

# COMMUNITIES PREPARED

## Introduction to Fundraising for Community Emergency Response Teams and Flood Groups

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# Identifying Grant Funding

There are many routes to identify funding opportunities, we've included a handy list of options on the 'Funding Opportunities' slide, but here are a few examples of where you can search for more,

- Identify how other similar groups are funded
- Sign up to newsletters and alerts from [Funding Central](#), [Get Grants](#) and [Grants Online](#)
- Check out [CrowdFund Cornwall](#)
- Contact your local Voluntary Service (CVS) organisations, such as [Volunteer Cornwall](#) and [Cornwall Voluntary Sector Forum](#)



# Setting Out Your Project

Some key things to consider,

- **Who** will benefit (directly and indirectly) from your project? Describe those groups – what are their needs?
- **What** activities are you asking to be funded?
- **Where** will activities take place? Look at the geography, demographics and draw upon local knowledge
- **How** will the activities be delivered? Will you co-deliver with any partner organisations?
- **When** will you start and finish the project? Is there any rationale behind this?



# Eligibility

Before you start, first check that your project meets the grant criteria in terms of,

- **Priority issues**, e.g. community cohesion. These will usually be set out in an eligibility guidelines document, often with answers to FAQs
- **Location** - the geographical area the grant funds
- **The type and size of organisation that can apply** - local community group, registered charity etc.
- **Timeframes** – will you start and finish the project within their timeframe?
- **Previous grant recipient** – have you previously received funding from this grant body / organisation?

**Did you know that you can contact most funders / grant officers with any application questions?**

# What are Funders Looking For?

- Does the project meet the criteria?
- Will the project meet an identified need? Does this project address a gap in support / services?
- Are the right people in place to deliver the project?
- Does the group / organisation have a presence within the community?
- Is the budget realistic, cost effective and good value for money?
- How will the project benefits be sustained / who will maintain the project?



# Before You Get Started

- Have a look at a selection of the funder's previously funded projects – does your project fit in with the overall theme? Also make note of how much money they tend to award
- Have you got enough time to work on the application before submitting? Some grants run quarterly and it can be worth waiting for the next deadline if there's a tight turn-around
- Do they advise you speak to their grants / funding officer first to ensure you're eligible?

# Writing Applications

- » Have a clear outline of the project and what its trying to achieve
- » Assume the funder knows nothing about your group or the subject matter
- » Use plain, succinct and simple language – explain any acronyms
- » Pick out key words in questions which the funder wants to see in each answer -use the funder's language
- » Stick to the question – especially as there's often a limited word count
- » Read any available funder's guidelines, contact them if appropriate or if anything isn't clear



# Evidencing Your Need

You may be asked to evidence the need for your project, the following are useful sources,

- Letters of support from residents, community groups and local organisations
- Quotes and community questionnaires
- Demographic/ statistical data
- Ward information, government reports and consultation reports
- Be sure to source information from reputable sources e.g. Office of National Statistics, council websites, Government reports – and allow enough time to collect this





# Writing Your Application

- Use positive statements, such as “we will” rather than “we believe”
- Include the names of partners and stakeholders
- Present the information clearly, use headlines and bullet points
- Draft a detailed budget based on real / calculated figures and do not apply for the maximum amount if you do not need to
- Read it aloud to be sure it is easy to read and clear to understand
- Allow time to proof read – ask a couple of people to look over it. Cornwall Community Resilience partners can support this



# Funding Opportunities

- Cornwall Council Community Chest Fund
- Cornwall Community Foundation
- Devon and Cornwall Police Community Resilience Fund
- The National Lottery Awards for All England
- The National Lottery Reaching Communities England
- UK Community Foundations
- Asda Foundation Grants for Local Community Projects
- Charities Aid Foundation Fund
- Persimmon Community Champions Fund
- Morrisons Foundation Charitable Grants
- Tesco Bags of Help Grant Scheme
- Tesco Bags of Help Centenary Grants



# Additional Fundraising Strategies

You may have already secured funding to cover your group's core training needs and are looking to fund additional activities, e.g. obtaining PPE and other equipment. Some options worth exploring are,

- Crowdfunding - small amounts of money are collected from a large group of people online, who pledge their support for the cause / project
- Events – from larger public sporting events (e.g. 10K runs) to privately hosted auctions, concerts, raffles
- Charity shopping fundraising sites, such as [easyfundraising](#) – supporters raise donations for a cause by shopping online through partner retailers



# Links to Resources

Check out [charitydigitalnews.co.uk](https://www.charitydigitalnews.co.uk) for a list of the best free and cheap online fundraising platforms,

- » <https://www.charitydigitalnews.co.uk/2019/02/21/the-best-free-online-fundraising-platforms-for-charities/>

Check out [localgiving.org](https://localgiving.org) for resources designed to help community groups fundraise online and develop relationships with supporters - from technical guides to marketing tips and fundraising ideas,

- » <https://localgiving.org/resources/>



**For further support or information, please contact your local Community Link Officer or designated Emergency Management Officer in the first instance.**

