



Funding Guides



FUNDING GUIDE 1 : Funding Guides: An Overview

This is the first of a series of guides to the whole process of funding a project. They have been produced by the Church of England nationally, to help parishes seek funding for a project. It is designed for groups that have not yet begun fundraising, but we hope it may also be a useful tool for more experienced fundraisers. This first guide provides an overview of the whole process of fundraising, and demonstrates how the guides each fit in to this process.

At one time or another every church will need to fundraise for a project that furthers its mission. Fundraising involves getting the resources - money, equipment, premises etc. - that you need to achieve your project goals. It should not, however, be confused with planned Christian Giving. Generally speaking, the ongoing mission of the Church should be funded by regular giving, while one-off projects need fundraising. Fundraising should therefore be an organised, planned activity. There are a number of stages:

- Stage 1: Preparation and Planning**
- Stage 2: Launching your Campaign**
- Stage 3: Locate funders and donors**
- Stage 4: Make applications**
- Stage 5: Follow up**
- Stage 6: Begin Project (once funding is in place)**
- Stage 7: Monitoring and Evaluation**

IMPORTANT : PLAN AHEAD!

The time from when you decide you need funds to when you get them paid into your account is likely to be a few months. As a guideline **allow a minimum of 6 months**. The larger the amount you are seeking to raise, the longer it will take.

1: Preparation and Planning

Before approaching any funder, you will need to be clear on your project plan, aims and budget. Funding Guides to support this step are:

- FG2. Where to get help** : books, websites, and people who can help. Consult early!
- FG3. A Funding Health Check** : a checklist to ensure that you prepare thoroughly.
- FG4. Preparing a Funding Strategy** : help to get the right approach to funding
- FG5. How to Set a Budget** : guidance on developing a budget for your project
- FG6. Developing a Business Plan** : how to write a plan that funders will accept
- FG7. Working in Partnerships** : some guidance on working in partnerships.

2: Launching your Campaign

When you are ready to launch, it is essential to get it right - both in terms of timing, and in making a positive impression on your target group. A Funding Guide to support this step is:

FG8. Launching the Appeal: how to get your campaign off to a great start!

3: Locate funders and donors

When you are ready to launch, it is essential to get it right - both in terms of timing, and in making a positive impression on your target group. Funding Guides to support this step are:

FG9. Funding Sources :

FG11. Applying to Charitable Trusts :

FG12. The National Lottery : This & the next 3 cover Lottery funding for churches

FG12a. Heritage Lottery Fund :

FG12b. The Big Lottery :

FG12c. The Arts Council :

FG13. Landfill Tax Community Fund : All about VAT, and when you can reclaim it.

FG14. Local Authorities and Funding : Statutory funding possibilities

FG15. VAT & VAT Recovery Schemes: All about VAT, and when you can reclaim it

FG17. Funding from Individuals : gaining money from individuals

FG18. Fundraising Events : raising money through events

FG19. Gift Aid : Making donations tax-efficient.

4: Make applications

When writing applications for funding there are some important guidelines you should follow to ensure you maximise your chance of success. A Funding Guide to support this step is:

FG10. Making Funding Applications: guidance on writing applications.

5: Follow up

Successful fundraising requires a degree of persistence. It's important to follow up on meetings and pledges, and to keep communication open with funders.

6: Begin Project (once funding is in place)

The important point to stress here is that the project should not get under way until the funding is in place. This is especially true of a capital project, or one which will be partly funded by grants.

7: Monitoring and Evaluation

Reviewing your project afterwards can be necessary to satisfy funders' criteria, but also can provide a wealth of helpful learning. A Funding Guide to support this step is:

FG20. Monitoring and Evaluation