

**RAISING MONEY  
FROM  
GRANT MAKING TRUSTS  
AND  
COMMUNITY FOUNDATIONS**



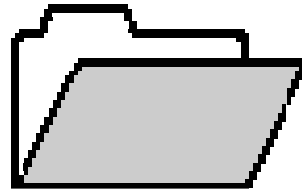
[ 1 ]

**POLICY DOCUMENTS**

Strategic Development Plan

Business Plan

Fundraising Strategy



[ 2 ]

**5 STEPS TO FUNDRAISING**

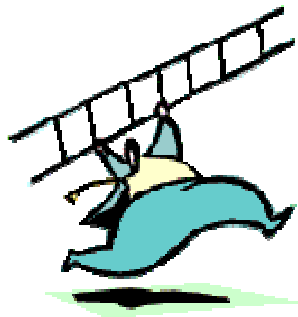
Think

Organise

Develop

Apply

Follow up



[ 3 ]

**THINK**

What is your idea?

Is there a need?

What are you going to do with the money?

Who is going to do it?

How are you going to do it?

Why should a funder finance it?



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### **ORGANISE**

Set your fundraising goals

Identify resources

Draw a time line



[ 5 ]

### **DEVELOP**

Research funders

'Assemble all relevant information'

[ 6 ]

### **YOUR PROJECT**

Is the project viable?

Are the outcomes worthwhile and achievable?

Can the project organiser deliver?

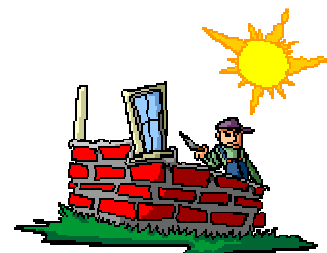
What are the long term goals? - Are they SMART - specific, measurable, achievable, realistic, time bound?

Is the project purely local or could it have a wider effect?

Relationships and networking

What will happen afterwards?  
exit strategy

Project/Organiser/Organisation credibility



[ 7 ]

### **APPLYING FOR TRUST FUNDING**

Identify how the trust wants the application

Know the timescale

Answer the questions

Enclose copies of accounts/annual reports

Enclose quotes



[ 8 ]

### **WHAT WILL A TRUST BE LOOKING FOR?**

Does the project fit the criteria? (grant policy)

Project specifics

Benefit to funder



[ 9 ]

### **GRANT POLICY**

Does the application fit in with trust policies and guidelines?

Are we interested in the area?

Have we funded anything similar recently?

Is the project the best way of spending our resources?

Geographical reason/s for or against the application





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### BENEFITS

Best use of our resources

Opportunity for publicity

Good manners

After sales warranty

[ 11 ]

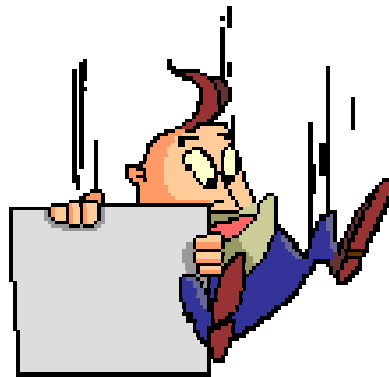
### WHY DO APPLICATIONS FAIL?

No focus on the requirements of the funder

Applicant makes assumptions

Applicant not realistic about the project

Applicant does not answer the questions  
unrealistic budget



[ 12 ]

### AFTERWARDS

Accept that an application can fail

If successful

Keep your funder informed

Comply with the conditions of grant



All information provided curtesy of:

Local Network Fund  
Outreach and Support

