



Kent & Medway Funding Fair

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The Funding Specialist CiC



- My “Whistle-stop tour” of funding.
- Otherwise lovingly named - “Death by PowerPoint!”
- This is the after lunch “Graveyard Shift!”



Obligatory Joke!:

“There is the story of a pastor who got up one Sunday morning and announced to his congregation: ‘I have good news and bad news. The good news is, we have enough money to pay for our new building program. The bad news is, it’s still out there in your pockets.’”

Tom Suddes of ForImpact.org



What we will cover:

- *Part I* – A little about ‘the funding specialist CiC’.
- *Part II* - Identifying some of the funding opportunities currently available.
- *Part III* - Key elements in writing a strong application & why bids fail.
- *Part IV* – The future.



About us:

Part I



What we do:

- Advise on developing projects and applications.
- Help you to identify appropriate funding sources for projects.
- Suggest changes to your application to make the project more attractive and stronger.
- Be a critical friend.

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Key Issues:

- 'Big Society' is all about the Government getting more 4 less!
- Greater demand on VCS resources.
- Organisations will have less public funding due to LA's not having the money to support VCS SLA's in the same way.
- The harsh reality is that in order to survive & sustain your organisation, you need to diversify your funding streams.

So what can you do right now?

- Seek advice & support at the earliest.
- Make sure you have a Fundraising Strategy.
- Make appropriate applications for funding from a range of funders'.

Catch the funding bug and become more sustainable



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Writing a Strong proposal:

Part II

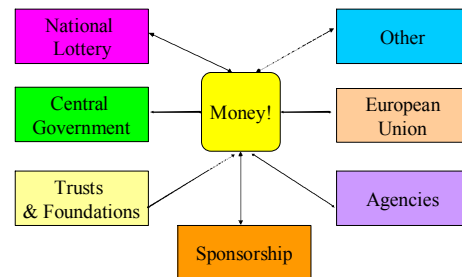
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Recap of the ways to Secure Funding:

- Gifts & Donations through direct marketing, community fundraisings, staff and online giving etc.
- Loans & Awards.
- Income Generation activities – membership, trading - selling goods & services.
- Capital Appeals.
- Legacies Grants.

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Where to look for funding - 6000 opportunities:



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National Lottery:

- BIG – projects supporting disadvantaged communities. (www.biglotteryfund.org.uk)
- Heritage Lottery Fund -Projects that raise awareness and understanding of local Heritage. (www.hlf.org.uk)
- Sport England –Funding for Sports development – activities/participation /removing barriers. (www.sportengland.org)
- Arts Council -Projects based on Arts development, Public arts and spaces, youth music and touring programmes. (www.artscouncil.org.uk)

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National Lottery – small grants:

- A4A - £300- £10,000 for community based projects. (www.awardsforall.org.uk)
- HLF Young Roots- £3000 - £25,000. (www.hlf.org.uk)
- Sport England have small grants programme. £300- £10,000. (www.sportengland.org)
- Arts Council have 'Grants for the Arts' £1,000 - £30,000/£100,000. (£5.8K/£25K average) (www.artscouncil.org.uk)

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Government Departments:

- DCLG-Communities, land & planning, housing & homelessness.
- DCSF – Children's' education & training, L&D.
- Dept. for Education – education & children's' services.
- DEFRA - Environment, food & rural affairs.
- DoH - Health improvement.
- Dept. for International Development.
- Dept. for Business, Innovation & Skills (BIS).
- Dept. For Energy & Climate Change.

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EU Funding:

- **ESF** aims to help people gain better skills and improve job prospects. £4.6 billion programme between 2007-2013 (£2.3b from ESF and £2.3b national funding). Themed approach to support skills development and remove barriers to work.
- **Interreg IV(a)** - Cross-border programme with North Europe. To produce transnational partnerships which can enhance the region's capacity. Priorities:- Reinforce citizens sense of belonging, build partnerships, build attractive common spaces to live and visit, support sustainable environmental development.
- **59 EU Grant themes subdivided into many funding programmes.**

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Trusts & Foundations – 1000's:

- Range from small local trusts to large national organisations.
- Some general purpose, many specific purposes, such as education, disadvantaged, disabilities etc.
- Some only fund charities.

For Example:

Fidelity UK Foundation (www.fidelityukfoundation.org)
Kent Community Foundation (www.kentcf.org.uk)
Lloyds TSB Foundation (www.lloydstsbfoundations.org.uk/)
Esmée Fairburn (www.esmeefairburn.org.uk)

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Agencies:

- **Skills Funding Agency:** www.bis.gov.uk
Funding for adult education & skills training.
- **Natural England (Old CA):** www.naturalengland.org.uk
Funding for projects which benefit both landscapes and communities through increasing biodiversity and conservation.
- **English Heritage:** www.english-heritage.org.uk
Grants for the repair and conservation of historic buildings, monuments and designed landscapes.

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Sponsorship:

- Sponsorship is a commercial business tool –nothing for nothing! Must be some kind of commercial gain for the company.
- 'A business deal between two or more parties in which one party meets all or part of the costs of the project or activity in exchange for commercial benefit.'
- This often includes the voluntary provision or donation of funds, goods or services to promote or assist in developing initiatives and activities.

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Other:

- Look for local "pockets" of funding.
- Partnership with others who have already received funding.

KCC/Medway Ward Cllr's Fund.

Medway Discretionary Grants Fund.

- Financial assistance for organisations in the Medway Council area, towards local projects (Max £1,000)

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Where to identify opportunities:

- Contact me!
- Internet – Grants online/Grantnet/Grantfinder/Funderfinder/J4B/funding websites.
- Directory of Social Change.
- CVS.
- Funding Books.
- Freebie monthly External Funding newsletters.

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Writing a Strong proposal.

Part III

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What is a project?

“A piece of planned work or an activity which is completed over a period of time and intended to achieve a particular aim.”

“A task or scheme that requires a large amount of time, effort, and planning to complete.”

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What do funders' ask?

- What do you want to do – the project.
- Why do you want to do it – evidence of need.
- How will you deliver the project – the activities you will undertake?
- What are the benefits/outcomes of your project? - what difference will your project make to beneficiaries.
- What will it cost – the budget.
- How will you manage the project?
- How will you sustain the project – what will you do when the money runs out? – the fundraising strategy.

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How do you apply?

- Find a funder(s)
- Check eligibility
 - i. Who can apply.
 - ii. What can be funded.
 - iii. The funder's objectives.
 - iv. read through the guidance material.
- Check the process
 - i. Application form?
 - ii. 2-stage application or expression of interest.
 - iii. Attachments.
 - iv. Timescales.

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What do funders expect to see (1)?

- **What you want to achieve**
 - Clear summary of project.
- **Who will be involved**
 - Partnership:
 - i. Who?
 - ii. Why?
 - iii. What?
 - iv. How much?

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What do funders expect to see (2)?

- **How you plan to achieve this**
 - i. Project approach.
- **How you know it is needed**
 - i. Research.
 - ii. Evidence of needs.
 - iii. Consultation.
 - iv. Local statistics, qualitative & quantitative data.

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What do funders expect to see (3)?

- **How you will manage the project**

Evidencing clear structures and processes:

 - i. Decision making.
 - ii. Financial control.
 - iii. Staff Recruitment/reporting lines.
 - iv. Senior management involvement.
 - v. Monitoring structures.

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What do funders expect to see (4)?

- **How you will know you have achieved your project?**
 - Do we need to have 'SMART' outcomes? (Specific, Measurable, Achievable, Realistic, Time – Based)
 - Outcomes are:
 - i. Building blocks towards reaching your project's aim.
 - ii. The changes or difference your project will make over time.
 - iii. The result of what will happen not the activities.

25 older people report reduced isolation through volunteering by the end of the project

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What do funders expect to see (5)?

- **How will the project continue after funding ceases?**
 - i. Sustainability.
 - ii. Expectations at the project's end.
 - iii. Continuation of service. (How? External funds? Core funding? Self funding?)
 - iv. Project evaluation.

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Why Bids Fail (1):

- Incomplete application – one of the main failure reasons.
- Ineligible – read the criteria.
- Unclear application – not sure what project is trying to achieve.
- Poor evidence of need – (local to national)
- Poor track record in delivery – if you have some then use it.
- Poor planning/budget doesn't make sense or add up.

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Why Bids Fail (2):

- No real or "in kind" match funding.
- Project is not good value for money – added value.
- Unclear targets or milestones.
- Missing/poor long term/exit strategy.
- Supporting documentation not sent.
- Deadline not met!
- Competition – funder oversubscribed.

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Key things to remember in any application:

- Obtain and read the guidance - is this the fund for you?
- Start early and contact the funder.
- Assume the assessor knows nothing!
- Make sure that your project is memorable!
- Make sure its driven by a need.
- Is clear, concise & easy to read.
- Is grammatically correct & the budget adds up!
- Is good value for money – don't 'over - inflate' project costs.
- Has 'SMART' outcomes.
- Can be sustained in the longer term.
- Should be proof read by critical friend.
- Make sure you meet the deadline!

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The Future:

Part IV

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What does the future hold:

Tough times ahead:

- So you need to diversify your funding.
- Act early – don't wait until its too late.
- Develop your fundraising strategy now.
- Start applying for funding.
- If you fail then seek feedback & keep applying.

But:

- The opportunities are out there.....

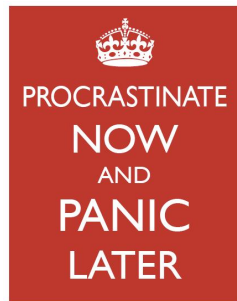
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What does the future hold:

Looking at holding 6 training workshops:

- Session 1 - Introduction to fundraising and the key features within project planning.
- Session 2 - Making the case – how to sell your project to potential funders; the key elements of a strong funding application and the top 10 mistakes.
- Session 3 - How to evidence need and identify outcomes.
- Session 4 - Creative accounting!... or how to write and produce an effective, realistic project budget.
- Session 5 - Identifying where to look for your funding – an introduction to the fundraising mix.
- Session 6 - Putting it all into practice – working on a 'real' funding application.

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For More Information:



Thank you for Listening Any
Questions?

Please complete the
evaluation form.



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