

**FUNDRAISING
GUIDE**



**FUNDRAISING POSES ONE OF THE
BIGGEST CHALLENGES FACED BY
HEALTH PARTNERSHIPS.**

**THIS EASY-TO-USE BEGINNERS
GUIDE TO FUNDRAISING IN THE
UK COVERS SOME OF THE BASIC
INFORMATION YOU WILL NEED
TO GET STARTED WITH RAISING
MONEY FOR YOUR PROJECT.**



THET HAS SUPPORTED HEALTH PARTNERSHIPS FOR MORE THAN 25 YEARS, HELPING TO SHARE EXPERIENCES AND ENCOURAGE THE GROWTH OF PARTNERSHIP ACTIVITY.

More recently THET has also become a grant giver, and many health partnerships have received funding through the grant programmes THET manages. However, one funder cannot support everyone nor grant-fund projects indefinitely.

Health partnerships have often requested practical advice on how to fundraise effectively. This short guide is a response to those requests.

Fundraising can seem like a huge challenge but there are ways to manage it effectively, even when you have limited time. It is best to aim for a diversity of funding sources and to always consider the cost (usually in terms of time and effort) and likely benefit of any fundraising activity before you begin

There are three basic ways to get funds for your partnership:

GIFTS

Gifts are straightforward donations of money, often given without conditions and because the donor is happy to support your partnership and work. Gifts can come from anywhere, usually the **general public, organisations or prominent individual philanthropists**.

You can seek gifts in a variety of ways, from the traditional rattling of buckets on the street to asking wealthy individuals to donate, appealing for donations online, or arranging sponsored activities.



Advice & tips

When raising money **on the street** target places where you will find large public crowds, e.g. popular local sports or arts events. Consider the likely size of donations and how long it would take to raise a worthwhile amount of money.

Check the relevant rules and acquire the appropriate permissions (see www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/public-collections/)

When raising money through **sponsored activities** find something that will be popular, fun and motivating, such as quizzes, fancy dress days, and picnics with competitions; or challenge events such as marathons, mountain climbs, and parachute jumps.

Ask people with high-net incomes to take part if you can (they are generally likely to raise significant amounts of sponsorship money);

Aim for a large group if it's an activity that children or students are going to do (as their sponsors are generally likely to give smaller amounts). You can look for an activity that is run and managed by other organisations or companies

(e.g. a marathon or specialist adventure/challenge company) if you don't have time to organise it yourself, or do not want to handle the responsibilities.

Make it easy to donate, have clear online links to a payment facility on any online, public profiles such as your website, Facebook page, YouTube channel etc.

Make use of text message giving (some advice is available at: www.markeluk.com/useful-information/how-to-set-up-a-text-donation-service-for-your-cha.aspx).

Ask people to become regular monthly donors (and suggest a manageable amount) wherever possible and ask an organisation to set up a payroll giving scheme such as 'Pennies from Heaven' – which allows for employees to donate the pennies on their paycheck to your partnership/charity.

Let other people lead and manage this type of fundraising as much as possible – find willing friends and volunteers, encourage them to be imaginative and delegate the work to them. If possible, aim for a flow of different fundraising activities every year.



PROS OF GIFTS

You are generally free to use this income as you wish, as long as it's in keeping with your partnership's objectives and what you told people when you collected the funds. This flexibility can be helpful when you need to pay for the less attractive or marketable overheads of your partnership, such as unavoidable utility bills and administration costs.



CONS OF GIFTS

The amount you raise in donations is often variable and unpredictable – from lots of small amounts to occasional or one-off large amounts. Regular standing-order donations from individuals are great, but it can take a lot of work to persuade people to become regular donors.

FUNDRAISING

IN ACTION



A well-connected GP raised £15,000 in sponsorship money by himself on a long bike ride.



A sponsored parachute jump caught the attention of young people in a local company – many joined in who were not traditional supporters of the partnership. They were happy to raise enough money to cover the cost of the jump and donate sponsorship money to the partnership on top.



A well-off, newly retired couple were encouraged to visit the partner country, see the partnership's work first-hand, and contribute their expertise. Following their return they made a substantial donation to ongoing running costs of one of the activities.



GRANTS

A grant is a sum of money that's given to you, usually following an application. It normally comes with conditions and a requirement for formal reporting on how it's used. You can get grants from a variety of independent Trusts and Foundations, and from large public grant-giving bodies, such as the UK Government (UKAid), Big Lottery, Comic Relief and various global bodies.

Advice & tips

When searching for a funder do some research and find a funder who wants to support the type of work that you do – whose vision and aims match yours. Check these websites for information on Trusts and funding bodies:

www.smallcharities.org.uk

www.fundsforngos.org

<http://itforcharities.co.uk/internet-resources/online-grants-databases/>

Spend some time reading about the funder you want to approach (most will have some online information available) and make sure you understand their aims, grant conditions and your eligibility to apply to them.

When approaching a funder for the first time prepare a short summary about your partnership and what you would do with a grant. Call funding bodies if you can and give them this summary. Listen carefully to their reaction and consider adjusting your proposal if you can, to better meet their preferences. Or do further work to prepare your application if necessary.

When applying to the funder be realistic about the amount of money you apply for. Most funders will not give you more than your annual income over the past one to two years, or a grant amount that is significantly higher than you have received before. You usually need to build up, step-by-step. You may also need to start by requesting a smaller amount from a funder who is not yet familiar with you, then see if they are willing to offer a larger grant next time.

A clear and concise summary about your partnership and what you want to do is often important for initial conversations with funders and for the start of grant application forms. Some funders will do initial sifts of applications based only on the summary, so make sure it's good.

Tips for a successful grant application

- Be clear about the problem you are tackling and provide some basic statistics to show how it affects disadvantaged people and their communities.
- Use straightforward language. Avoid technical medical terms if they are not likely to be understood by those assessing your application. Explain all acronyms.
- You may be asked for evidence of recent consultation with beneficiaries about their needs and your proposed activities so be prepared for this.
- Make sure your proposed activities are presented in a clear, methodical and well laid-out plan.
- Be realistic about costs, allow for inflation and currency exchange fluctuations.
- Check the accuracy of your budget spreadsheets/tables and ensure that all budgeted costs are clearly explained in the narrative of the application.



PROS OF GRANTS

Grants can bring in predictable and large amounts of money.

Successfully receiving and using a grant will build your reputation and ability to approach other funding bodies.



CONS OF GRANTS

The application process can take time and forms can be long and detailed.

There can be restrictions on certain costs, e.g. capital costs and project management.

Reporting requirements can be extensive (depending on the grant funder).

SALES

You can **generate income by selling** something and using the profit. For example you might sell crafts from your partner communities, hand-made greetings cards, cakes, or donated clothes and toys. There are many things you might sell and the items do not have to be related to the topic of your work. You can also sell tickets to events such as charity dinners, balls, and concerts, or for competitions and prizes such as raffles.



Advice & tips

When selling something to make a profit you have to operate like a business for it to be effective; you need a product that can sell well, has a market and makes a profit after costs. Be conscious that you may be, in effect, setting up a micro business within your partnership; consider the time it will take to manage this alongside your activities.

If you are organising entertainment or other events for which you sell tickets, make sure you're likely to raise enough to cover overhead costs and create some profit or donations on top.

For gambling activities such as raffles, or some competitions, check the relevant legislation and licenses required: www.gamblingcommission.gov.uk



PROS OF SALES

Selling something can be very rewarding and potentially provide a sustainable/regular source of income over time.

The profits, as with gifts, are yours to use as you want. It could provide a regular income over time.

Well-targeted and managed events can be very successful at bringing in significant sums and raising the profile of your work.



CONS OF SALES

Managing a business alongside your other work is likely to require a lot of time and effort. It will only raise funds if the enterprise is consistently successful.

Events can be very time-consuming to organise, and the profits uncertain.

THE INDIRECT APPROACH TO DIVERSIFYING YOUR FUNDING

You are the best advocate for your partnership. Take advantage of any opportunity to promote your partnership in your personal network, such as family, friends, colleagues, neighbours and anyone else you know.

If you talk to people passionately about your partnership, people will be inspired and remember it. They may offer you money straight away, but they can also help make unexpected connections for you that could lead to further sources of funding.

If you see an opportunity to make a presentation, for example at a professional association or club event or at your church, offer to speak about what you do. Take advantage of any informal opportunities to explain your partner activities too as you never know where it might lead.



EFFECTIVE COMMUNICATION

To inspire people to donate it's important to communicate effectively.

An elevator pitch is a short description of who you are and what you want to do, imagining you had a minute or two in a lift with a wealthy or influential individual. In practice it is what you might say briefly to a funder at a busy conference event or in an initial phone conversation with them. It needs to be concise, positive and passionate.

Think about your audience. With the general public, give a broad overview and focus on describing the problem. With funders who are experienced in overseas project funding, focus on explaining your intervention and how cost-effective your activities are.

A good summary or pitch should briefly say:

- who you are
- what the problem is
- how you are addressing the problem, or planning to
- what you've already achieved

Online communication is important nowadays and having a website or blog page is standard. Social media – such as Facebook, Twitter, LinkedIn, Instagram and YouTube – can really help get your partnership noticed and supported, potentially by people from all over the world.



CONCLUSION

Take some time to plan your approach to fundraising. Consider what mix of gifts, grants or sales income you want to aim for in the next one to two years, say, and who you can call on to help you with your fundraising efforts. This is your fundraising strategy.

Some further advice, guidance and information on fundraising standards can be found at:

- www.institute-of-fundraising.org.uk

- www.frsb.org.uk - the independent self-regulatory standards body for fundraising in the UK

- www.bond.org.uk/effectiveness/funding





About the author: Jennifer Fletcher works with Wales – Africa partnerships and has managed a large health partnership project involving four Welsh charities/ health partnerships linked with Uganda. She also supports a Wales – Lesotho link charity with fundraising. Jennifer has been assisting and advising Wales-Africa Health Links since 2008 and delivering training on fundraising to small international development organisations for the past two years. When previously working in the Welsh Government’s Wales for Africa programme, she also helped establish a grant programme and assessed grant applications, including from health partnerships in Wales.



THET, 1 Wimpole Street, London. W1G 0AE

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