



## Fundraising Toolkit

(Updated January 2013)

This information sheet has been compiled to help youth dance groups raise funds for their activities. The information provided falls under two main headings: applying to funding bodies and fundraising activities/top tips.

### Section 1: Applying to funding bodies

There is a wide range of support mechanisms in the funding world, including grants, earned income, loans and many more. Funding bodies are categorised by the source of their income, for example public funding bodies, such as Arts Council England or the Big Lottery Fund, and private funding bodies such as Trusts and Foundations and Corporate Donations. Funding bodies often have a range of activities that they are willing to fund and these are sometimes referred to as 'funding strands'. Funding bodies will review their areas of interest (or funding strands) regularly. It may seem daunting to work through the maze of opportunities, even when you have found the right source of support. There is no guarantee that you will secure the funding you need. It is important to realise that your work or project may not meet the criteria of a particular funding strand but this doesn't reflect on the quality of your work.

In an ideal world, you would draw up your project proposal, identify the appropriate funding source, complete the required forms, obtain your funding and start your project. Unfortunately, the reality is that the competition for funding is fierce. Your proposal must stand out from the crowd in order to ensure success.

#### **Helpful hints for success:**

- Research sources of funding and matching funding bodies' criteria for support carefully
- Understand the funder's priority areas. You will need to ensure your project addresses how you will address these areas.
- Tell fresh stories in fresh ways. Don't just recycle old project templates. Take time to put something new into your story-telling.

The following information is about funding strands that are relevant to youth dance.

# Public Funding

## National Lottery Funding Search

[www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk)

Lottery Funding is a joint website run by all Lottery funders in the UK.

This site allows you to search information on current funding programmes across the UK.

## Big Lottery Fund

### ***Awards for All***

**Awards for All** is a Lottery grants scheme funding small, local community-based projects in the UK. Until March 2009, the fund ran awards with other organisations which distribute lottery funds. There are now separate programmes for art, sport and heritage projects delivered by the Arts Council, Sport England and Heritage Fund respectively. This change means that **Awards for All** will not fund applications where the main purpose of the project falls within the scope of the programmes run by the other lottery distributors. Full details of **Awards for All** grant information and awards are available at: [www.awardsforall.org.uk](http://www.awardsforall.org.uk)

### **Awards for All – England**

Grants of between £300 and £10,000 are awarded. You can apply at any time and the application procedure is short and simple. Send in your application at **least three months before** your project is due to start. Turn around time 30 days. For further information about grant procedures phone or email: 0845 410 2030; email: [general.enquiries@awardsforall.org.uk](mailto:general.enquiries@awardsforall.org.uk)

### **Awards for All – Northern Ireland**

Grants of between £500 and £10,000 are awarded for people to take part in art, sport, heritage and community activities, and projects that promote education, the environment and health in the local community. You can apply at any time and the application procedure is short and simple. Turn around time is about three months. For further information about grant procedures phone or email: 028 9055 1455; email: [enquiries.ni@biglotteryfund.org.uk](mailto:enquiries.ni@biglotteryfund.org.uk)

### **Awards for All – Scotland**

Grants of between £500 and £10,000 are awarded for people to take part in art, sport, heritage and community activities, and projects that promote education, the environment and health in the local community. You can apply at any time and the application procedure is short and simple. Turn around time is six weeks. For further information about grant procedures phone or email: 0300 123 7110; email: [scotland@awardsforall.org.uk](mailto:scotland@awardsforall.org.uk)

### **Awards for All – Wales**

Grants of between £500 and £5,000 are awarded. Priority is for organisations with an annual income of less than £15,000. You can apply at any time and the application procedure is short and simple. Send in your application at **least three months before** your project is due to start. Turn around time 30 days. For further information about grant procedures phone or email: 0845 410 2030; email: [enquiries.wales@awardsforall.org.uk](mailto:enquiries.wales@awardsforall.org.uk)

## **Reaching Communities**

**Reaching Communities** funds projects that respond to needs identified by communities, and actively involve them. Emphasis is to fund projects that help those most in need including those people or groups who are hard to reach. Projects can be new or existing, or be the core work of your organisation.

The **Reaching Communities** programme has two strands:

1. Reaching Communities – funding from £10,000 to £500,000 for revenue projects and/or smaller capital projects up to £50,000
2. Reaching Communities buildings – funding of between £100,000 and £500,000 for large capital projects

Every project it funds must:

- Respond to need - Need is the term used to describe a problem or issue, or situation where something needs to change to make things better for a person, or group of people or environment.
- Involve the people who will benefit from the project in planning and running the project
- Achieve one or more of the following four outcomes:
  1. People having better chances in life, with better access to training and development to improve their life skills
  2. Stronger communities, with more active citizens working together to tackle their problems
  3. Improved rural and urban environments, which communities are better able to access and enjoy
  4. Healthier and more active people and communities.

The first stage is to complete an outline proposal. You will receive notification within 20 days whether to proceed with a full proposal. Turn around time is approximately four months. For further information about grant procedures phone or email: 0845 410 2030; email: [enquiries@biglotteryfund.org.uk](mailto:enquiries@biglotteryfund.org.uk)

## **Arts Council England - Grants for the Arts**

[www.artcouncils.org.uk](http://www.artcouncils.org.uk)

Arts Council England's funding stream called **Grants for the Arts** (GfA) is for individuals, arts organisations and other people who use the arts in their work. They are for activities carried out over a set period and which engage people in England in arts activities, and help artists and arts organisations in England carry out their work. The **Grants for the Arts** programme is funded by the National Lottery. The minimum application is £1,000. It takes six weeks to process applications for £10,000 or less and twelve working weeks for applications for more than £10,000. You should check out information on your eligibility before you apply. You will need to write a proposal about the activity you want funded and also fill in the application form. For general enquiries phone: 0845 300 6200; textphone 020 7973 6564 or download an application form by logging onto the website address:

[www.artscouncil.org.uk/funding/grants-arts](http://www.artscouncil.org.uk/funding/grants-arts)

## **Heritage Lottery Fund**

[www.hlf.org.uk](http://www.hlf.org.uk)

The **Heritage Lottery Fund** (HLF) enables communities to celebrate, look after and learn more about our diverse heritage. It offers a range of grant programmes, awarding grants upwards of £3,000. It supports innovative as well as tried-and-tested approaches, and welcome proposals that are pioneering in concept and delivery. Through its grant making it aims to

- Conserve the UK's diverse heritage for present and future generations to experience and enjoy
- Help more people, and a wider range of people, to take an active part in and make decisions about their heritage

- Help people to learn about their own and other people's heritage

Two particular funds may be useful for youth dance projects: **Young Roots** and **Your Heritage**.

## Young Roots

The **Young Roots** programme is for projects led by young people. It offers grants of between £3,000 and £50,000. The scheme aims to involve 11-25 year-olds in finding out about their heritage, developing skills, building confidence and promoting community involvement in projects of up to two years in length. **Young Roots** projects stem directly from the interest and ideas of young people, who are supported by youth and heritage organisations to develop skills, build confidence, and connect with their local communities.

To receive a **Young Roots** grant, your project must relate to the varied heritage of the UK and:

- provide new opportunities for a wider range of young people aged 11 to 25 to learn about their own and others' heritage;
- allow young people to lead and take part in creative and engaging activities;
- develop partnerships between youth organisations and heritage organisations; and
- create opportunities to celebrate young people's achievements in the project and share their learning with the wider community.

Your project must also create new opportunities for young people to either:

- volunteer in heritage; or
- gain skills in identifying, recording, interpreting or caring for heritage.

**Young Roots** is a rolling programme and there are no deadlines for applications. You will need to complete a preliminary application form to see if your project is eligible. If successful, you will receive a decision on your application within 10 weeks from sending your fully filled-in application. It is strongly recommended that you contact the Heritage Lottery Fund for advice before making an application. For general enquiries phone: 020 7591 6000; Email: [enquire@hlf.org.uk](mailto:enquire@hlf.org.uk) or download an application form by logging onto the website address: [www.hlf.org.uk/HowToApply/programmes/Pages/youngroots.aspx](http://www.hlf.org.uk/HowToApply/programmes/Pages/youngroots.aspx)

## Your Heritage

**Your Heritage** is a general small grants programme for all types of heritage projects. It is a flexible programme particularly designed for voluntary and community groups and first-time applicants. The **Your Heritage** programme offers grants between £3,000 and £100,000 inclusive for projects that relate to the local, regional or national heritage of the UK (except the Channel Islands and Isle of Man). It welcomes applications that help people to learn about, look after and celebrate heritage in a fun and enjoyable way. These can include caring for the natural landscape, conserving historic buildings, places and objects, involving people in exploring local cultures, traditions, languages and ways of life.

Just like Young Roots, this is a rolling programme and there are no deadlines for applications. You will need to complete a preliminary application form to see if your project is eligible. If successful, you will receive a decision on your application within 10 weeks from sending your fully filled-in application. It is strongly recommended that you contact the Heritage Lottery Fund for advice before making an application. For general enquiries phone: 020 7591 6000; Email: [enquire@hlf.org.uk](mailto:enquire@hlf.org.uk) or download an application form by logging onto the website address: [www.hlf.org.uk/HowToApply/programmes/Pages/yourheritage.aspx](http://www.hlf.org.uk/HowToApply/programmes/Pages/yourheritage.aspx)

# Private Funding – Trusts and Foundations

Trusts and Foundations fulfil a distinctive role through their funding of activities. In most cases, qualification for grants is dependent on four main criteria: location; type of organisation (eg. education, youth or arts); size; and project purpose. The most important thing is to be absolutely clear about why you are requesting funding and, if your application is going to be at all successful, make sure it meets the objectives of the funder.

Most Trusts and Foundations will want to concentrate their funding on:

- new methods of tackling problems – innovation and impact;
- disadvantaged and minority groups that have trouble using ordinary services, or which are inadequately served by them;
- responses to new or newly discovered needs and problems;
- work which is hard to finance through conventional fundraising;
- one-off purchases or projects, including research;
- short and medium term work which is likely to bring long term benefit and/or to attract long term funding from elsewhere.

In most cases, it is better to contact a funder to discuss your project prior to applying. This will save you a lot of time and effort. Sometimes this is not possible if there are no phone contact details. Once you have ascertained that the given funder is the right one to approach, write the proposal answering every question as concisely and accurately as possible. Do not make assumptions about what the funder knows and avoid jargon. Paint a picture of your project and tell a story. To increase your chances of being successful, make sure you demonstrate the need for your project (use evidence and facts to back you up), and accurately cost the project based on what you have explained in your proposal. Show that your project is well planned and provide evidence of how the project will make a difference.

Three golden rules to applying to Trusts and Foundations:

- **Do your homework beforehand** – read the information provided, look at their guidelines and be realistic about feasibility of approaching a particular Trust or Foundation;
- **Prepare your application carefully** – complete it – leave it – then revisit the next day to edit and make changes!! Give yourself time to re-write and consider the proposal from the point of view of the funder;
- **Leave plenty of time.** Trusts and Foundations generally make decisions through trustee meetings which take place every two or three months. Some only meet two or three times per year!

## Writing your application

Remember to include the following points:

- the purpose of the work to be funded - who it will help and how, what is distinctive about it, what will be achieved if a grant is given (and perhaps what will not be achieved if a grant is not given).
- a detailed budget for the project that reflects what you have written in the proposal. Work out your needs carefully.
- ask for a specific sum of money. If necessary, say that you are seeking a contribution of £X towards a total budget of £Y, and that you hope to raise the remainder from other sources which you specify. Do not simply say that you are a very worthwhile organisation and desperately need funds.

Use letterhead and try not to make it longer than two pages for your main letter. Don't overload the application with attachments. If a Trust or Foundation is seriously interested in your project, it will ask for anything it hasn't got. However, you should always include your most recent annual report and accounts. (Any large reserves must be explained as to why they cannot be used to fund the project for which you are seeking funds. If you cannot explain the size of your reserves, consider spending them instead of applying for grants!)

If applying to a Trust or Foundation that only gives to registered charities and you do not have charitable status, explain why the work to be funded is charitable, and if possible name a registered charity that will take responsibility for any grant on your behalf (providing written confirmation from that charity). You must identify such a charity when applying to a trust that has a policy of only funding registered charities.

When selecting Trusts and Foundations use the directories (books and websites) to locate the appropriate one for your work. Rule out those which will not be interested in your work or do not support your geographic area. Bear in mind that the success rate for applications is about **1 in 10** or even **1 in 20**. Below is a list of some Trusts and Foundations that have supported youth dance activities in the past:

**Clore Duffield Foundation**

[www.cloreduffield.org.uk](http://www.cloreduffield.org.uk)

**Community Foundation Network**

[www.communityfoundations.org.uk](http://www.communityfoundations.org.uk)

**Comic Relief UK**

[www.comicrelief.com](http://www.comicrelief.com)

**Garfield Weston Foundation**

[www.garfieldweston.org](http://www.garfieldweston.org)

**Jack Petchey Foundation**

[www.jackpetcheyfoundation.org.uk](http://www.jackpetcheyfoundation.org.uk)

**John Lyons Charity**

[www.johnlyonscharity.org.uk](http://www.johnlyonscharity.org.uk)

(for projects in nine boroughs in London: Barnet, Brent, Camden, Ealing, Hammersmith & Fulham, Harrow, Kensington & Chelsea and the Cities of London and Westminster)

**The Rayne Foundation**

[www.raynefoundation.org.uk](http://www.raynefoundation.org.uk)

## Private Funding - Corporate Donations

Businesses often have funds to support activities in their local community, particularly those projects that involve young people. These funds normally come under a company's **Corporate Social Responsibility** (CSR) policies and are distinct from traditional support via sponsorships. They are normally smaller budgets and do not require marketing benefits in return for the donation. Some businesses also have Corporate Foundations that exist to give away funding for worthy projects.

To find out if a company has a CSR budget or a separate Foundation, log onto the business' website and look for information about the company's giving policies or phone the business' main switchboard and ask who to speak to about corporate donations for community activities.

Another method of raising funds from a business is to align your project with the business' products or profits. This is called **Cause Related Marketing**. For example, a local hairdresser could donate a pound from each haircut to support your cause. In return, you will provide the business some additional profile through your project.

Finally, businesses can also be a source for in-kind support. Don't be afraid to approach local businesses in the area to sponsor various pieces of equipment, costumes, food, etc. (with the business' name acknowledged on your publicity).

### **Think Big – sponsored by Telephónica O2**

**Think Big** is for young people aged 13 to 25 years old in the UK, for projects to help make things better in their local community. Projects should be up and running within three months of being accepted. Level 1 projects are for smaller projects with funding of up to £300. Level 2 projects are for those who have bigger proposals and longer time scales with funds up to £2,500. Young people cannot apply directly for £2500, they must complete a £300 project first and then may be invited to apply for more. Proposals must be initiated by the young person (but may be in association with an organisation). For more information contact: [www.o2thinkbig.co.uk](http://www.o2thinkbig.co.uk)

Or ring: 0800 902 0250 from 08.30 until 17:30, Monday to Friday

## **Fundraising guides and databases**

### **Suggested websites for information**

<a href="http://www.artsandbusiness.org.uk">www.artsandbusiness.org.uk</a>	Arts & Business website
<a href="http://www.acf.org.uk">www.acf.org.uk</a>	Association of Charitable Fundraisers website
<a href="http://www.cafonline.org">www.cafonline.org</a>	Charities Aid Foundation website
<a href="http://www.charity-commission.gov.uk">www.charity-commission.gov.uk</a>	Charity Commission Website
<a href="http://www.civilsociety.co.uk/fundraising">www.civilsociety.co.uk/fundraising</a>	Civil Society Fundraising website with news and updates
<a href="http://www.culture.gov.uk">www.culture.gov.uk</a>	Department for Culture, Media and Sport website
<a href="http://www.culturefund.eu">www.culturefund.eu</a>	Website for European Union funding opportunities
<a href="mailto:www.fundingcentral@ncvo-vol.org.uk">www.fundingcentral@ncvo-vol.org.uk</a>	Funding Central website with weekly newsletters to keeps you updated with the latest trends, news and issues regarding funding and finance opportunities
<a href="http://www.fund-raising.com">www.fund-raising.com</a>	Fundraising and fundraising ideas/products website
<a href="http://www.fundraising.co.uk">www.fundraising.co.uk</a>	UK Fundraising website
<a href="http://www.dsc.org.uk">www.dsc.org.uk</a>	Directory of Social Change website (on-line directories & training – for their e-news on charitable giving go to: <a href="mailto:dsc@dsc-eneews.org.uk">dsc@dsc-eneews.org.uk</a> )
<a href="http://www.midasappeals.org.uk">www.midasappeals.org.uk</a>	Midas Charity Appeals with information about free fundraising surgeries and other opportunities
<a href="http://www.nya.org.uk">www.nya.org.uk</a>	National Youth Agency supports youth work
<a href="http://www.trustfunding.org.uk">www.trustfunding.org.uk</a>	Trustfunding website – register to receive regular updates, on potential pots of funding from new trusts via the Trustfunding.org.uk Bulletin
<a href="http://www.uksponsorship.com">www.uksponsorship.com</a>	UK Sponsorship website: database of UK sponsorship opportunities

[www.voluntaryarts.org](http://www.voluntaryarts.org)

Voluntary Arts website with regular news on what is current for voluntary and charity arts groups; register for their newsletter:

[mailout@voluntaryarts.org](mailto:mailout@voluntaryarts.org)

### Research Directories and Databases (requiring subscription)

[www.companygiving.org.uk](http://www.companygiving.org.uk)

A DSC directory for researching potential corporate partnerships

[www.funderfinder.org.uk](http://www.funderfinder.org.uk)

Funderfinder website – software for grant seekers

[www.grantfinder.co.uk](http://www.grantfinder.co.uk)

GRANTfinder is the UK's leading grants and policy database

[www.grantsforindividuals.org.uk](http://www.grantsforindividuals.org.uk)

A DSC directory with information about grants for individuals

[www.governmentfunding.org.uk](http://www.governmentfunding.org.uk)

A DSC directory with information about national & EU grants

[www.j4bcommunity.co.uk/default.aspx](http://www.j4bcommunity.co.uk/default.aspx)

A directory with information on over 3,000 grants

Or buy the book **The Youth Funding Guide** (2007) by Nicola Eastwood available from Amazon Books or **Youth Funding Guide** (3<sup>rd</sup> edition 2010) available from the Directory of Social Change.

## Section 2: Fundraising activities

### Ideas from Children in Need

**Children in Need** has a Fundraising Pack with loads of information about how to raise funds. To download information: [www.bbc.co.uk/pudsey/fundraising/fundraisingpack.shtml](http://www.bbc.co.uk/pudsey/fundraising/fundraisingpack.shtml)

### Includes ideas such as...

- Your own talent contest – ‘*Strictly Come Dancing*’ with voters making a donation
- A chocolate party where a proportion of the proceeds go to your project
- Sponsored run to school/work dressed as a superhero
- “Dress reversal day” (ie. Teachers as pupils, and vice versa)
- Sponsored walk, covered in balloons from head to foot
- Fete- Stalls, wet sponge throwing, toffee apples, lucky dip, bouncy castle, cake sale etc
- Fancy dress football tournament
- An egg and spoon race
- Auction of skills
- Guess the person from the baby photo... and pay 50p for the privilege.
- Black tie to school day!
- Anti-Fashion Day- See who can wear the most hideous clothes possible to school, and award a prize at the end of the day!
- Cheerleading competition
- Hair dye/ head shave
- Skipathon or Dance-athon!

## Some old favourites...

- *Dog walking*
- *Lawn-mowing*
- *Babysitting*
- *Car washing*
- *Non-uniform day*
- *Bring and buy sale*
- *Cake sale*
- *Design a Christmas card*
- *Produce a calendar/ cookbook*
- *Hold a raffle*

### Having a raffle?

Check the rules with your local authority or the Gaming Board for Great Britain: they may require a special licence. And if you're arranging the event on private property, always ask permission from the owner.

## Section 3: Top tips

Remember, fundraising is competitive, hard work and takes a lot of time. You need to build your case and provide as much evidence of impact as possible. The following are some tips to help you during your fundraising process:

### Top Tips for Successful Fundraising

1. Give funders a helping hand – Clearly identify your project - their job is to distribute money, yours is present the case to spend it wisely!
  2. Make yourself fundable – Make sure you meet the minimum requirements for a grant.
  3. Make friends with funders – Effective fundraising is about building relationships.
  4. Learn the language – Keep your applications clear and simple with minimum jargon.
  5. Funders give to people, not organisations – In the end your application will be judged on the perceived ability of the people delivering the project.
  6. Avoid the dustbin – Read the funders' guidelines, answer their questions concisely and NEVER approach as Dear Sir or Madam – find out WHO to contact.
  7. Match money with mission – Decide what you want to do and then find the money to do it, not the other way round.
  8. Network, Network, Network – Whether we like it or not, who you know (as well as what you know) is important.
  9. Remember to say *thank you* when you have been successful. It's much easier to go back to a funder once you have established a relationship than to start anew. Better still – create a great report with photographs and testimonials that you can send at the end of your project.
  10. Remember the 5Ps – Preparation, Partnership, Presentation, Paperwork and Passion
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