



Fact Sheet 6: Funding: Sources

This fact sheet is part of a series of three. The others are **Fact Sheet 6: Funding Overview** and **Fact Sheet 8: Making Applications**. The aim of this one is to describe the types of funding available to voluntary and community groups, and how to go about finding the right funders for you.

1: Researching Funders

First, 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 them 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.

2: 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 that you are eligible, and meet the funding criteria. Some funders will match your organisation or project quite closely whilst others won't. Target those whose criteria you most closely meet first and list potential funders in order of priority. Think 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's 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.

3: Types of Funders

There are 5 different types of funding available to voluntary organisations:

- 1: Charitable Trusts**
- 2: The National Lottery**
- 3: Company Giving**
- 4: Statutory Grants**
- 5: European Funding**

Which of these sources you select depends on your organisation and what you want the money for. The following descriptions outline each type of funding, and will help you decide which kind is right for you.

Charitable Trusts

Trusts (sometimes called Foundations) are set up by companies or individuals as a way of giving money to certain causes. Some target very specific causes, others give more generally, to all kinds of groups that deal with community or disadvantage. There are local trusts, preferring to give in Warwickshire or the West Midlands. 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 2 page letter or basic application form. More details might be requested for larger requests.

The National Lottery

The Lottery gives money to 5 good causes, each of which has its own pot of money and application procedure. They are:

- **Community Fund** 0121 200 3500
- **Arts Board** 0845 300 6200
- **Heritage Board** 0121 616 6870
- **Sport England** 0121 456 3444
- **New Opportunities Fund** (Education, Health, Environment) 0845 000 0120

There is also the **Awards for All** board, which offers small grants (£500-£5000) to projects in one or several of the above areas. Tel 0845 600 2040.

You apply to the board most appropriate to your organisation or project. The Community Fund is the most wide-ranging, aiming to support those at most disadvantage in society, giving grants from £500-£400,000. You do not need to be a registered charity to apply, as long as your group has charitable aims. To find out more or for guidance and application forms, call the numbers above.

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.

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 Community Affairs or Marketing department, or a person who can deal with donations.

Statutory Grants

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 the Government or local agencies have identified as necessary. For example, Warwickshire County Council gives Revenue Grants, to cover groups' running costs for a year or more. They sometimes offer Small Grants, varying according to funds available.

European Funding

European funds are generally for projects involving regeneration, training and employment. Groups usually access them through a local 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 match funding (grants will only cover part of your project costs, perhaps 45% and you need to find funding to match that which you get from Europe).

VASA can provide a personalised service to assist you with matters relating to funding and fundraising. Please contact Dominic Momcilovic for advice on 01789 298102 or by email dominic.momcilovic@vasa.org.uk