



Fundraising Opportunities

You will need some money to get your projects started, and the amount you require will depend on what you want to do! You may need money to publish a newsletter, for materials to tidy up a piece of land or to purchase some well-needed gardening equipment. Raffles and car boot sales are good ways of raising small amounts, but for bigger projects, you may need to apply for a donation, a grant or sponsorship.

Talk to Local Authority officers to see what local grants from the Council are available. There could be Area Committee grants or sometimes individual Councillors have their own small grants to fund projects within their local area. The Local Authority may be able to give the In Bloom group advice on other grants available to groups and how to fill in the application forms.

Before you set about raising money, decide what you want it for. If it is your intention to clean up a piece of land, then you may want to apply to local firms to donate money or equipment or it may be useful to find someone who works for a local firm or put an advert in a local paper.

There are many sources of funding for the activities you want to do and plenty of help out there for you to tap into. Money is often available from Europe, local UK government, and grant making trusts, private sector companies, local authorities and other award schemes. They have at least one grant programme for a specific purpose: some give large grants for major projects and some give small grants that would be appropriate if you want to buy tools, plant and other items.

There are several books available to help and guide you in making a successful application. You can check if your local library has any or you may wish to contact the following organisations:

Also visit your local **Council for Voluntary Services (CVS)** for further funding advice, they also usually have copies of the funder finder software.

The Directory of Social Change (DSC)

24 Stephenson Way, London, NW1 2DP

Tel: 020 7391 4800

The DSC publishes a range of useful publications including:

The Complete Fund-raising Handbook £14.95

Tried and Tested Ideas for Raising Money Locally £9.95

GreenSpace's 'Claiming your share' publication written by Nick Ockenden ISBN 0-9542663-31 approx £6.00) Greenspace 0118 946 9060 email info@greenspace.org.uk or www.greenspace.org.uk

This publication is a guide to external funding for Parks and Green Space Community Groups. It has ideas of the various types of funding, how to make an application and funding bodies.

Fundraising UK Ltd

This organisation hosts a helpful website linking to many potential sources of grants and information about them. www.fundraising.co.uk/grants.html

Alternatively you may wish to focus on a more local level. It might be useful to think of businesses or organisations in your area that would be appropriate to contact. You can look through Yellow Pages, a local business directory in the library or even the local newspapers. Make a list of all the ones you think might be useful.

Funder Finder

This is a computer programme that is a short cut for overworked Fundraisers! You type in the characteristic of your project (how much you are applying for) and it prints out a list. You then have to look up directories for the addresses and further details, so you need to buy directories as well however, many local authorities and larger voluntary groups such as local Council for Voluntary Services (CVS) have this programme and let community groups and others use it.

www.funderfinder.org.uk.

Other similar programmes are www.grantfinder.co.uk and www.trustfunding.org.uk which you maybe able to use at the local office of the Council for Voluntary Services.

Schools

For further information for funding for schools have a look at the Funding for Schools and Community Gardens information by the RHS Campaign for School Gardens

How to get funding

Step 1

Decide on your project/projects and figure out how much money you require and what resources you will need. Remember to count up everything or you may end up short of money!

Step 2

Make a list of all the businesses and organisations you would like to approach and then prioritise the list in order of the businesses that you think might help you the most. One of the best ways of funding local projects is to build up relationships within your local area. Some organisations such as B&Q or banks or building societies will allocate funds from their local branches.

Step 3

Find out the right contact to discuss your needs. For example your local authority may be particularly active in the environmental field and may be willing to work with you and even provide funds.

Step 4

Put together a short synopsis of your group or committee and outline what you are intending to achieve. Try to think from the businesses' point of view about what you can offer, and how they might benefit. Try to be factual and understand your objectives before you make the phone call or write the letter.

Here are a few tips and hints to consider when you are ready to approach a sponsor:

- During the initial call make sure you either talk to or have the name of the person who can make the sponsorship or funding decision
- Give the name of your group and its status (i.e. whether you are a voluntary group or a charity) and the main contact details
- Describe the purpose of your work with aims and objectives
- Show a timetable of work and when the likely date of completion will be
- Mention any special events you might have planned
- State clearly the amount of money or goods or services you are asking for
- Include any other additional funding you may already have secured or have been pledged
- List any local celebrities or well-known characters who are supporting you
- Clearly outline the outcome benefits of your activities to the sponsoring business and how they can be acknowledged. Don't forget to include PR opportunities. As an alternative to donating money businesses may be willing to donate material or services, in return for publicity.
- If you are submitting a financial report showing how you would spend the money, check the figures to avoid any embarrassing mistakes
- Keep copies of whatever you send to a potential sponsor
- Seek feedback on any failed bids or applications; this is a useful way of improving and making a more appropriate case next time.

Step 5

Don't forget your group's own efforts – car boot sales, jumble sales, coffee morning and other sponsored events are tried and tested fund-raisers. They also have the advantage of binding the community together for a common purpose.

Finally, don't be afraid to aim high, it's amazing what can be achieved with a bit of enthusiasm and teamwork!

Consider keeping a record of the number of volunteer hours put into the In Bloom activities including meetings and planning for events. This can be used in grant applications as match funding.

Some possible sources of funding

RHS Community funds

Look at the RHS website for project funding opportunities

Biffa Award

It is a small grants scheme with funds between £250 and £5,000 to enable groups to quickly access funds. Projects will have the primary aim of improving an amenity located within 10 miles of a Biffa operation. Activities for consideration could include wildlife and habitat conservation and creation. For more details and their proximity checker

Website: www.biffaward.org/projects/smallgrants

Landfill Tax Credit Scheme

To encourage the use of more sustainable waste management practices, including recycling, and to deliver lasting environmental and community benefits.

Range: Various depending on project

Contact: ENTRUST (The Environmental Trust Scheme Regulatory Body Ltd)

Acre House

2 Town Square

Sale

Cheshire M33 7W2

Tel: 0161 9720044

Email: information@entrust.org.uk

Website: www.entrust.org.uk

Co-op Community Dividend

To enable self-help, voluntary or cooperative groups to undertake a range of schemes including tree planting.

Range: £100 - £5,000

Contact: Head Office Co-operative Group (CWS) Limited

PO Box 53

New Century House

Manchester M60 4ES

Tel: 0161 827 5950

Website: www.co-op.co.uk

Awards for All

To help fund projects that involve people in their community; bringing them together to enjoy arts, sports, heritage and other community activities.

Range: £500 - £10,000

Contact: 9th Floor, Camelford House

89 Albert, Embankment

London SE17 7UF

Tel: 0845 600 2040 or 0116 258 7041

Fax: 0116 254 5902

Email: Julia.palmer@awardsforall.org.uk

Website: www.awardsforall.org.uk

Heritage Lottery Fund

To support a wide range of projects involving the local, regional and national heritage of the UK

Range: Various depending on project

7 Holbein Place

London SW1W 8NR

Tel: 020 7591 6000

Fax: 020 7591 6001

Email: enquire@hlf.org.uk

Website: www.hlf.org.uk

B&Q Better Neighbour Grant

To enable community groups to undertake improvement projects.

Range: Store goods and materials to the value of £300.

Contact: The Environmental Officer of Store Manager at you local B&Q store

Website: www.diy.com

The Hanson Environment Fund

The fund offers two levels of support, Community Grants Scheme which gives grants between £250 and £400 for a community amenities, wildlife and habitat conservation and the promotion and instigation of recycling and re use of waste and the Main Grants Scheme which gives grants between £4,001 and £25,000 for the introduction of recycling and re-use of waste, and the creation and improvement of parks and public amenities.

Range: see above

Contact: Royal Society for Nature Conservation

Tel: 0870 3330123

Email: enquiries@charitycommission.gsi.gov.uk

Website: www.rsnc.org