

## Fundraising Webinar

Monday 9<sup>th</sup> September 2024

### Speaker 1: Easyfundraising

- Watch [Becky Coleman's presentation](#) (0:00-23:32 mins) or read her [slideshow presentation](#) to see how Easyfundraising works for fundraisers and donors.
- Becky's email address: [becky@easyfundraising.org.uk](mailto:becky@easyfundraising.org.uk)
- [Register with Easyfundraising by following this link](#)

### Speaker 2: CAS Financial Sustainability

- Watch [Alice Wade's presentation](#) (23:35-38:04 mins) or read her [slideshow presentation](#) on financial sustainability, tips on funding and fundraising, and how to access support from CAS.
- Alice's email address: [alice.wade@communityactionsuffolk.org.uk](mailto:alice.wade@communityactionsuffolk.org.uk)
- Link to [further training and events from CAS](#) (e.g. financial sustainability, safeguarding and volunteer leadership).

### Where to go for funding opportunities?

- [Funding 4 Suffolk](#)
- [Suffolk Community Foundation](#)
- Speak to your local borough/district/county councillors to ask about opportunities from their locality budgets
- [Suffolk County Council's External Fundraising Team](#)
- [National Lottery Awards for All](#)

### How to prepare for funding applications?

- Do your research – for example, are there any issues people in your local area are facing which your bid would aim to tackle? Where is the evidence for this?
  - Look for data to support your application on the [Suffolk Observatory website](#)

## **Notes from Jim Manning's presentation**

Watch [Jim Manning's presentation here](#) (38:17-55:48 mins).

Jim Manning is a volunteer fundraiser for the Whitton Parish Church Hub, following a successful career as a fundraiser for Local Government. He has raised over £1m so far.

### **How does Jim raise funds?**

- Applying for grants via [Suffolk Community Foundation](#).
- Approaching the Ipswich Borough Council – Area Committees and other funding streams as they come up.
- Approaching Suffolk County Council/Public Health – their External Funding team provide regular grants updates (Jim Brown, EF Manager - [Jim.Brown@suffolk.gov.uk](mailto:Jim.Brown@suffolk.gov.uk)). He also goes to County Councillors who have a locality budget.
- Local Charitable Trusts, including supermarkets and building companies.
- National charities (more difficult to get funding from), e.g. Lottery – Awards for All.
- Donations from individuals, such as congregation members and local residents.
- Working to build good working relationships with funders which pays off in the long term – e.g. helping them to complete surveys.
- Working with staff at the University of Suffolk who research different issues faced in the local area.

**Tips from Jim:**

1. Understand what makes your area tick. Look at the deprivation indices for your area, work at understanding them. We have 2000 homes in the top 10% of most deprived areas of the Country – opens doors to grants. Suffolk Observatory has masses of information <https://www.suffolkobservatory.info/> The Suffolk Community Foundation “Hidden Needs Report” is also very useful. Should be updated next year from my conversations with University of Suffolk staff. The Suffolk Joint Strategic Needs Assessment (JSNA) assesses the health needs of Suffolk's population to improve the physical and mental health and wellbeing of individuals and communities: <https://www.healthysuffolk.org.uk/jsna>. By learning more you will be able to improve the quality of your applications. It is worth putting time into this in my opinion.
2. Only apply for what you need or can apply for. Look carefully at the criteria. Do not chase the funding available for the sake of it by way of trying to make your application fit the criteria. Use a targeted approach not a scattergun – don't waste precious time chasing outside chances.
3. Complete the end of grant reports required and make sure you can provide proof of expenditure where required. Also keep records of the numbers of people, number of activities provided etc. Funders will not give you further funding if you do not give them what they need.
4. Make sure you answer all the questions as fully as possible but stick to the word or character limits where they are in place. Prepare a draft answer first. Home in on your precise skills.
5. Keeping saving your document if working online to avoid accidental loss of work! Some application forms have to be completed in one sitting and have time limits, check before starting.
6. Save a full copy of anything you send so you can refer to it going forward and cut and paste from it when filling in new applications.
7. Take suitable photographs from time to time as these can be required by funders. They can save you thousands of words as well. Some funders now require a video to be made!
8. Build a working relationship with your funders. If they want a visit make sure it happens, if they want you to present to their funders or staff, go along and speak to them – yes, I know you are busy but you want the funding!
9. Some grant bodies will not accept applications from a professional grant writer – beware!
10. Yours will not be the only application, make sure it stands out.