Fundraising Training
Raising Funds through Trusts and Foundations

Top Tips

What is a Trust/Foundation?

Usually a charitable body which is established to give grants. They can be set up by individuals - during their lifetime or after their death; groups of Individuals; families, companies, organisations and charities. They can be referred to by a range of different names, such as trust or grant making trust, foundation, bequest, settlement, fund, benefaction or mission.

Some of these trusts you may have heard of are; grant making trusts and foundations, family foundations, community foundations, the Big Lottery and publicly funded ones, such as Children in Need and Comic Relief.

They can be established for a variety of reasons, such as to give back to their community or after someone dies. Sometimes families set these up or companies want to be seen to be giving back, such as the Vodafone Foundation.

In the UK

• The estimated total £6.5 bn of annual grants made across the universe of charitable foundations

• This includes £2.9 bn grant-making from the Top 300

• There are roughly 9,000 Trusts

• Total assets for top 300 trusts are £35.3bn (excl. Welcome Trust -£52bn if included!)

• The Top 300 independent charitable foundations deliver 42% of charitable grant-making

• Publicly-funded foundations make over £1bn of trust grants -17% of all grant-making.

Source Giving Trends – Top 300 Foundations 2019 Report – published by ACF

What do they give?

Their focus is to give grants to communities in need, this can be in the form of one-off project costs, core costs, match funding or sometimes loans.

Do your research!

It can't be underestimated the time it will save you in the long run if you research the Trusts and Foundations before applying. They will have their own set of criteria, including exclusions and many will strictly not respond to unsolicited applications.

Top Tip – start your own database, so you can keep track of the Trusts and Foundations you have researched, clearly mark which ones you can't apply to and which ones to prioritise. As there are approx. 9,000 trusts you need a systematic approach, so you don't waste time researching the same Trusts.
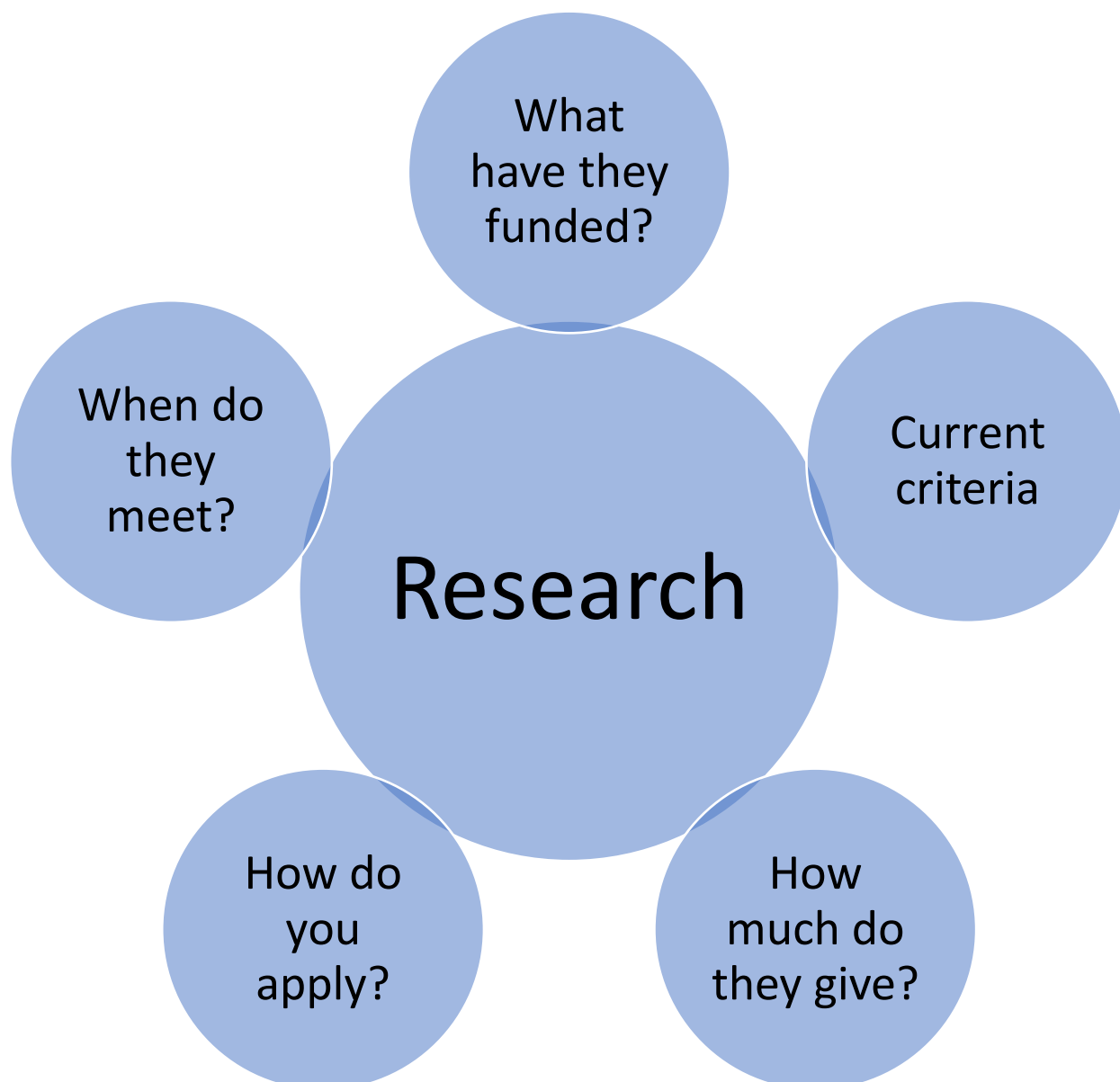
Where?

You can find out more about these Trusts and Foundations through a range of platforms, such as:

- Reference books
- Internet: websites and search engines
- On-line directories
- Legal & Accountancy Practices
- Councils for Voluntary Service/Community Action
- Charity Commission; OSCR; CCNI
- Councils; NHS Boards & Trusts
- Your own database
- Word of mouth!

Where do I start?

Be nosey, look at other similar charities; newsletters, websites, who funds me pages to see where they have been successful and what projects they have funded. This can be a good starting point to start researching these funders who you know have supported similar charities to yours.

Research, Research, Research

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Research

- What does the Trust like to support?
- What problems are they trying to tackle?
- Usual size and duration of grants
- Do they focus on a particularly geographical area?
- Would they need to see specific policies?
- Any restrictions?
- Any exclusions?

Have you asked the question to your Trustees or supporters, if they know any Trusts and Foundations? They may even sit on the Board of one of these. They may already know about your work and this may be a foot in the door.

Once you have done your research, you can then decide which are the most suited ones to approach. Think about why you have picked them, who is going to make the approach, when will they do this, try and find out when the funders meet as they may only meet a couple of times a year; so this is vital to be aware of. They may display their dates on their website or within their annual report which can be viewed on the Charity Commission's website. How will you do the approach? have you checked if they have an application form or if they would prefer a letter detailing your work? Some funders will consider a general overview of your work and community you serve, and some will want a specific project.

Now you can think about the 'ask'

- Describe the problem you face, and explain why you need the money
- How much do you need?
- When do you need this?
- What impact and change will this have?
- How will you know if it has been successful, how will you measure this?
- Is there anything in it for the donor? E.g. will it fit their criteria for supporting your community?

Include Covid-19 Information

Many charities are facing unprecedented demand for their services and difficult times due to the Coronavirus pandemic. Don't forget to mention this when applying for funds, as it is at the forefront of many funders minds at the moment and often additional funding and crisis funding has been made available to support charities.
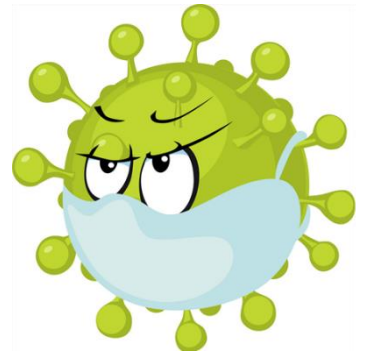
Think about the specifics:

- How many people have been affected by the Covid-19 impact?
- What are the increased costs to your organisation due to Covid-19? Maybe you are having to support more people or change your approach to working virtually
- Share the estimated loss of income and quantify it e.g. loss of the Charity shop income, corporate fundraising, cancellation of events, etc.
- Use of reserves (and level of reserves), have you had to use your reserves to support the charity
- Any emergency funding you have already received from NHS, Government, Local Authority, etc.
- How you are running your services differently and if this has an impact of the costs.

Get writing!

Don't forget to continually look at the funders criteria and guidelines to double check your organisation and/or project meets these guidelines.

If you are completing an application form, check and double check you have completed all information accurately, attached documents needed such as your annual report and accounts and costed the project correctly, don't forget your core costs/overheads. If you are restricted by a word count, stick to it!

This is where the head and heart meet…

It is important to get the facts right, to know how many people your organisation serves, to know the number of people who would directly benefit but don't forget the story about why your charity exists, the people behind the charity. Maybe include a case study, quotes to pull on those heart strings and write a compelling story that they will want to fund.

Top Tips

- Use words or phrases which you think will inspire people
- Start with the compelling story, to the heart and then to the head with facts and figures
- Write clear and concisely with interesting headings to break-up the information
- Use a clean typeface, and reasonable font size
- Be careful about the wording used, try to stay away from jargon

Common mistakes

- Not following their guidelines or prescribed format
- Assume they already know you or the people you represent
- Using too much jargon
- Not stating your case clearly enough
- Poor writing

You've only gone and done it!! – you've secured funding!!

As a minimum:

- Acknowledge receipt of the grant and thank the funder
- Ask them if they are happy to be mentioned in your annual report/accounts

Good practice:

- Ask if they would like to be thanked on your website or in your e-news/newsletter
- Respect their wishes if they would prefer to remain anonymous
- Regularly update the funder on developments and progress reports, this can be as simple as one side of A4 with photos and quotes from how the grant has helped
- If appropriate invite them to events
- If they give consent, include them in general communications so they become part of the ASUK members and gain insights and updates

Top Tips

- Do your research thoroughly before applying
- Find the exclusions first! – Don't waste time trawling through pages of guidelines, to find the last page of exclusions mentions something your charity does, find this first
- Be nosey – who and what have they funded before
- Remember the heart as well as the head, use compelling stories and quotes
- Keep your funder up to date with your charity's developments, building these relationships is vital if you would like to secure more funding in the future
- Stick to their reporting deadlines, you are likely to get a black mark if not

Useful Links

Free COVID19 Funder Database
https://www.linkedin.com/pulse/free-covid19-funder-database-what-you-need-know-ian-mclintock/

https://www.dsc.org.uk/content/coronavirus funding updates/

https://knowhow.ncvo.org.uk/coronavirus/contingency-planning-and-financial-implications?_cldee=Z2lsbC5qb2xseUBhY2hpZXZlILWNvbnN1bHRhbnRzLmNvLnVr&recipientid=contact-3bb2f233e148e411b4e4d89d6765e198-bff5837c022f48c183528149ea69c67c&utm_source=ClickDimensions&utm_medium=email&utm_campaign=NCVO%3A%20Coronavirus&esid=1e571c06-7484-ea11-a811-000d3ab7f90f#section-5

Advice videos from CAF
https://www.cafonline.org/charities/resilience/survive/how-to-write-a-great-grant-application

What makes a great application
https://www.youtube.com/watch?v=SOVRhhzNYuo&feature=emb_logo

How should charities best approach writing a grant applications
https://www.youtube.com/watch?v=UDOHZxiryRo&feature=emb_logo

What are the common mistakes in applying for grants
https://www.youtube.com/watch?v=mUYLDGGo6ek&feature=emb_logo

Lots of useful resources
https://www.edgefund.org.uk/help_with_fundraising