

Funding made Easy

A Guide and companion
to the World of Fundraising

By

Andrew Willis

Introduction

This guide will provide you with the confidence to begin your exciting journey into the world of fundraising. Fundraising is such a vital aspect of any charity or voluntary organisation.

Fundraising is also linked to public relations as often the grantee has to establish a relationship with the funding body. There are many types of fundraising activities that can be done to raise vital funds for your organisation.

The guide will take you through various types of fundraising in steps and it is up to you to decide which fundraising activity suites your organisation, skills and resources you have available.

If you find this guide useful please consider making a donation to the Banbury WEA.

Now the fun begins, let's enter the exciting and stimulating world of the fundraiser!

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About the Author



Andy Willis has a wealth of experience drawn from many professions, which has resulted in the culmination of skills and knowledge necessary to effectively raise money for charities.

He has worked across the education sector from Basic skills to Primary Education and also within Further Education.

Charities he has been involved in have greatly benefited from his passion to help others and to make the world a better place.

Successful grants he has managed include the Big Lottery Grant schemes, various Housing Association Grants, public bodies, charities and the Google Grant, as well as organising events.

Andy Willis is a trained Counsellor; Life Coach; Meditation Teacher; Relaxation Therapist and a fundraiser.

He is also a volunteer and fully qualified adviser for Age UK Oxfordshire and regularly makes a difference to people's lives with the advice he gives.

He is dedicated volunteer for a number of charities and was instrumental in setting up the new Banbury WEA branch; a charity branch which runs adult education courses for the benefit of the local community.

Within the charity he has been Chairman, Treasurer; Website designer and fund raising officer.

He has achieved a great deal as he Dyslexic and has Dyspraxia; and has not let these conditions hold him back.

The Banbury WEA has won a number of awards and the website won in the Oxfordshire Charity and Volunteer Awards 2012.



We wish to acknowledge the use of photographs used in the production of this booklet and thank all contributors.

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Auctions



Auctions have been used by many charities as a way of raising money. A successful way of running an auction is to have someone who is a show person; someone who can be cheeky in a good way and encourage punters to part with their cash.

Auctions are not something to enter in lightly as there is a lot of work involved but they can raise vital funds. Careful planning is the watch word.

I have found in the past combining food with fundraising events tend to draw people in. If you have the resources you could have a cheese and wine event as part of the auction.

An important part of having an auction is good publicity. It is essential the event is well publicised. You need to decide how you are going to publicise and when. Details of the event need to be given to the press in plenty of time. Publicity is an important element of effective fundraising.

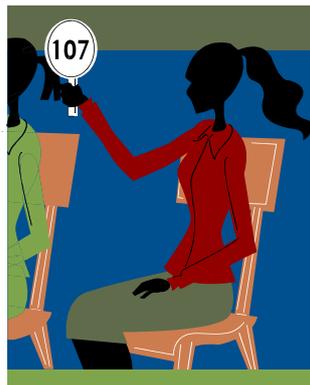
A useful way of coping with this event is to have a “to do” list. I would advise to build up to this type of event, plan something small so that you develop some of the event organising skills.

In advance of the auction you need to gather items to auction and have somewhere to store them. Items need to be catalogued preferably on A4 sheets in a word document and made to look as professional as possible. It is

vital that in the catalogue you state clearly who donated the items and which businesses have supported the organisation. It is advisable to have the catalogue available and ready at least three weeks before the auction.

If you feel you need help with running an auction there are companies out there such as www.watchfromabox.com or www.superdtars.co.uk who will run an auction free of charge if you purchase items from them.

Auction of Promises



A way of getting goods is to write to local companies for gifts or services e.g. massage; haircuts, meals, theatre tickets and so forth. The list is endless. Sometimes companies give you a free gift when you purchase items from them, for example Staples give free items with stationery ordered and these can easily be used as goodies to auction.

Sponsorship



Sponsorship can be individual or corporate. We will concentrate on individuals, but corporate sponsorship advice is available in the resource section.

Sponsorship is a firm favourite of charities in raising money and this is due the fact this fund raising activity is so accessible.

The idea is simple you decide on an activity and ask for sponsorship for doing the activity by a set date.

An essential skill to effective sponsorship is to ask people for money, having some charisma or confidence can be useful when asking people you do not know.

To effectively do a sponsorship you need to ask friends, family and get the local press or radio involved to stimulate interest.

Here are some ideas for sponsorship:

- Swimming
- Walking a set distance
- Sky diving
- Running
- Learning a new skill
- Producing a piece of art work

Can you think of any others?

Sample Sponsor form at the end of section

Safety!

It is important that if young people are involved in an activity that the parents are happy with them taking part and those they accompany them when canvassing for sponsorship.

Resources

In order to Sky dive the following website will be of use

www.skydivezone.co.uk

Bungee Jumping this website will be of help

www.ukbungee.co.uk

Online sponsorship

<http://www.smartinsights.com/internet-advertising/online-sponsorship/>

Corporate Sponsorship

<http://www.idealists.org/info/Nonprofits/Dev2>

http://i-genius.org/learning/?content_id=1

Funding Specialists: Fundamentors – Oxfordshire based

<http://www.fundamentors.org.uk>

SPONSOR FORM

Name of Organisation: _____

Description of event: _____

Name of person being sponsored: _____

Sponsor's name	Sponsor's Address	£/ Activity	Total	Paid

Tick the box for Gift Aid

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Quiz Events



Quiz night can be a really fun way to raise vital funds.

In order to run a quiz night you need to think how much you will charge a team. Generally speaking 4 or 6 people per team is quite good. The quiz night should be roughly eight to ten rounds and cover a range of subjects such as Art; History, General Knowledge; Music and TV.

An essential element of running an effective quiz night is careful planning; nothing can be left to chance. Venues need to be booked; decisions need to be made about time and date. The event must be well publicised. It is essential that everyone involved in the event knows exactly what they are doing. It is useful to have one who takes overall responsibility behind the scenes to ensure everything runs smoothly. Someone with a good voice or can use a microphone asks the questions.

Part of the event may include some kind of refreshments. A lot of money can be generated by this activity.

Resources

www.freequizzes.co.uk

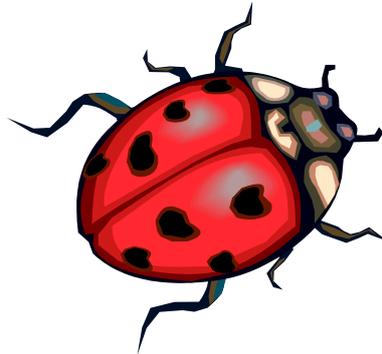
www.challengethebrain.com/

http://www.businessballs.com/quizballs/quizballs270Q_free_trivia_quiz_questions.htm

<http://www.quizglobal.com/browsequizQandA.aspx>

<http://www.quiz-genius.com/QuizQuestions.html>

Beetle Drive



Beetle drives can be a very fun way to raise money and are relatively easy to organise. It is a British game where one draws a beetle in parts.

In order to play the game you need dices and pens as well as score pads. It is the dice number that determines which part is drawn.

The part drawn is decided by the roll of a die. The traditional rolls are:

- 6 is for the [body](#), of which there is one.
- 5 is for the [head](#), of which there is one.
- 4 is for the [tail](#), of which there is one.
- 3 is for a [leg](#), of which there are six.
- 2 is for an [antenna](#), of which there are two.
- 1 is for an [eye](#), of which there are two.

How the game is played the first player to complete their beetle shouts out “Beetle!” stopping the play of all the groups. Then the winner of each group (the player with the most complete beetle in that group) will move around a circle of tables to the right (clockwise). The overall winner is the one who has the most complete beetles.

You will need to think about entrance fee to the event; hiring of venue and any refreshments.

BEETLE DRIVE SCORE CARD

Name

Record scores for each game here :

Game 1.....

Game 5.....

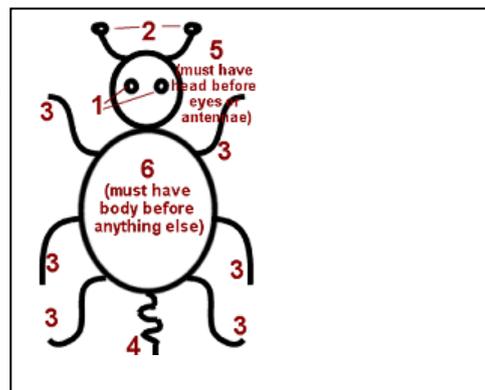
Game 2.....

Game 6.....

Game 3.....

TOTAL SCORE.....

Game 4.....



1	2	3
4	5	6

Karaoke Evenings



These events are best organised in partnership with a local pub as they may have the equipment already otherwise you will need to hire them

Resources

Karaoke Machine Hire / Karaoke DJ hire

<http://popstarzparties.co.uk/>

<http://www.partytracker.co.uk/karaoke-hire-s/671.htm>

<http://www.gigmasters.com/Karaoke/Karaoke.htm>

<http://www.mobilekaraokehire.co.uk/>

Coffee Mornings



Coffee mornings are a social way to raise funds. They are easy to do and relatively easy to plan and are very fun. Invite your friends and neighbours round and charge them a fee.

Duck Racing



Duck racing can be a way of raising money but it is advisable to seek advice from experts about the safety of running this activity.

In order to do this event, you need a safe stream. Ducks are numbered and released into the stream and are caught in a net downstream. The first rubber duck to reach the net wins a prize.

People pay a fee for each duck to enter the race. Successful events are often planned well and involve refreshments.

Demonstrations



Demonstrations of a skill or an artist painting may also raise funds. An entrance fee is charged and may involve active participation.

Talks



Talks can be an event which can create money. You need to follow your organisation's policy with regard to paying the speaker.

It is good to plan the event with fine detail and to have a speaker who is confident and an expert in his or her field.

Venues may need to be booked and good publicity of the event is essential. This includes eye catching posters, announcements in local media.

Collections



Collections are a relatively easy way of raising money for charities and voluntary organisations.

A bit of forward planning is needed to do this, firstly you need to discuss which supermarket you want to approach and perhaps in advance decide how long you want to collect and how you going to organise who is going to collect on the day.

In order to do a store collection you need to contact the manager in advance as there is likely to be competition with other charities to do the same thing.

It is helpful to explain to the manager about your organisation as well as highlighting how you intend to use the money.

Drawing up a list of helpers is useful and on the day having two helpers at the time is a useful approach. It is sensible for “shifts” to be about 2 hours long as most people get bored or tired after this length of time.

Stores often have rules or guidelines on collections and it is essential you stick to them. A universal rule is not to harass shoppers.

Having a stand or display banner can generate interest.

Resources

Publicity material such as banners can be made by companies such as vistaprint.

<http://www.vistaprint.co.uk>

Donation boxes / Collection tins can be bought from:

<http://www.direct-fundraising.co.uk>

<http://www.carefundraisingsupplies.co.uk>

Collections advice and useful information:

<http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/charitable-collections/>

Bag Packing in the Supermarket



This is a simple money making activity for a charity or voluntary organisation but relies on having plenty of volunteers in order to do this effectively. The store manager needs to be contacted in plenty of time and enough collection buckets need to be ordered in advance if not already bought. It may also be useful to have some leaflets on the charity to give to customers and for volunteers to know about the organisation and how it works in the community.

Recycling



Recycling is a great way to help the environment as well as helping to raise funds for the voluntary organisation. There are different types of recycling one can do to raise money. It can be an easy way to raise money.

Items that can be recycled include:

- Mobile phones
- Tin cans
- Ink cartridges
- Jewellery
- Foreign coins
- Stamps

Resources

www.thinkcans.com

www.recycle4charity.co.uk

www.jewelleryrecycling.org

www.cartridges4causes.co.uk

www.recyclingappeal.com

www.cash4coins.co.uk

<http://www.therecyclingfactory.com/>

Raffles



There are basically three types of raffles which can be run. With regard to raffles there is legislation governing how raffles are run under the Lotteries and Amusement Act 1976, Sections 3, 4 and 5.

If new to Raffles it may be wise to seek legal advice or advice from your head office to ensure you comply with the law.

Within an Organisation

You do need a licence to run this raffle. You must however get permission to run the raffle from the boss!

Prizes are bought in advance or donated, and then you simply sell raffle tickets. It is important to announce the draw date.

This type of raffle does not generate huge amounts of money. Prizes cannot be money.

Event Raffles

This can be done as part of a bigger event and works on a similar principle as above. Prizes cannot be money and rules state prizes bought cannot be above £250.

General Public Raffles

This is the most complex type of raffle you can run. It does raise a good level of funds. It is essential you comply with the Lotteries and Amusement Act 1976 – Section 5 which states you must register with your local authority and pay a fee.

There are strict guidelines which must be followed.

Resources

Raffle Legislation

<http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/raffles-and-lotteries/>

Organising Events

Organising events can be very stressful but very worthwhile financially. Before we look at organising an event we are going to look at sources of stress and provide you with the tools to cope with organising and event.

The possible sources of stress:

- Emails – it is very easy to misinterpret.
- Stress
- Not doing things in plenty of time
- Relationships – During times of stress we can rub each up the other way.
- Confusion over roles of volunteers
- Not advertising event well
- Lack of forward planning
- Problems with deliveries
- Venue problems – burst pipes / broken down heating
- Problems with internet / printer computers
- Wrong items being delivered
- Poor weather
- Illness
- Transport
- Clashing with other events locally
- People breaking promises / turning up late
- Poor organisation
- Errors in publicity

There may be others – can you think of any?

The key to a successful event is to plan well in advance and to cover as many possible problems as you can.

Volunteer Stress

It is possible during the run up to an event and during the event there is increased levels of stress and anxiety; hence the reason why we are covering this here. Volunteers are the backbone of any charity or voluntary organisation so their emotional well-being is important and as a trained counsellor I know the affects that stress can have.

Panic Attacks

Concentrate on calming and slowing your breathing. Try to breathe deeply. Slowing the breathing will help slow down the racing thoughts. Breathe in deeply to the count of seven and breathe out to the count of ten.

Stress

The way to combat stress in the lead up to an event is to relax.

Purposes of Relaxation

- To help reduce tension as well as overcome the general feelings of stress.
- To help counteract the constant activity of a workaholic or social addict.
- To aid other purposes, such as concentrating /increasing learning efficiency, overcoming insomnia and improving sleep, and improving one's general health.

Relaxation Techniques



The first technique is the Deep muscle relaxation which is very easy to learn. Tension is felt in the muscles, so through focusing and relaxing your muscles you can calm your mind and body. Start with tightening your feet and then relax and repeat with every muscle up to screwing up your face.

Legs

Thighs—make legs stiff and bend toes and feet up towards knees
Calves—make legs stiff and straight, bending toes and feet down away from head
Toes—curl toes

Arms

- "Make a tight fist" with hand and bend arm down towards the elbow. Start with one arm, move to both arms.
- Biceps—"make a muscle." Both arms.

With the Triceps; stretch the arm out straight, tensing the muscle in the back of the arm. Do this with both arms

Upper body

- Shoulders—shrug up, move forward and back
- Chest—inhale and hold it, relax as you exhale
- Stomach—"suck it in," push it out
- Back—arch it
- Neck—roll head right, back, left, down (chin on chest)
- Lips—press lips together
- Jaws—clench teeth
- Tongue—press against roof of mouth
- Eyes—close eyes tightly (Do not do with contact lens in)
- Forehead—raise eyebrows and "wrinkle forehead"

Benson Method

The second method is the Benson Method which is meditation used as a relaxation procedure.

Use the word "Relax"

1. Sit in a comfortable position in private.
2. Close your eyes gently.
3. Relax. Search your body for tension; relax the tense spots by moving or stretching or tensing the muscles and then relaxing *deeper* and *deeper*.
4. Notice your breathing but let it be natural, don't control it. Start saying "Relax" as you exhale. Say it silently, say it mentally to yourself. Repeat the word "Relax" after each exhale.
5. Your mind may wander. Passively observe the mind's thoughts and accept whatever happens. Just lazily bring your mind back to the word "relax". Just relax. Focusing on the word "Relax" as simply a way of relinquishing your control over your mind. Let your mind relax or do not try to control the mind. When you become aware that the mind has wandered and has now finished its thinking, bring it back to repeating the word "relax" every time you exhale.

Practice this technique regularly when not under stress and in time you will be able to relax on command. It takes roughly 5 hours to learn this method and should be practised 15 -30 minutes a day or occasionally to keep the skill.

When planning an event ensure you to the following to reduce stress:

1. Start off your day with breakfast.
2. Instead of drinking coffee, switch to water or fruit juice.
3. Avoid trying to do 2 or 3 or more things at a time.
4. Organize your work - set priorities.
5. Don't try to be perfectionist. Don't feel like you have to do everything in one go.
6. Develop a support network, so you can tell a friend about your day.
7. If possible, reduce the noise level in your environment.
8. Use humour to diffuse tension
9. Try not to take yourself too seriously
10. Try not being too critical of yourself or others.

Resources

Mental Wellbeing book – dealing with relationships and stress.

The Mental Fitness Guide. Manage Your Mind by Butler and Hope

ISBN 0-19-262383-4

Events



Having examined volunteer welfare it is important to look at the practical aspects of an event. Events can generate lots of vital funds and can be considered a “showcase” for your organisation so they need to run smoothly.

Events can be very enjoyable and may need lots of help to run well.

You need to discuss the following / have people in charge of different aspects:

- Publicity
- Venue Hire
- Catering
- Music if any
- Make a plan of the event
- Budgeting
- Licensing / permissions

It is essential for you to use a “to do” list. Regular communication between all involved in the event is vital and regular updates allow for snags to be spotted early. Complicated or big events need to be planned at least a year in advance.

Here are some ideas for an event

A dance event

A talk

An art demonstration

Halloween Party

Christmas Party

Art Event / Craft Fair

A sport event

Cooking Demonstration / competition

Fete

Concert

Cake making evening

Themed evening

Can you think of anymore?

Resources

www.peeaks.co.uk

Art Fairs



There are two types of art Fairs; one is and craft fairs for independent artists and the other is professional art companies.

Art fairs can raise money; normally a fee is agreed or that the artist gives a small percentage of profits. They are hard work and need to be planned exceptionally well. Publicity is vital and needs to be in the paper; banners also need to be put up and posters need to be distributed widely. If there is money in the budget radio advertising is a must. The event needs to be on a time when it will not clash with other local craft fairs.

Things to consider:

- You need to plan the event at least a year in advance.
- You need to keep an eye on the budget.
- Venues need to be hired in advance and if marquees are being used they too must be booked.
- It is essential to ensure you are fully insured.
- First aid must be booked and paid for.
- You need to ensure the stall holders can have access to good refreshments during the event; so you may need to bring in caterers
- It is a good idea to go to as many craft events locally as you can to make contact with artists and to invite them to the event

- Details of artists can be found by research on the internet
- Going into local art galleries and art centres may also be useful in finding local artists.
- It is essential to have lots of people involved as there is a lot of lifting involved e.g. setting up stalls and clearing away after the event
- It is good to involve local groups like the WI to serve cakes and tea during the event
- Weather – if the event is outside is there another cover if it rains?
- You need to consider car parking and how traffic is being directed in the car park or field
- Have plenty of toilets
- A team to clear up after the event
- Check to see if you need to contact the local council or police

Professional Art Fairs

These can generate huge amounts of profit to the charity. They need to be planned exceptionally well and the companies involved will be expecting everything to be just so. The venue could be a historic house or part of a big event outside.

Plans of the event need to be available to the stall holder and the public. There needs to be sufficient toilets for the public. You need to ensure you have enough volunteers to make the event move smoothly. Stall holders will be expecting all the stalls to be up and ready before they arrive and will need to be meet and shown where to sell their items. It is wise to distribute the various types of artists throughout the art fair. Demonstrations by artists can be a big draw. Risk assessments and fire safety need to be covered well in advance as well as first aid.

If the event goes smoothly, the event can be repeated the following year.

Stalls & Fetes



Stalls can be a simple way to raise money and can be at Fetes, markets. You could sell art items you have made or cakes and cards; or even donated goods.

It is a good idea to make sure you are fully insured and have done a risk assessment.

Grants

Grants can be the life blood of a charity and can help a charity reach many of its aims. It is essential to keep meticulous records when involved in the grant process.

Grants can be used for a variety of things from buying equipment to covering stamps. Grants can bring in lots of money is a highly specialised area of funding. If you decide to put in for a grant make sure you read all of this section carefully.

Successful grant application is often the result of researching thoroughly the grant giving charity. Looking at grants given in the past gives a clue to what the grant committee is happy to fund.

We will now explore the various stages of making a successful grant application.

Successful Grant Application Process

Decide on what things you want the grant for.



Research grant giving organisation on the internet.
Contact the local council they often have a charity grant adviser who can help you.



Any Grant giving organisations you find put in a folder as they may be useful for future grant application



Check the rules of the grant giving organisation
Can they give you money to what you are asking?



Contact the grant giver for advice before putting tin the application



Read the rules careful. Do not go ahead if you are not happy.



Fill the application carefully. Explain why you need the money and make a case for it.



Check for spelling mistakes.



Gather together all documents they request.



Research statistics or facts about the area from the local council and include with application or mention in the grant. For instance if there is high levels of unemployment mention if relevant to the grant



Post the application form



If the grant application is accepted; always send

A thank you letter



Start the project



Comply with all the rules



When the project is finished fill in the end of project report if required.

Why Applications Fail

Eligibility

Before you apply check that your organisation is eligible to apply. It is very common for applications to be rejected at an early stage on legal grounds; for example not having the correct organisation status (lack of charity status) or lying outside of geographical remit of the grant giver.

Grant Giver's criteria

Applications may fall outside of the funder's strict criteria. Check the criteria carefully before applying as this can save you valuable time which can be used with another funding application. Some funders may only help the disadvantaged, children or older members of society.

Budget and costings

Make sure your budget and costings are realistic. Make sure you put in for enough money to pay for the project.

Explain how it helps the organisation rather than people

You are more likely to get the grant if you state that it is needed to keep a much needed service than if you state it is needed to keep the charity running or to save someone's job. You need to explain why something is of value to the organisation rather than just saying "we need for example a printer".

Letters of Proposal

Letters of proposal are letters seeking grants from grant giving organisations

Things to do

- Be clear in your mind what you are asking before writing
- Follow any application guidelines – you do not want to get on the wrong side of the grant provider
- Demonstrate you meet the grant giver's funding criteria
- Be specific – state how much you need to do the project and clearly show how you will use the money. It is essential to make a good case and support your arguments with facts and figures e.g. official statistics from Government where appropriate
- Ensure to create a good impression; make sure you use positive
- Check spelling, punctuation and grammar
- Use language such as “we will”; avoid “we hope to” in the application
- Be to the point and try not ramble on

Things to avoid

- Make sure there is no spelling mistakes especially with the person's name you are writing to
- Don't put in applications that do not fit the criteria
- Only ask for the money that is needed.
- Do not be vague this suggestion the project manager does not know what he/she is doing and creates the wrong impression

Resources

Directory of Social Change www.dsc.org.uk

How to structure a letter of proposal

Proposal summary

Explain briefly the project and its aim. You need to grab the Funder's interest, so use positive language and explain how having a grant will make a difference.

Introduction

Explain your organisation, what its aims are; how it began and reputation. This section is all about reassuring the Funder who you are and that you have the expertise to do the project.

Explain how you decided to do the project

You need to state why the project is needed; how you identified a need for the project. Use facts to back your claims eg Government statistics; research and so forth.

Aims

Clearly state what the intended outcome would be and how this will help the need identified.

Objectives

Explain how you will achieve the aims of the project – what will you do in the project. Be specific eg provide a service, publish material etc.

Measurement

Explain how you will measure success – how will you know that the project is a success?

Money

State the budget for the project. be very clear about what will be funded and whether you will receive any income or “in kind” help from other sources.

Fun Test

Do you know the following “buss” words?

Aims

Capital costs

Revenue Costs

Match funding

Outputs

In “kind donations”

Stakeholder

Beneficiaries

Evaluation

Monitoring

Total Project Value

Grant Form Filling



Make sure every question is answered on the form.
You do not want the funders having to hunt for information as this makes them annoyed.

How to succeed at funding

It is very useful to think about funding from the other side of the table.
A key question is would you fund you if you were assessing your application?

In this section we will look at the fund givers side of things.

Membleury Charitable Trust

You are trust members for the charity and you will have to assess the following application and how much if any you will give.

Membleury trust will fund the following:

Adult Education charities
Befriending schemes
One off grants for computer equipment
Schemes to help deprivation.

They will not fund
Companies
Salaries.

We have two schemes – “one of grant of £500” or up to £15,000

Below are the applications received which one will you choose to award money to.

Dumbledore Gardening Service



Dear Trustees

I'm writing as we would like some cash to purchase a lawnmower, please help. We are a bit short at the moment as the accountant has charged more than we anticipated.

Many thanks

John Browne

WEA



LearningforLife

Black Bow WEA

Dear Ms Burrow

With reference to our earlier conversation we would like to apply for a one off grant from your trust.

Black Bow WEA branch has been running for 15 years and is part of the national WEA charity. (Enclosed is a leaflet about our charity)

Our aim is to buy a computer to help the secretary deal with branch enquiries This in turn will help our beneficiaries (students) by allowing the branch secretary to deal more effectively with course enquiries.

We have looked into the cost of a new computer and it will cost £500, included with this letter is an estimate from our local computer shop.

I look forward to hearing from you.

Yours sincerely

Mr grantwell



Sellow Well Charity

Dear Ms Burrow

I am writing to enquire whether it is possible to apply for £10,000. We have identified a need for a befriending service and it will really help our clients if you could fund this project as it will make such a huge difference to their lives.

The aim of Sellow Well Charity is to make life easier for older people. We have been running for 50 years and run a number of projects from a shopping service, counselling and a day centre.

£5,000 will be used to employ a manager and the rest of the money will go to running costs.

We identified a need for this service from Yarrow Council's statistics.

Thank you for your help in this matter.

Yours sincerely

Janet Bendlewood

Finally

Which application will you accept and why?

Each application needs some work can you make them better.

Last of all can you make your own application to the charity?

Well done!

You have got to the end of the guide.

Glossary of Terms

Aims	What you hope to achieve
Objectives	The activities you will do in order to make the aims happen
Outcomes	The changes that happen due to your project
Outputs	Results or products generated e.g. can be training sessions or leaflets produced
Capital costs	Assets of the charity
Revenue Costs	On-going costs e.g. wages, telephone, stationery, admin support, heating
In “kind”	Non cash items, services, volunteer time etc
Match Funding	Contribution you may need to make with your grant application and can include “in kind” or cash
Beneficiaries	People who benefit from the project
Stakeholders	Group, person or organisation that will have an interest in the project.
Evaluation	Collecting and recording information about project results to determine the “success” of the project.
Monitoring	On-going checks of project activities. Checking to see if project is on track.
Total project value	Total cost of project.

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