Hunt
 Eating Baked Beans with a Cocktail Stick
 Eating Competition
 Eco Fest
 Egg & Spoon Race
 Egg Painting
 Environment Day
 Exhibitions
 Expert talk

F

Face Painting
 Fair / Fete / Bazaar
 Fancy Dress
 Fancy Dress Football
 Farmers Market
 Fashion Show
 Fetes
 Fill Smartie Tubes with Coins
 Film Show / Premiere
 Fines Box
 Fire Walking
 Fireworks
 Flower Show
 Food Fair / Stall
 Football - 5 a side tournament
 Football (game, tournament, beat the goalie)
 Football Tournament
 Fun Runs
 Future Visions

G

Gala Evening
 Game shows based on TV quizzes
 Garage sales
 Games - scrabble, chess, trivial pursuits etc.
 Games from the past
 Garden party
 Gigs
 Give up a vice
 Go-karting
 Golf
 Green day
 Guess the number (balloons in car, sweets in bottle etc)
 Guess the weight (cake, teddy etc)
 Guess who the baby is (from photos)
 Gymkhana

H

Hair Beading / plaiting
 Halloween Parties
 Head shave

Healthy Living Exhibition
 Heritage Walk
 Highland Games
 Honesty Boxes
 Hopscotch
 Horse Racing
 Horseshoe Throwing

I

Ice-Cream Eating
 International Evenings
 International Food / Dinner Party
 IQ Tests
 It's a Knockout

J

Japanese Evening
 Jazz Night / Jazz in the Garden
 Jelly Eating
 Jelly Races
 Jewellery Making/Selling
 Jigsaw Marathon
 Jigsaw Puzzle
 Jogs (sponsored)
 Joke-a-thon
 Juggling / Juggle-a-thon
 Jumble Sale

K

Karaoke
 Kiss-Selling
 Kite Flying
 Knitting
 Knobbly Knees Competition
 Knockout Contests

L

Ladies Nights
 Landscape Detective
 Lawn Mower Races
 Leap Frog
 Limbo Competition
 Line dancing

Line Dancing
 Line of Coins
 Litter Picking
 Living Museum
 Log Rolling
 Lotteries
 Loud Tie day
 Ludo
 Luncheons

M

Magic Show
 Marathons (running, aerobics, line dancing, badminton, table tennis, ancing, stay awake, etc)
 Marshmallow Eating
 Masquerade Balls
 Meal and Talk in Restaurant
 Milk-Crate Races
 Mountain Climbing
 Miss Something eg: meal, drink, treat,
 Murder Mystery Event
 Multicultural Food Fair
 Music Quiz
 Music Recital / Concert

N

Name the Baby/Teddy
 Nature Trails
 Nature Walking
 Netball Tournament
 New Year's Party
 New Year's Resolutions
 No Smoking Day
 Noodle Sucking

O

Obstacle Course
 Odd Clothes Day
 Odd Jobs
 One-day Fasts
 One-price Stalls
 Orienteering
 Origami
 Outings - book bus trip for a group

P

Pageants
 Painting challenge
 Pancake race / competition
 Panel games
 Pantomime
 Party – themed
 Pay – to – Play competitions / tournaments
 Penny mile (line of coins or specific distance)
 Pet Competition
 Pet show
 Photo competitions / exhibitions
 Picnics
 Pin the tail on the donkey
 Pie eating
 Plant sale
 Plastic duck race
 Play
 Pool Competition / contests
 Pram push
 Procession

Q

Quasar nights
 Quiz

R

Races of all types (relay, 3 legged, swimming etc)
 Raffles
 Read-a-thon
 Record breaking
 Relays
 Reunion - family, school, colleagues
 Rock 'n Roll night
 Rounders Tournament
 Rowing
 Rugby Matches
 Running Events

S

Sack Races
 Santa's Grotto
 Scalextric Grand Prix
 Scavenger Hunts

Shoe Shining
 Show
 Site Tours
 Skateboard Competition / Display
 Skydive
 Slim
 Softball Tournament
 Spot the (Baby, Dog owner etc)
 Sponsored Silence
 Spot the Cowpat
 Sports Day, competition or display
 Squash Ladder (tennis, badminton)
 Stalls
 Story Telling
 Swim-a-thon

T

Tea Party (Alice in our parkland)
 Talent Show
 Tango Around the Town
 Tap Dancing
 Tea Party
 Three Legged Races
 Tombola
 Treasure Hunt
 Tree-Planting
 Trips (hire bus, reduced entry tickets for groups)
 Tug of War
 Twister-a-thon

U

Underwater Draughts
 Unicycle Racing
 Uniform-Free Days
 University Challenge
 Used Stamps

V

Valentine's Parties / Ball/ Event
 Variety Show
 Vegetarian Evening
 Video Competitions
 Video-a-thon
 Volley ball

W

Walk
 Welly Throwing Competition
 Wheelbarrow Races
 Wine and Cheese Evenings
 Wine Tasting
 Word Search
 Workout-a thon
 Workshops
 Worm Races

X

X-Country Races
 X-File Quiz
 Xmas Ball
 Xmas Fair
 Xmas Panto
 Xylophone Marathon

Y

Yacht Racing
 Yard-of-ale competitions
 Yo Yo Competition
 Yodelling Competition
 Yoga

Z

Zany Clothes Day

The Claiming Your Share (CYS) Funding Database

The CYS funding database can be found on the GreenSpace website in the 'Community' section. www.green-space.org.uk/community/

The funding schemes listed here may be national or regional. If you would like to find out more information on regional and local funding schemes, your local authority or your Regional Development Agency (RDA) will be able to help. Local funding bodies can often offer a better chance for small groups who are delivering local improvements.

This section does not provide any details of funds provided by local authorities, which can make a valuable contribution to a group's activities. You should contact your local authority to find out about any funds they offer.

Finding funds for your project

Funding schemes come and go. New ones are created as established ones come to the end of their funding period as they allocate all of their money. This list aims to be as comprehensive as possible given the circumstances. However, as you go about your research, you will inevitably learn of additional funding bodies and grant schemes and you should never treat any directory as completely exhaustive.

How to find the funds you need

When looking for funding bodies, you should adopt a two-stage process. Firstly you will need to 'screen' the funds available to you, adopting a broad approach whereby you;

- Filter out those funds which have no relevance to your project.
- Then you will need to 'shortlist' this list of screened funds, cutting it down to only those that are directly relevant to your project.

- The shortlist will be those funds to which you are planning to make applications for money. The claiming your share section of our web site is an ideal starting point to begin your screening process. You will find lists of funds together with guidance on making the best approach for your project.

Conditions for funding will vary from scheme to scheme. In the majority of cases, you will need to be a constituted group and will have to provide some information about your financial background. In a few cases, you will have to be a registered charity. Your project will generally have to benefit as many people as possible and will have to be open to the public.

Deadlines are given for each of the funds where these apply. Where they are not given, there is no deadline notice in operation, but these crucial details should always be checked by contacting the fund directly.

The funding bodies have been divided into the following thematic categories according to the types of project they provide money for. Within these categories, they are ordered into large, medium and small funding amounts to help you locate the fund most relevant to you.

Accessibility & Inclusion
 Arts & Culture
 Children & Young People
 Education
 Environment
 Health & Wellbeing
 Heritage
 Horticulture
 Play
 Sport & Recreation
 Wildlife & Conservation



Registered charity number: 1108803, Company registered number: 3741111
Registered Office: Caversham Court, Church Road, Caversham, Reading, Berkshire, RG4 7AD
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