

# Funding Guide 8

## Identifying Potential Funders



When considering who to apply to, it is important to be strategic, realistic and targeted. There are plenty of funders out there – all you need to do is match your project to their funding criteria, and approach them with an application. Remember, it is much better to send five strong, well matched funding applications, than fifty arbitrary funding applications. Be intelligent with who you apply to, and how much you apply to them for.

### Research

The first step is and will always be research! Spend as much time as you need researching potential funders – this stage should take as much time as you need to and should involve thorough research of website, any funding guides or information to potential funders. Again, it's a good idea to have 2 – 3 people researching so you can find 5 – 10 potentials each, meet up, and present your findings. Creating a strong list of funders to review with others will help to make a better, more informed choice.

Your first meeting should be to identify the lead funder – i.e. you want 80% of the funding to come from 20% of donors, so try to find a funder that can give at the level you require, and you think will fund your project.

## Previous Funders

Firstly, think about going back to any past or existing funders. Did you spend the grant properly? Was the money used well? Did you get positive feedback from the funder about your achievements? If so, they may be happy to fund you again and it's worth approaching them directly to tell them about your project and gauge their interest.

## Use your Contacts

Next, use contacts. Ask staff, volunteers and members of your congregation if they know (of) funders or know of similar groups or projects that have been funded. Contact organisations who may be able to signpost you to other sources of funding, such as your local CVS office, Community Foundations, Rural Community Council, Faith works, Regeneration networks etc.

## Online Research

There are some online 'funder-finder' options you could try: Your diocese may have a subscription to either Trustfunding [www.trustfunding.org](http://www.trustfunding.org) or Grantfinder <http://www.grantfinder.co.uk/>

Click here to discover if your Diocese has a subscription and who you should contact about this.

**For parishes without access to a Diocesan solution, alternative options are:**

### 1. Funding Central

This is a free tool which you can access online (although you have to register) <http://www.fundingcentral.org.uk/default.aspx>

### 2. Funds for Historic Buildings

For heritage projects, Funds for Historic Buildings is a free site to help parishes find funding for heritage projects for listed buildings or in conservation areas [www.FFHB.org.uk](http://www.FFHB.org.uk)

### 3. Heritage Funding Directory

Heritage Funding Directory is managed by The Heritage Alliance. The Directory is a free, easy to use guide to potential sources of support, financial and otherwise, for anyone seeking to undertake projects related to heritage.

[www.theheritagealliance.org.uk/funding](http://www.theheritagealliance.org.uk/funding)

### 4. Charity Commission

The Charity Commission has a search charities key function whereby you can type in key words, and a list of grant giving charities will appear

[www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)

## Targeting Funders

Your funding search will give you a list of funders that might be suitable. Carefully read all the information you have about each funder, to see whether you are eligible and meet their criteria. Some funders will match your organisation or project quite closely; others will not. Target those whose criteria you most closely meet first; make a list of the 'best fits.' Think how much time and effort you can put into applications and limit your list to the number of funders you can deal with.

**NB:** It's about quality not quantity; it is better to work hard on a small number of bids, find the right funders and show them how well you meet their aims.

## Classification

Charities must specify one or more of the following categories which describe what they do and it is the same for grant giving bodies. All you need to do is see whether your project aims and outcomes align with their grant giving classifications. **Examples of Charity Classifications are:**

- General charitable purposes
- Education or Training
- Disability
- The prevention or relief of poverty
- Overseas aid or famine relief

- Religious activities
- Arts, culture, heritage, science
- Amateur sport
- Environment / conservation / heritage
- Economic, community development, employment
- Armed forces, emergency service efficiency
- Human rights / religious or racial harmony, equality or diversity
- Other Charitable purposes

## Types of Funders

There are many different types of funding available: Which of these sources you consider approaching depends on your project and what you want the funding for. Below we outline each type of funding to help you decide which kind is right for you.

1. Individuals in your church and locally
2. High Net Worth individuals
3. Diocesan / Church Based Funds
4. Local Authorities and statutory grants
5. Charitable Trusts
6. Special interest groups (e.g. in bells or organs)
7. The Lottery
8. Company Giving

### 1. Individuals in your church and locally

These should be your first group to approach. Your local community should already know all about your project from your consultations, and should stand to benefit most.

## **2. High Net Worth Individuals**

Wealthy people in your community or with some connection to your church or to the project you are developing can be very generous. Be aware that they will receive many funding requests so you need to be confident that yours will appeal to them; work out why they might want to support it (e.g. if their parents were married in your church or if they have know interests in young people etc.) before you approach them. Best of all, approach them through a personal contact who already knows them (the 'gatekeeper').

## **3. Diocesan / Church Based Funds**

The Diocesan funds available for projects will, of course, vary greatly, depending on how each uses the funds made available to them for mission development from Archbishops' Council nationally. Many have added to this from their own resources and set up an application process best suited to their requirements and goals.

Other national sources of funding include Church Urban Fund [www.cuf.org.uk](http://www.cuf.org.uk) and Church and Community Fund [www.ccf.org.uk](http://www.ccf.org.uk)

## **4. Local Authorities and Statutory Grants**

Many projects undertaken by parishes contain elements of community work and also seek to meet the requirements of providing a building open to serve all, whether able bodied or not. Contact with your local council may provide information on funding available to help you. It is worth developing a good working relationship with your local council. Churches have much to offer the community.

'Statutory' means that the grant comes from the Government or a local body such as the Council, Health Authority, or Education Authority. Money is given to voluntary groups for work that the Government or local agencies have identified as necessary.

European funds are generally for projects involving regeneration, training, and employment. Groups usually access them through a regional regeneration office. European grants can be large, but require time and effort due to the large amount of paperwork involved in applying for, monitoring

and reporting on your project. The money can take a long time to arrive, and you often need to find matched funding from elsewhere.

## **5. Charitable Trusts**

There are thousands of Trusts (sometimes called Foundations) set up by companies or individuals as a way of giving money to certain causes. Some target very specific causes or localities; others give to a wide range of causes on a national scale.

Amounts can range from a few hundred pounds to tens of thousands, if you match their aims closely and can show a big impact. Applications to Trusts are often as simple as a 2-page letter or basic application form although more details are required for larger requests and some can feel rather onerous or daunting. The key is to read the guidelines very carefully and determine how far you fit the trust's priorities before you decide whether or not to apply.

## **6. Special Interest Groups**

If your project is for something very specific such as rebuilding the organ or repairing the bells or restoring a work of art, you might find special interest groups prepared to offer grants.

## **7. The Lottery**

The Lottery gives money to good causes through a number of different funds/distributors, each of which has its own pot of money and application procedure. The most relevant ones for churches are Heritage Lottery Fund; The Big Lottery Fund; Arts Council; Awards for All. You apply to the body that is most appropriate to your organisation or project. See separate guide.

## **8. Company Donations**

An alternative to grants is approaching a local company to ask for money or resources. The advantage of this approach is that you may get a very quick answer, as there may be no official application process. Additionally, you could develop a long-term relationship with the company. However, you should be aware that many larger businesses have their own charitable trusts or give to the local Community Foundation and so may not be able to give

directly to your project, whilst many smaller businesses or swamped with similar requests and will turn you down immediately.

You will do best where you or anyone connected with your project has a personal contact with someone in the company. As with so many things, it is often who you know, not what you know so think carefully about who makes the approach. If possible, have a former colleague, friend or acquaintance write the letter or phone in advance to let the person know that a letter is on its way. Otherwise, your letter may join many others in the recycling bin.

Businesses may be willing to enter into a sponsorship deal. This involves you offering a service, usually publicity for the company in your publications or at events, in return for money. To find out more contact companies directly and ask for the Community Affairs or Marketing department, or a person who can deal with donations.

## **Don't Give Up!**

Finally, don't give up! Requesting funding can be a long process and you will get used to rejection. Ask for feedback on why your request was unsuccessful and learn from it where possible. Above all, make sure you tailored your application to meet the funder's priorities and followed all their requirements. Try to remain positive: 'every 'no' takes you closer to a 'yes!'