

Diversifying funding including Gift Aid.

Funding for All

Active Kent and Medway, October 18th

Funding for All. For you:

All bookable through our
website:
www.fundingforall.org.uk

Who are we?:

1. Free fundraising skills mentoring – just apply on our website
www.fundingforall.org.uk
2. Free online training that covers a wide range of fundraising
topics

We are a registered charity that provides training in Funding and Fundraising for VCSE
groups in Kent and Medway



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Funding for All. For you:

We can also support you by providing:

1. Free 1-2-1 Funding Advice Sessions
2. Free Monthly Funding Surgeries
3. Free grants database on our website to find the latest funds
4. Free face-to-face training days
5. FFA update, top tips and funding deadlines when you sign-up to our newsletter

We believe that by helping groups develop skills with Funding and Fundraising we support the group long term, building in resilience and encouraging confidence to bring the money in.



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Funding for All. For you:

Next Conference dates:

November 2nd, Aylesford Priory- focus on Corporate Fundraising

November 14th, St Margaret's Millennium Centre- focus on Fundraising Strategy

Both events will have opportunities to meet with funders and funding advisors.



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Funding for All. For you:

Funding Surgery dates:

Friday 20th October, in Gravesend

Friday 3rd November, in Hever



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What does it mean to diversify?

A group that diversifies its fundraising is:

- Accessing money from different sources
- Not overly reliant on one or two sources of funding
- Actively developing different fundraising skills within its team



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Why diversify?

1. Strengthen
2. Build in resilience
3. Prepare for the unforeseen
4. Reserves
5. Encourage
6. Enable
7. Sustain



Which of these does your Group do?

Types of Fundraising:

1. Grants
2. Trusts
3. Individual donors, both small and large
4. Gift Aid on donations
5. Community Fundraising by yourselves
6. Community Fundraising by others



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Which of these does your Group do?

Types of Fundraising (2):

1. Social Media Fundraising
2. Crowdfunding
3. Income generation and Primary Purpose Contributions
4. Contracts/Commissioning and Tenders
5. Legacies
6. Corporate Fundraising: Sponsorship/Gifts/in kind/goods or services



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VCSE funding

Two thirds of VCSE income still from individual donors.

Second largest source is contracts and tenders

Grants and Trusts

Community Fundraising

Social Media Fundraising

Corporate Sponsorship/income generation



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VCSE funding

Two thirds of VCSE income still from individual donors.
Donations value added with Gift Aid.

Second largest source is contracts and tenders- income generation through PPC can engage future contracts

Grants and Trusts
Applications enhanced by diversification

Community Fundraising enhances Grant Applications and draws in donors and new audiences

Social Media Fundraising enhances Community Fundraising, connects potential donors and spreads message

Social Media and Community Fundraising draw in Corporate Sponsorship



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Focus on Gift Aid:

Applicable for:

1. Registered Charities
2. CASCs
3. Charitable organisations who are not registered with the Charity Commission but are recognised by HMRC

Focus on Gift Aid:

What can be claimed:

1. Donations from individuals
2. GASDS
3. Challenge events
4. Sales of donated goods



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Focus on Gift Aid:

Memberships:

1. Membership which gives you access to services or facilities cannot have Gift Aid claimed
2. Membership which does not, can be claimed.

Key is that a donation shouldn't not trigger a benefit.

What you need to do:

First Steps:

1. Register with HMRC
2. Systems to collect and store Gift Aid Declaration forms from individuals
3. Ensure everyone understands and knows procedures

January 16th, 6.30pm- Registering and Claiming Gift Aid webinar.



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Next webinar dates:

- Building a Donor Base- Nov 10th
- Community Fundraising- Nov 16th
- Funding for Environmental Projects- Nov 22nd
- Registering and Claiming Gift Aid- Jan 16th
- Get it covered- full cost recovery- Jan 24th



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Q&A

Any questions?



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