StreetGames

Improve Your Fundraising for Doorstep Sport

2017 (Updated)

Top Tips on Different Forms of Fundraising
The main word these days is sustainability. All organisations are striving for long term financial sustainability so they can deliver and grow their services. Any organisation delivering doorstep sport needs committed people with fundraising skills. This guide has been produced to help these people within your organisation to fundraise more effectively, to give you some ideas and guidance on where to look for funding, and help you organise yourself to maximise the chances of your organisation being financially sustainable.

**Have a Plan**

It is vitally important that an organisation has a fundraising plan - a plan creates attention and gives a focus to bring about enthusiasm and optimism. A fundraising plan should be promoted throughout the local community so everyone knows who you are and that you are doing positive things for local young people.

StreetGames has a downloadable fundraising plan template [http://www.streetgames.org/our-work-support-your-fundraising/fundraising-plan-template](http://www.streetgames.org/our-work-support-your-fundraising/fundraising-plan-template)

**Start Thinking Early About What Funders Will Expect of You**

- Funders are increasingly looking for security for the money that they give out. This means that they are looking for organisations that have:
  - Strong governance (strong governing document and a management committee that has competent people and meets regularly with clear minutes) – StreetGames has a guide to help you with your governance work – please contact Kerry McDonald [Kerry.McDonald@StreetGames.org](mailto:Kerry.McDonald@StreetGames.org)
  - Strong financial management (annual accounts, management accounts, day to day financial management system such as SAGE, track record of successfully delivering and reconciling grant aided projects)
  - Adequate reserves in your bank account (at least 3 months of annual expenditure)

- Possible is essential
- As broad a range of income streams as possible is essential

**Potential is essential**

- The smaller your organisation, the harder it is to secure ongoing income. The very big charities are growing, whilst income for small and medium sized charities is declining. (NCVO, 2015).
- StreetGames encourages organisations to develop a dynamic income model, rather than rely on one or two sources of income.
- There are many new forms of fundraising opportunities, as well as tried and tested methods. Always consider the Governments Gift Aid scheme for any individual that is giving or donating money to your organisation. The individual must pay UK tax. Basic rate tax is 20 per cent, so this means that if an individual gives your organisation £10, using Gift Aid it’s worth £12.50. Further information can be found at [www.hmrc.gov.uk/individuals/giving/gift-aid.htm](http://www.hmrc.gov.uk/individuals/giving/gift-aid.htm)
- StreetGames publishes a guide to sources of grants for doorstep sport, which is updated every year. The current publication has 70 different sources of potential grants, and can be downloaded from [http://www.streetgames.org/our-work-support-your-fundraising/sources-grants](http://www.streetgames.org/our-work-support-your-fundraising/sources-grants)

**What Skills Do You Need to Fundraise?**

You should first look at what skills you have from the staff and volunteers in your organisation, and how much time your existing team can dedicate to fundraising. You may need to bring in additional people with other skills that complement yours.

- For example, below are the key skills needed to ensure a strong application for a grant:
  - Commitment to the project and what it aims to achieve.
  - Ability to fully understand the priorities of potential funders.
  - Skilled at getting across what the project aims to achieve in writing and verbally.
  - Adequate reserves in your bank account (at least 3 months of annual expenditure)

- Understanding of what it costs to deliver your project.
- Sufficient free time to commit to fundraising. Sometimes an application looks easier than it actually is and then you end up rushing the bid. A funder can always tell when it has been rushed.
- Leadership. If you decide to complete a large grant application you will need a team of people to support you.
- The ability to build relationships and maintain them. It is essential that you try to build a relationship with a funder when you are seeking a grant.
- Proving your organisation is committed to partnership working is very attractive to funders.
- Creativity. Make your project you are fundraising for as interesting and innovative as possible.

**Seven Different Ways to Fundraise**

1. Traditional Fundraising
2. Small grants
3. Large grants
4. Sponsorship/CSR (Corporate Social Responsibility)
5. Digital fundraising
6. Fundraising Events
7. Social Investment

**1. Traditional Fundraising (Jumble Sales, Fetes, Raffles, Supermarket Bag Filling)**

- Community based fundraising should always be a part of any fundraising plan.
- This will not always raise large amounts of money but it can be highly effective in raising the profile of an organisation and getting your members and participants involved.
- A big positive of taking on this form of fundraising is that it creates ‘unrestricted income’, which can be used for whatever you choose. Most grants are ‘restricted income’ which means you must spend the money on specific targets agreed with the funder e.g. increasing sports participation by 100 females aged 14-19.
2. SMALL GRANTS, LESS THAN £10,000

- These grants are usually for revenue spending on new activities, rather than for the upkeep of buildings, general staffing costs, or existing activities.
- An obvious example is the Sport England small grants programme, which can award up to £10,000 for projects that increase participation in sport. The other most obvious small grant to fund doorstep sport is the Big Lottery Fund ‘Awards for All’ programme.
- There are many small grants programmes but the process is highly competitive.
- There are approximately 10,000 grant giving charitable trusts and foundations within the UK. However, most will only give money to a registered charity. There are websites that can provide you with more information: www.fundingcentral.org.uk - free to register www.trustfunding.org.uk - Subscription site
- Applications for a small grant can vary from funder to funder. Some will have an application form, some will require you to write to them and many funders now only have an online process.
- The key to making small grant applications is to keep your application clear and concise. If possible speak to the funder before making your application, and ask what they are looking for in an application and whether they meet their criteria.
- Once you have written the application get other people to read it. Wherever possible do not rush an application as a well-planned and thought out application is always more likely to succeed compared to a rushed one.
- Writing several small grant applications a year is often more effective that trying to secure a large grant.
- Please read the StreetGames publication which lists a large number of small grants that will fund doorstep sport. It is free of charge and available to download from the StreetGames website.

3. LARGE GRANTS IN EXCESS OF £10,000

- Writing a strong large grant application is a long and complex process.
- Large grants can be for capital projects (bricks and mortar) or for revenue projects (running costs involving people and new activity). In some cases, a funder will give a large grant for both capital and revenue.
- Sport England do provide large revenue and capital grants, usually on a time limited and themed basis. Please check their website www.sportengland.org and the StreetGames Sources of Funding bulletin.
- Other well-known funders of large revenue grants are Children in Need, Comic Relief, and The Big Lottery Fund. There are some local funders who will fund larger revenue grants for sport. A good place to check is your local community foundations or local County Sport Partnerships.
- The key thing to consider when considering making an application to these funders is do you have the time to dedicate to an application as very often it can be a lengthy process (at least two months).
- These funders very often have anything up to 10 times more applications received than they could possibly fund.
- If considering making an application to any large funder, the following points need to be carefully considered:
  - What is the application process?
  - How much work will need to be undertaken to put together a strong application? – it usually takes 2 to 3 months
  - Do you have the appropriate skills within your organisation to put a skilled bid team together?

4. COMMERCIAL SPONSORSHIP/CORPORATE SOCIAL RESPONSIBILITY (CSR) FUNDING

- Many large companies have a CSR policy, and larger companies have staff dedicated to managing their CSR programme.
- Securing sponsorship or CSR at a local level is difficult.
- Relationships are key. The best approach is definitely using your network and making individual contact on a face to face basis. Writing lots of letters is often a complete waste of time.
- Make sure your offer is realistic, and sell the benefits to the company. Sometimes they are doing it to increase sales/customers, but more often, they will sponsor because they believe your organisation is doing good things in the local community, and it offers them a good Public Relations opportunity.

5. DIGITAL FUNDRAISING

- Digital fundraising takes many forms and can be as simple as having a donate button on your website through to a full blown campaign through social media.
- Digital fundraising is the fastest growing form of fundraising. It is strongly recommended that your organisation undertakes some form of digital fundraising.
- You will need at least one person who is competent with technology.
- As a minimum your organisation must have a website, preferably backed up by Facebook and Twitter accounts.
- Digital fundraising, like technology, moves fast and changes quickly. If digital fundraising is part of your overall Fundraising Plan, it is important that your organisation keeps up to date with new developments such as Crowdfunding (www.crowdfunding.co.uk).
- The simplest way of fundraising in this way is to have a donate button on your website, this can be done quite easily by joining up with a digital fundraising site such as Just Giving (www.justgiving.com) and Virgin Money Giving (www.virginemoneygiving.com).
- Promote Gift Aid on your website so that you get an extra 20% on any individual financial donations or gifts to your organisation.
- There are internet sites available where people can sign up to them and then access shopping sites such as Amazon, eBay, M&S, and as they shop the company will donate money to your organisation. The key to these sites is how you promote them and get your supporters to sign up and then use them; again this could be an area where the use of Facebook and Twitter can work for you. Examples of these sites are Everyclick (www.everyclick.com) and Easyfundraising (www.easyfundraising.org.uk).
6. Events / Challenges

• More and more people are looking for new sporting and physical challenges, and at the same time raise money for one of their favourite charities. There has recently been an increase in people taking part in events such as walkathons, 10k/5k running events, and cycling events. If people are doing events and plan to give their sponsorship money to your organisation, you can support them in the following ways:
  • Help them set up an online fundraising page
  • Offer advice to help their training for the event
  • Provide them with a branded T-Shirt/Vest
  • Be there to support them on the day of the event
  • Tell them how you will spend their sponsorship money
  • Thank them after they have raised money for you and keep them informed about your organisation?

• More and more organisations are organizing their own fundraising event (family fun day, fun run, dance competition, sponsored walk, etc.). These events can raise more than £2,000 at a time.

7. Social Investment

• Social investment has an expectation of both a social outcome and a financial return.

• For voluntary organisations it represents a form of repayable finance that can be used for capital investment, revenue funding development, capacity building, or other ways of improving their sustainability.

• Social investment can take the form of:
  • a loan, usually a secured loan
  • equity (only if the organisation is constituted with a share-holding structure)
  • quasi-equity where the lender takes their returns as a proportion of the organisation’s future revenue
  • overdraft facilities
  • social impact bonds where investors put forward the capital required to run a project, and are repaid by the commissioner (usually government) based on the results or social impact of the delivery organisation (often a charity)

• Loans are made by social investment finance intermediaries (SIFIs), who typically borrow capital from wholesale lenders like Big Society Capital and turn this into financial products for voluntary organisations. Big Society Capital has published a series of case studies that provide examples of where social investment has been used to enable or grow projects, including housing stock purchase and development, reducing reoffending and developing employment skills.

• It is often uneconomical for intermediaries to provide loans of less than £250,000, so charities have experienced difficulties seeking to borrow lower amounts.

For further information, visit The Social Investment Business Group (SIB) website: www.sibgroup.org.uk

Other Forms of Fundraising to Consider

• Philanthropy and Wealthy Individual Giving – Securing funds from wealthy individuals is a very specialist and long term commitment. However, if undertaken successfully, the benefits are that the money raised is usually unrestricted.

• Legacy of will giving – securing funds by your organisation being named in a will. Again, this is a very specialist and long term commitment.

• Salary donations – approach targeted companies to secure a monthly donation from employees’ salaries.

• Charity of the year – approach local authorities and companies so that your organisation becomes their ‘Charity of the Year’ for their fundraising efforts

• New trading – do you have ideas to trade existing or new services? A good example is providing after school coaching on a contracted basis. There has been a significant increase in the availability of government loans to fund social enterprises. More information can be found here: http://www.socialfinance.org.uk/

Disclaimer: Any websites referred to within this guide are not endorsed by StreetGames they are purely shown for illustration purposes and must be independently researched before deciding whether or not to use them.