

Factsheet 7: Funding Sources

(This factsheet is part of a series of 3. The other factsheets are *Factsheet 6: Funding: Overview* and *Factsheet 8: Funding: Making Applications*).

The aim of this factsheet is to give an overview of the sources of funding available to voluntary and community groups. It is also about targeting appropriate funders for your group and project.

1: Researching and Targeting 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.

Next, **use contacts**. Ask management committee members, staff, volunteers or members if they have had any contact with funders, or know of similar groups or projects that have been funded.

When you get direct information on a funder, or through a generated list from a funding search of potential funders, always carefully read all the information you have about each funder, to see that you are eligible, and meet the funding criteria. Some funders target very specific causes, others give more generally, to all kinds of groups that deal with community or disadvantage. Target those whose criteria you most closely meet first. List potential funders in order of priority. Think about how much time and effort you can put into applications, and limit your list to the number of funders you can deal with.

A golden rule: Quality not Quantity. It is better to work hard on a small number of bids, to find the right funders and to show each funder how well you meet their aims.

2: Types of funders

Subject to your organisation's constitution, and what you want the money for, the main types of funding available to voluntary organisations are:

- Charitable Trusts
- Lottery Funding
- Company Giving
- Statutory Grants

Charitable Trusts

Trusts (sometimes called Foundations) are set up by companies or individuals as a way of giving money to certain causes. There are local trusts, preferring to give in Greater Manchester or the North West. Many more are national, giving around the country. Amounts can range from a couple of hundred pounds to tens of thousands, or more if you match their aims closely and can show a big impact. Applications to Trusts are often as simple as a two page letter or basic application form. More details might be requested for larger requests.



Lottery Funding

The Lottery has various streams of funding, each of which has its own pot of money and application criteria and process. For more information please visit the website on www.biglotteryfund.org.uk

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.

Some companies in Manchester, such as Kellogg's, have a "Community Affairs" section to deal with donations.

More often companies will give 'in-kind' contributions. This may involve contributions like staff time, rather than cash donations.

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. It is more of a business deal than a donation, so you have to be able to deliver your side of the bargain.

To find out more contact companies directly and ask for the person or department that deals with donations.

Statutory Grants

Statutory means that the grant comes from a local, regional or national Government body such as the Council, Health Authority or Education Authority. Strategic grants are given to voluntary groups for work that the Government or local agencies have identified as a priority. For example, Manchester City Council gives Revenue Grants, to cover groups' running costs for a year or more. They sometimes offer Small Grants, this can vary according to funds available.

To find out more, or for guidance and application forms, contact the City Council's Voluntary Sector Policy & Grants section.

4: Further help

For further support contact Wigan Borough Community Partnership:

Website: www.wbcommunitypartnership.org

Tel: 01942 418830

Email: enquiries@wbcommunitypartnership.org