Funding

A Resource for LGBTI Groups

Equality
Network

Thank You to Contributors

Contents

Introduction

The Equality Network supports the development and sustainability of LGBTI groups across Scotland and has done since 2001. We provide one-to-one support, develop leaders, deliver training and residential events; and publish resources focused on the priorities of groups.

In this resource, we look at the issue of fundraising. From booking rooms, to advertising your group, it all costs money. Some groups run well on small budgets, while others require higher amounts of regular income to sustain their activities.

This resource is written to support your group through the process of fundraising, from getting ready for funding to applying. We will continue to support LGBTI groups across Scotland by developing and bringing together shared tools to grow funding for the LGBTI sector.

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An Unprecedented Period

The response of LGBTI groups in Scotland to the pandemic has been inspiring.

Changing restrictions have meant a need for constant adaptation. Running events and services exclusively online has led to a complete overhaul of what it means to support people, often coupled with technological, practical, and financial hurdles. Many LGBTI groups have met this challenge head-on, they have shown great ingenuity and resilience, working tirelessly to keep people going through a period of real hardship and uncertainty. For this, **we would like to say a huge thank you to all the LGBTI groups across Scotland.**

COVID-19 has seen record levels of emergency funding given to support the work of LGBTI groups, both in their response to the pandemic and in their survival. The Equality Network is not traditionally a funder, but thanks to our key funders and partners, we alone have been able to distribute over £140,000 to community groups and organisations across Scotland. Similar stories have been seen in other parts of the sector.

Thank you!

Historically, LGBTI groups have not been well funded. As LGBT Consortium reports, 0.04% of voluntary funding comes to the LGBTI sector. There have been barriers to funding, from explaining the value of a social group to a funder that does not understand the impact of social isolation and minority stress, to measuring the effect of our work on long-term social change. From the largest organisations to the smallest support groups, these are challenges that we have all faced and will continue to face as we engage with funders on the unique needs of LGBTI people.

Due to the nature of the pandemic, Covid-19 funding at the community level has not come with the usual levels of time-consuming applications and reporting. This has seen many mainly smaller LGBTI groups receiving their first funding support. Unfortunately, this is not the norm, and not something we can get used to.

With pandemic restrictions now being withdrawn, so too will this period of emergency funding. There will be funding challenges ahead, with some funders who have used up resources to get through the pandemic closing or restricting funding programmes.

Embedding evaluation and understanding what a funder is looking for will once again become crucial to funding success..

There are many areas where funding can still be found and expanded. These include tapping into local government grant schemes, increasing individual donations, and developing partnerships with businesses. Funders are increasingly keen on partnership projects, both between LGBTI groups, and with non-LGBTI groups in specific local areas. This is something we can build upon to develop new networks of holistic support and learning.

Becoming 'Funding Ready'

Securing funding can be challenging, but it is a vital part of running a charity or group. It can be tempting to jump straight into sending out funding applications or organising a fundraiser, but this can be inefficient, time-consuming, and overall, less successful. There are a few important steps to take before starting the fundraising process. This section will help you to ensure your group is 'funding ready'.

Are you clear *why* your group exists and *what* it is you are trying to achieve?

Covid-19 means even well-established groups and charities may need to re-adjust and refresh their core offer and strategy. Before you start applying for funds, ensure you have everything in place to make the best case to a funder.

Start with why

Before you do anything, ask yourself:

Who is it for and where?

What are my short, medium and long-term aims?

What do we want to do and why?

Can we evidence a need for this? Are we unique in doing this?

What funding will we need for this and over what timescales?

What activities and projects will get us closer to achieving our aims?

Being clear on why your group exists and what changes you are trying to achieve will be invaluable in drafting your constitution, writing your strategy, applying for grants, or launching an appeal.

Your constitution

Many funders require you to have a written constitution. If you already have this, you need to review it regularly to make sure it meets your needs.

What is a constitution? A constitution is the governing document of your group. It sets out your charitable purposes, rules, and decision-making structures.

Some groups may not need a formal constitution, but laying out how your group will run, who makes the decisions and what your purposes are is always a good idea. The Scottish Council for Voluntary Organisations (SCVO) have guidance on writing a constitution. bit.ly/3oQ3JBj

Your Case for Support

A Case for Support is like a constitution but punchier and with an external audience in mind. When you have limited capacity for fundraising, your Case for Support becomes your best friend! You can adapt its content for funding bids, newsletters, presentations, reports, website copy, social media posts, leaflets, thank you letters etc.

A case for support is your opportunity to tell potential supporters all about your group and inspire them to give to you. It is written with your supporters in mind and answers the question: "Who are you and why should I give you my money?"[1]

A Case for Support should be written with passion, but avoid sounding needy or over-sentimental.[2] Imagine that you are talking directly to a supporter interested in your group and keep the tone positive and upbeat. **Your Case For Support should be short and simple, 2 to 3 pages is plenty!**

Below are the building blocks of a Case for Support. If you are a new group, you may not have all of these, for example, evidence of impact. These can be added and strengthened over time:

- **Your vision.** Explain what your group is trying to achieve.

- **Your history.** When was your group established, why, and by whom? How has the group changed? Why are you best placed to solve the problem?

- **The need.** Provide evidence of need by including data e.g., survey results, quotes from participants and experts who you work with, and external reports. Make the need sound urgent, but solvable.

- **Your services and projects.** Give a short explanation of what you offer, outlining the main features of each service or project. You can mention external partnerships, where the funding comes from and where the funding gaps are.

- **Your impact.** How are you changing lives? How do you know this? Provide evidence of your impact by using facts, figures, and quotes.

- **Use a story.** Add a short case-study on someone who has benefitted from your group to show the difference you make. Supporters are influenced by stories.

- **Your finances.** How much does it cost to run your group each year? How do you raise the money? How much have you already raised? Present your budget clearly.

- **Your ambitions and plans.** What else would you do if you had the money? What else is your community asking you for? What are your priorities for the coming years? [3]

Try to write your Case for Support collectively. Remember to use it in external communications, and to keep updating it with fresh knowledge and learning.

As part of this process, **consider writing an 'elevator pitch' about your group,** as well as your current projects.

Imagine if you met someone important in an elevator and they asked you about your group… **An 'elevator pitch' is 50-75 words, summarising what you do, the difference it makes, and how you do it.**

An **elevator pitch** can be adapted and slotted into funding applications, sit on the home page of your website or the description on your Facebook Page. It is a great way to test whether you are clear about your aims and objectives. If you are finding an elevator pitch difficult, this may signify a need for further thinking and refinement.

Want to keep people interested? Read this blog:
bit.ly/3vtVUUA

Your constitution, case for support and elevator pitch should be consistent. Funders often look through annual reports, social media, and your website to understand more about your group. Your vision, aims, and what you do should be clear and coherent across all channels of communication.
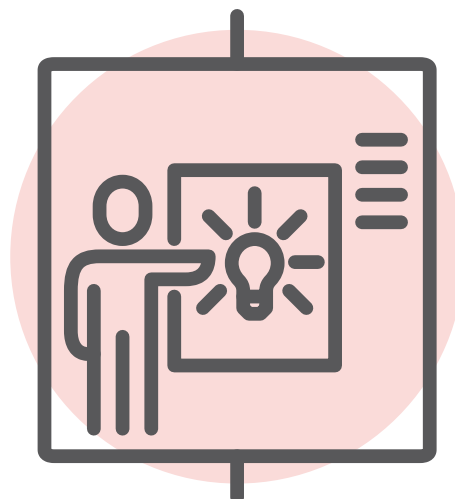
Get your house in order

Part of becoming funding ready is demonstrating 'sound financial management'. Funders look for evidence that a group is well run with carefully considered plans, as this suggests their investment will be worthwhile.[4] Lay down solid foundations through good finances, policies, and structures, seeking advice where needed.

Governance, structure, and charitable status

The type of legal structure you adopt will affect the funding you can apply for. There are pros and cons to each structure, so have a good read through SCVO guidance before settling on one. Allocate roles and responsibilities to members of your team and describe your management in a way that external audiences will understand. Ensure that there is a good level of **accountability** built into your structures, so funders and individual donors can be sure that their money will be well spent. bit.ly/36mHRFa

Bank account details

Most funders will not send money to a personal account. You should have a bank account in the name of your group. This should have the function of enabling transactions to be approved by two people, who should not be related. This helps protect against fraud. bit.ly/36nIsGS

Annual accounts or income/expenditure records

Most funders will want to see your financial records. These show that your group is responsible and reliable. If you are a new group and have not yet produced accounts, you should include details of any income already secured, and have robust budgets in place. bit.ly/3xpBb5e

Evaluation and learning

Evaluation should be part of your plans from the very beginning. Evaluation means you can evidence your impact, making you seem trustworthy to funders. It also improves the effectiveness of your group, helping you to figure out what works and what does not, and what future directions your activities should take.[5]

Evaluation does not have to be anything too fancy. Simple feedback forms, demographic and attendance monitoring can be a great start to understanding your group better. Build evaluation costs into any funding proposal. Further support is available from Evaluation Support Scotland and Inspiring Impact.

Budgeting

This next section is about budgeting; a crucial step towards becoming funding ready.

What is a budget?

Writing a budget may seem daunting, but all you need to know to start writing one is:

1. What you want to do

2. How much it will cost

If you have not written a budget before, then it is important to **do your homework**. You want your budget to be accurate; over or under-estimating costs can lead to problems. To avoid this, try and work out every cost there might be as a project progresses, and benchmark these. You could do this by:

- asking similar groups for advice and for their costings
- getting in touch with advice organisations such as SCVO or CAF
- looking up costs online, e.g., the cost of equipment in a catalogue
- getting no obligation quotes e.g., for repair work or room hire

Budgeting should not be a one-person task. Enlist the help of a few people to sense-check each cost, for example colleagues, trustees, and volunteers with a background in finance or fundraising. If you do not know anyone like this, consider asking for expertise via your social media channels or newsletter.

Check and double check your figures and calculations, if your budget does not add up right, this will be off-putting to funders.

What will you need to pay for?

Your budget will be unique to your group, but there are common costs you are likely to have. Try to order these under different headings that make sense for your group. Here are some categories to consider:

1. Staff. Salaries including National Insurance and pension contributions, specialist worker fees, recruitment[6] (this could be split into the other headings below)

2. Office. Stationery, printing, internet and phone costs, postage, IT software and support, admin costs

3. Insurance. Public liability, employer's liability, trustees' indemnity

4. Buildings. Rent, council tax, heat / light, repairs, and maintenance

5. Activities. Tickets for events, refreshments, transport costs (e.g., minibus hire), materials and equipment

6. Training. Staff and volunteer training

7. Transport. Staff, volunteer, and participant travel expenses

8. Publicity. Staff time, advertising, website costs

9. Fundraising. Staff time, events, materials, advertising, crowdfunding platform fees

10. Evaluation and monitoring. Surveys, external consultant fees, staff time

How should I balance my income and spending?

To be able to spend money, you need to have some first. Make a list of likely income sources (you will have this once you have written your fundraising strategy) and estimate how much money you will get from each. Note *when* you expect to receive each sum, as this will affect when you can deliver the costed elements of your work.

It is important to 'balance your books'. Work out how much you need to spend (your expenditure). Does it match your planned income? If your expenditure is greater than your income, you will need to find more funding sources, or to scale back your plans. If you have reserves, you could dip into these, but you should try to have enough left to cover unexpected bills!

Reserves are the amount of money you have at the beginning of the year. These may be restricted (money that must be spent on specific things), or unrestricted (money that can be spent on whatever the group needs). Your group should have a good reserves policy that it sticks to. bit.ly/3hpg515

When should I make my budget?

Develop your budget in advance of starting your activities. Budgeting is most effective when done annually, before the start of a new financial year. Your budget may change as the year goes on, but having one makes it less likely that you will run out of money by mistake.

Write up your draft budget

Once you have worked out your budget, write it up in a way that others can understand. You can do this on paper or using a spreadsheet programme such as Excel. Separate your income and expenditure items and make the totals for each clear. Use these to work out your net income / expenditure (by subtracting the total expenditure figure from the total income figure).

Your budget should end up looking something like this:

Example Budget for Fife Older LGBT Club

Income	Notes	Amount (£)
Fife Council	confirmed grant	1000
National Lottery Community Fund	grant applied for	1500
Crowdfunding donations	expected	150
Sponsorship by local venue	promised	250
Membership Subs	expected	80
Pride event	estimated	180
Bank interest	estimated	10
Total Income		**3170**

Expenditure	Notes	Amount (£)
Venue hire	quotes received	1200
Volunteer expenses	estimate	750
Refreshments	estimate	300
Insurance	quotes received	500
Website costs	estimate based on last year	100
Crowdfunding platform fees	estimate from internet	60
Stationery and printing	estimate based on last year	100
Total Expenditure		**3010**

Net income / expenditure	net income	160
Reserves at 1 April 2020	money we have at the beginning	200
Reserves we will have at 31 March 2021	money we will have at the end	360

Check out this list of financial terms explained: bit.ly/3AFR4Xb

Planning Your Fundraising

Select your fundraising methods strategically, based on your group's aims, skills, and capacity. **The methods you choose should be sustainable (if possible) as you will then be able to 'rinse and repeat' and keep bringing in money for your group.**

How to write a fundraising strategy

A fundraising strategy is a plan that sets out your group's funding needs over a given period. It provides an overview of the actions, timescales, and possible funding resources you will need to achieve the plan.

Once all the thinking is done, the most useful element of this will be the **action plan** that sits at the end. This will have all the information you need 'boiled down'.

A good fundraising strategy, with a clear action plan that can be implemented, should help you to become more resilient, and to be more proactive with your fundraising, rather than simply reacting when you are out of funds.

Creating your fundraising strategy

You can split your fundraising strategy into three sections:

1.
"Where are we now?"

2.
"Where do we want to get to?"

3.
"How do we want to get there?" [7]

These sections will enable you to create a roadmap, taking you from where you are now to where you want to be.

Where are we now?

This section should be an overview of the current funding you have, and the resources available to support your fundraising. Think about:

- **Your fundraising history.** Where have you previously been successful in sourcing funding? Why was this?

- **Funding already in place.** What are your current income streams, how secure are they and what do they pay for? Are they time limited / restricted to specific activities?

- **Current supporters.** Who are your current supporters and donors, and how well do you know them? Try reaching out and learning about what they are interested in.

- **Fundraising resources and experience**

  —Who currently raises funds in your group?

  —Do you have the spread of skills you need to do the fundraising you want to do? If not, can you ask around to find these?

Consider an internal 'SWOT' analysis, identifying your current strengths, weaknesses, opportunities, and threats.

You could dive deeper through an external PESTEL analysis, thinking about the wider context in which you sit, how this may affect you, your beneficiaries, and the priorities of your funders over the next few years.

For example, partnership approaches are being increasingly prioritised by some major funders, could this be something your group could tap into?

Where do we want to get to?

Set some short-, medium- and long-term goals based on where you are now, and where you see your group one, two and even five years down the line. Your goals should be influenced by the internal and external analysis of your group, your mission and vision. Work out when you want to achieve each goal, and how much you need to raise to do so.

Make sure your goals are realistic. You can do this by using the 'SMART' method, creating goals that are specific, measurable, achievable, relevant and time bound.[8]

How are we going to get there?

Select your fundraising methods based on your goals, not the other way around. Remember that fundraising is an investment, and that it can be expensive. Try to strike a balance between lower and higher risk investments, and between quick returns (benefit nights, crowdfunding, appeal letters, cash collections), and longer-term income streams (grant funding, legacies, employee giving).

A good way of understanding how you are going to achieve your goals is through creating an **action plan**. This might look like:

Target Funding Amount	Funding Sources and Activities inc. dates.	Timeframe When to start and be achieved by	Resources Available / Responsibilities People / skills / equipment	Monitoring Comments (outcomes, progress)
1. Silver Surfers – Older LGBTI online social space				
£2,000 (equipment and digital support)	Scottish Tech Army offer free digital support, Barclays Community Fund pay for devices and data packages. Approach local tech firm to see if sponsorship is possible	First applications submitted in November, first meet-up delivered in May. Meeting with local tech firm set up for October	Karen has a good understanding of digital exclusion and getting people online, supported by Raj who has experience in writing grant applications	Funding applications started. May need to find more funding sources as tech firm is no go
2. Non–binary / agender monthly support group				
£800 per year	Crowdfunder, 24-hour gaming livestream on Twitch, membership fees and raffle	Raffle in Jan, crowdfunder runs from Feb – Mar, livestream in June, membership fees ongoing	Raj is a good writer for the crowdfunding description. Lucy and Otis to promote fundraising channels on social media and organise raffle / membership fees. Otis to find speakers and gamers for Twitch livestream	Quotes sourced for room hire. Crowdfunding fees paid; raffle completed (raised £150)

Continual learning

Your strategy and action plan should be living, breathing documents, adapting to changing needs. Analyse how your fundraising efforts are going early on, and often. This will enable you to detect "early warning signs" that your approach needs tweaking, or where certain income streams have been particularly fruitful.[9]

Longer Term Funding: Grants and funding applications

Applying for grants is one of the most cost-effective way of generating income for your group. There are different types of organisations that give grants, including:

- Large charities
- Statutory organisations (such as local councils)
- Private companies
- Trusts and foundations

Spend time choosing funders that are the right fit for you. Researching your funders will save you time, avoiding rejection and frustration!

Planning a funding application

Your **Constitution**, **Case for Support** and **budget** are essential to applying for funding. These can be adapted and slotted into applications.

When looking for funders, it is important to read their criteria carefully. This will tell you what they do and do not fund, and what their priorities are. Look at their website, noting down:

- Their history – why do they fund what they fund? How has this changed and why?

- Their specific interests (e.g., LGBTI, older or younger people, women, people of colour, people living rurally)

- Activities they fund (e.g., outdoor education, arts, social activities)

- Who they tend to fund (previous grantees)
- Typical grant size (amount of funding given to different grantees)
- Deadlines (how long you will wait before receiving a response)
- The benefits they want to have (improving health, reducing poverty, reducing isolation)
- What geographical areas they fund.

You can look at the funder's record on the OSCR Scottish Charity Register (if they are based in Scotland). Look particularly at their recent accounts, which may include details of grants given in previous years. You could contact the funder if you have any remaining questions.

Funding core costs

Most grant-givers look for everything to be 'wrapped up' in a project. A project is a clearly defined piece of work with a start and end date, and a set of activities that achieve its intended outcomes. The reason for a new project should be clear; think about why it is important that it gets funded and demonstrate this.

Some costs are harder to fund than others, such as rent, electricity, and salaries. Try to package these costs into projects, dividing them based on what each project needs. Buildings and office costs can be incorporated into the 'admin fees' of a project, but be careful, a funder may set a limit on the percentage of a budget that can fall under this category. Some funders are more willing to provide 'full-cost recovery', i.e., overheads as well as direct running costs, such as the National Lottery Community Fund. Try their website for more information and advice on this.

EXAMPLE

An LGBTI+ youth club has two members of staff, but some funding has recently finished so they can only afford to pay for one. They want to keep both staff, so they need more funding for wages. For some time, they have been trying to appeal to older young people, as most people who attend are younger teens and there is nothing locally available for older teens.

Rather than just thinking of the worker's wages as part of the general running costs, they could frame this as a new project. The name of this could be: "The 15+ club".

To run the project, the club needs to:

● Employ a dedicated member of staff to plan activities for older teens and run these separately

● Run training for this staff member

● Hire the hall for one more day per week

● Publicise this new event, including giving talks at the local college.[13]

Is the funder only interested in innovation?

Many funders look for projects that do something different. Think about whether you would like to expand or change your group for the better, for example, by getting more inventive with your activities, or reaching new people in need.[14] Be realistic about the changes you can implement, it is "no good getting funding for something you do not have time to run". [15]

Writing funding applications

Once you have researched your funders and found the funds you would like to apply for, it is time to sit down and write your application. Give yourself plenty of time to do this, to write, review and rewrite. Here are our top tips for giving yourself the greatest chance of success:

- Use plain English and avoid jargon

- Ask others to check the content, spelling and grammar

- Make it personal and emotive – use stories, case studies and feedback from participants

- Be as specific as possible – give the funder an indication of the scale and timeframe of your work, for example, 'we will run 8 workshops, with 20 attendees at each workshop. These will take place monthly between May and December 2022'

- Provide evidence that the work is needed – demonstrate knowledge and experience of the issue you are looking to solve, and explain why it is important

- Provide evidence that the approach your group takes works and that the impact is significant

- Make your budget accurate and clear. Only include items that are part of the project / activity

- Include a monitoring and evaluation section

- Include all the information the funder has asked for and any additional information or documents required.[16]

Tailor each application to the funder's stated interests and criteria rather than sending an identical application to several funders e.g. if a funder is interested in health, ensure you highlight the aspects of your project that promote good health and wellbeing; if they are interested in a geographical area, apply only for work in that area; if a funder only

supports capital costs (buildings, equipment), do not ask them to fund the revenue (running costs) of your project. If your work has multiple strands or locations, you could divide these up and apply to relevant funders for each strand.[17]

Use the requested format. Some funders will ask you to submit a standard application form by post or email, while others may use a webform. Some may ask specific questions, while others may want a cover letter. Your application may not be considered unless you use the format the funder has specified and include everything they have asked for.[18]

Do not exceed maximum page numbers or word limits. A funder may ask for a specified number of pages or words. Do not set these as a target you must reach.[19] Brevity and clarity are key to good applications. Only write more where you really have something to say.

Writing a letter of application

Some funders will ask for a letter of application. This should be addressed to a particular person (for example, the named contact for the funding body). Your letter should be concise and engaging; aim for no more than two pages long. Some funders will tell you what to include, but if they do not, organise it like so:

- **Project title.** If you have one.

- **Executive summary.** Briefly describe your project and state how much money you are applying for. This can be as short as a few sentences and no longer than a page. Give the reader a clear idea of what you are all about and entice them to keep reading. This is where your elevator pitch and Case For Support come in handy.[20]

- **Evidence the need.** What is the issue you are trying to solve and why is it important? Show your reader you have a good understanding of your cause and target audience.

- **Introduce your group.** Describe who you are, including your objectives, and key milestones to date. State your overarching goals, as well as some specific outcomes you hope to achieve. Link this clearly to your need statement.

- **Evidence your impact.** Briefly highlight the positive impact you have had through quotes, testimonials, case studies and figures.

- **Provide a clear description of the project** or activities you are planning and show the funder how the project will directly impact people.

- **Contact info.** Finish the letter with an offer for them to contact you for more information.

You should attach the following documents to your letter:

- A project budget
- Bank details for your group
- A governing document (constitution)
- Your most recent accounts.

Sample application letter

The following is an example of a letter of application to a funder for a local LGBTI sports club. Remember, your letter must be specific to your project and to the requirements of the funder you are writing to. This is just to give you some ideas about how to structure it.

Your name and role
Your group's name
Address
Date

Name of contact at funder
Job title
Name of funder
Address

Dear [name]

Rainbow Rugby Club's Application to The Saltire Foundation

We would like to make an application for £1,500 from The Saltire Foundation. We are a group of local people in Inverness, and we have recently set up an LGBTI friendly Rugby Club for people in the North of Scotland.

We were inspired to start the club because of a lack of accessible sports and social opportunities for LGBTI people in the North of Scotland. We have a growing list of 18 full-time members, plus three local volunteers. Over the last three months, we have run weekly open training sessions in the park, which have been attended by more than 30 LGBTI people.

We formally adopted our constitution on 10th April 2021. This is enclosed. Our aims are to:

- *Provide a safe and inclusive environment where anyone can play rugby.*

- *Increase the physical and mental health of LGBTI people in the North of Scotland.*

- *Provide a space where people can talk about their mental health in an informal and positive way.*

- *Break down the barriers to participation in sport for LGBTI people.*

- *Facilitate the development of relationships between local LGBTI people and the rest of the community.*

- *Provide a support network for LGBTI people in the North of Scotland who may face isolation or discrimination in their community.*

We began our activities in partnership with a local professional rugby club, the Thistles. By borrowing equipment from them, and running our sessions in the park, we have kept our costs very low.

Our weekly sessions have become vital to those involved. One member said "Taking part in Rainbow Rugby Club means I have made new friends. I'm not a confident person and I never felt comfortable enough to get involved in team sports at school. Rainbow Rugby Club has become the highlight of my week and I'm even starting to see the physical benefits of regular exercise, which is awesome. I met my current partner because of the rugby club, before that I thought I was the only queer person where I lived!"

We have a wide range of ages and abilities attend. We want to provide a continuous experience for the people involved and grow our attendee numbers. For this reason, we would like to run indoor activities from November 2021 – April 2022.

We are applying to The Saltire Foundation for £1,500 to cover the costs of hiring a sports hall for weekly training activities, training equipment, Christmas and Easter social meals, and printing leaflets and flyers for the sessions. We will evaluate the project by providing feedback forms after every activity, and by creating video testimonials at the end of matches.

Our bank details are: Account Name: Rainbow Rugby Club, Sort Code: 01-01-01, Account number: 0901 0901

We have enclosed a copy of our constitution, and a bank statement. Please see below a budget for our project, showing how we intend to spend the money we have asked for. We do not yet have annual accounts, as we have not been running for long enough. We will get our accounts externally examined at the end of the year.

Since setting up our bank account in December, we have received £280 in donations from training attendees. We have spent £100 on refreshments and publicity. Our current bank balance is £180.

Please do not hesitate to get in touch if you would like any more information. Thank you for your consideration.

Yours sincerely,

[Your full name] (Chair)[21]

Hall hire (for 24 weeks, at £25 per week)	£600
Cost of training equipment (tackle bags, wedge hit shields, bibs, and balls)	£520
Christmas + Easter social meals (venue hire and catering, 15 people per event)	£300
Printing and publicity (new flyers and leaflets)	£80
TOTAL	**£1,500**

STOP YOUR FUNDING PROPOSAL FROM ENDING UP IN THE BIN

bit.ly/2Ssokzw

CHARTERED INSTITUTE OF FUNDRAISING INTRODUCTION TO GRANTS AND TRUSTS

bit.ly/3oSAUnV

Where to look for grant funding

There are many websites and resources that can help you identify possible funders for your group, including:

Your Local Council

All local authorities will have a section on their website listing various community grants available to non-profit making constituted groups, or partnerships of groups. Depending on the fund, grants vary from a few hundred pounds to several thousand. Search online for your local authority (Council) and 'community grant' or 'community fund'.

Funding Scotland by SCVO
funding.scot

Find funding for your charity or group using SCVO's free online search engine. You can filter your searches by activities, beneficiaries, geographical areas funded, type of cost, type of funding and source of fund. If you sign up to be a member of SCVO, you get access to exclusive features and fund information.

Foundation Scotland
foundationscotland.org.uk

Foundation Scotland have a diverse range of funding programmes benefitting communities across Scotland. Some of the funds are available on a Scotland-wide basis, others are aimed at specific geographical areas or themes. You will find grant size and criteria information on each fund's page, together with any unique criteria.

YouthLink Scotland
youthlinkscotland.org/funding/funding-directory

YouthLink Scotland's funding directory has hundreds of opportunities for youth groups, voluntary organisations and community projects that work with young people. You will find information on everything from small local grants to national funding schemes.

SportScotland
sportscotland.org.uk/funding

SportScotland, the national agency for sport, administer funds for coach training and sports facilities, as well as listing funders who fund sports projects.

Creative Scotland

creativescotland.com/funding

Creative Scotland distributes funding for the arts, screen and creative industries. They support a portfolio of organisations across Scotland, as well as helping with the development of individuals, the funding of ideas, and new projects.

360 Grant Nav

grantnav.threesixtygiving.org

360 Grant Nav is a database of grants information published by hundreds of UK funders. Search grants, funders, recipients, and locations to identify funders who may also fund your projects. For example, if you wish to organise a local Pride event in your community, a quick search will show you that many of Scotland's Pride events have received funding from the National Lottery Community Fund. You could also search for funders that fund projects in your local area, or search for funders who fund LGBT causes.

The Directory of Grant Making Trusts

This is a printed guide which holds key information on about 2,000 grant-makers, each with the potential to give around £50,000 or more per year. The directory is updated every year and can be expensive to buy, but you can find it in libraries across Scotland.

Paid grant and funding websites

There are several paid for, online funding databases. These can be a good investment for charities or groups that raise large sums of money each year. For example:

Grants Online grantsonline.org.uk

Funds Online fundsonline.org.uk

Free directories will suffice for smaller, local groups.

The old-fashioned way

One of the most common ways of finding funders is to look at the published accounts of those that are carrying out similar work to that of your group. They will often list grants received for restricted projects. These can provide a good starting point for creating a list of your own potential funders.

'Trust Fundraising Hub' on Facebook

The Trust Fundraising Hub is a peer-to-peer support group for CEOs of small charities, fundraisers, or volunteers looking for support with grant fundraising. If you join the group, you can learn about how to raise money from trusts and foundations from others who are working in the industry, ask for advice and recommendations and build your knowledge of the Trusts and Grants funding landscape.

Go to facebook.com/groups/trustfundraisinghub

Work with a consultant or freelance fundraiser

If you have some spare cash in your group's account, but you are short of capacity or skills, you could engage the services of a trust fundraising consultant. For a few hundred pounds, they could compile a list of funding prospects who would be likely to fund your project and who have upcoming application deadlines. This can save a lot of time and it can be a good investment if you need to raise a larger amount of money.

As with any consultancy work, it is important to get recommendations before working with someone. Read the Chartered Institute of Fundraising guidance on working with a consultant or freelance fundraiser here: bit.ly/3wDj4be

The Equality Network can also help identify possible funders.

Fundraising Online

The pandemic has sped up the shift to digital, and many of us are now more familiar with navigating the online world, paying for things, catching up with friends online etc. (though digital exclusion persists).

The move towards a 'cashless society' has implications for cash collections and other traditional forms of fundraising. The shift to digital is here to stay, and charities and groups will need to adapt their fundraising or risk losing out. What follows is our guide to fundraising online.

Crowdfunding and online appeals

Crowdfunding is an increasingly popular way to raise funds within LGBTI communities. Trans groups have been particularly effective at using this, perhaps because of the barriers they have faced with other kinds of fundraising. Your group could raise thousands of pounds for a project in a relatively short time.

If you are considering crowdfunding as part of your income mix, you will need to use an online giving platform. What follows is a table of some of the most popular platforms used in the UK.

Some are free to use, some charge subscription or processing / service fees. It is important to consider what additional features or support a platform can provide to you before deciding whether it is the right fit.

Online giving platforms are available to charities and most are open to community groups and individual causes (but may have different fees). Gift aid is only available to registered charities or Community Amateur Sports Clubs (CASCs).

Subscription	Processing Fee	GiftAid	Service Fee	£10 donation, total to charity including GiftAid where possible	Non-charities	Match-giving platform

CAF

Create online donation forms and buttons for your website, emails and Facebook pages

| None | 3.6% | Yes | None | £12.14 | Yes | No |

Crowdfunder

Can be used by a variety of people and groups to raise money for any cause

| None | None | Yes | £3 optionally paid by donor | From £9.50-£12.50 | Yes, but with varying fees | No |

Donate

Provides a range of mobile and contactless fundraising tools for charitable organisations

| None for small charities | None | No | 4.5% + 22p | £9.55 | Yes, if they meet Donate's charitable objectives | No |

Enthuse

Allows charities to run their own fundraising platform on their website

| £19.99 / month £199.99 / year | None | Yes with 5% charge | 0.5% + 20p | £12.13 | Yes | No |

Facebook

Allows charities and individuals to set up fundraisers

| None | None for charities | Yes | None for charities | £12.50 | Yes but with 1.50% + 0.24p on donations | No |

GiveWP

Donation plug-in for WordPress websites

| £170 | None | Yes | None | £12.50 | Yes | No |

Givey

Exclusively focuses on smaller charities / groups with a focus on social giving

| None | None | Yes | Paid by donors | £12.50 | Yes | No |

Additional resources to help you fundraise online:

localgiving.org/resources

Funding – A Resource for LGBTI Groups

Subscription	Processing Fee	GiftAid	Service Fee	£10 donation, total to charity including GiftAid where possible	Non-charities	Match-giving platform

GlobalGiving

Build free fundraising webpages and connect with corporate fundraising opportunities

None	3%	Yes	5-7%	£11.25	Yes	Partnering with corporates

GoFundMe

A place to fundraise, whether an individual, group or organisation

None	2.9% + 25p / transaction	Yes	None	£11.96	Yes	No

Just Giving

One of the largest fundraising & crowdfunding platforms in the UK

£15 or £39 + VAT monthly	1.9% + 25p / transaction	Yes (5% charge)	15% - can be paid by donor	£12.11	Yes	No

Localgiving

Fundraising platform for charities, community groups, and non-profit companies

£80 + VAT annually	1% + 16p for debit cards	Yes	None	£12.11	Yes	No

The Big Give

Host the UK's biggest online match funding campaign

None	1.9% + 20p	Yes (4% charge)	None	£12.01	No	Yes

The Good Exchange

Brings together grant-making, donations, charitable projects and fundraising

None	None	Yes	Up to 5%	£12.50	Yes	Yes

Total Giving

Funds are sent directly to you, rather than via a third-party payment platform.

None	None	Yes	None	£12.50	Only charities and CASCs	No

Virgin Money Giving

Non-profit platform created by Virgin Money to help charities raise more money online

£150 + VAT one off	2.5%	Yes	2%	£12.05	Yes	No

Facebook Fundraising

What is Facebook fundraising?

Facebook is the largest social media platform in the world. Over 44 million people in the UK have a Facebook account, and almost half of us log on daily.[22] It is also one of the fastest growing fundraising platforms for charities and good causes.

Setting up a Facebook fundraiser could be a quick and effective way to raise funds. People can donate to their chosen charity or start a fundraising page directly through Facebook. Research has shown that Facebook users give more when they are asked to donate directly on Facebook compared to when they are linked to an external fundraising page.[23]

How to raise funds on Facebook

Fundraisers are only available for specific types of Facebook profiles and Pages. There will be different steps to follow depending on whether you are a registered charity or not.

If you are a registered charity then you can register with Facebook Giving Tools. This will enable you to collect donations, set up fundraisers and invite your supporters to set up fundraisers. Facebook does not charge any donation processing fees for charities. To find out more and register your charity with Facebook Giving Tools, go to: bit.ly/3jWalNX

If you are not a charity you can set up a 'personal fundraiser' instead. Go to: bit.ly/3hN1XOi

Some things you need to know about Personal Fundraisers on Facebook:

- Your fundraiser will be linked to an individual's personal Page.

- The individual who sets up your fundraiser should be someone with access to your group's bank account details.

- Fundraisers are public, so anyone on or off Facebook can see them.

- Only people on Facebook can donate.

- You will receive donations directly via a bank account you nominate.

- Facebook does charge a processing fee for personal fundraisers: 1.5% + 0.24 GBP of each donation.[24]

- You will be asked to provide valid photo ID and personal details for authorisation. This could act as a barrier for some group members, and you may need to think about whether you want your profile connected to a fundraising Page.

Access the Facebook Help Centre for more guidance on how to set up a fundraiser for your charity or personal cause:

bit.ly/2VcN2VS

Check out this detailed guide to Facebook Fundraising from GoFundMe.com:

bit.ly/3wquOZg

FUNDRAISING TIPS

1 **Set a good fundraising goal:** Set a financial goal that is achievable but not too easy to hit. Be specific about what you are raising funds to pay for. Just saying "Hello, we need money" will not work. If possible, tell your donors what giving a certain amount of money will do i.e., 'for every £1 donated, we will be able to provide a community meal for someone', or 'if we raise £300 we will be able to provide digital devices to get five people connected online'.

2 **Have a marketing plan:** Make sure you promote your fundraiser effectively. Encourage friends and contacts to share it. Share milestones and updates with your donors as you move towards your target.

3 **Choose your image wisely:** Your photo will likely be the biggest piece of info displayed about your fundraiser. A poorly chosen stock photo will not do your cause any favours. Think about what will most powerfully convey your message.

4 **Write powerful copy:** Write a description on your chosen online platform that explains how donations will help your group and why they are important. Spend some time coming up with a few ideas before you settle on one. Think about your audience and what they might care about. Your Case for Support will come in handy here.

5 **Be thankful:** Always, *always* thank your donors. This can be done publicly and not just once you hit your goal. See thanking as another opportunity to get your fundraiser out there. After your fundraiser is complete and your project is underway, send your mailing list, and those who donated, pictures and stories of what you have been able to do with the money. People like to see where their money has gone.

6 **Look for inspiration from other fundraisers:** Check out what other fundraisers are writing and doing online for ideas on how to optimise your own fundraisers.

Text to donate platforms

Mobile giving is increasingly popular, and "young donors are twice as likely to give to charity via their smartphones than previous generations".[25] Text donation services are quick and convenient, working well with "creative digital appeals", such as social media videos or virtual events.[26]

Text donation codes can be used for general fundraising; add them to your flyers, website, social media posts and posters. Most text donation platforms now let you accept monthly giving, as well as one-off donations. Some only work with registered charities, so check this first.

Donr donr.com

A dedicated text giving platform aimed at giving supporters a quick and convenient way to give both one-off amounts and regular giving through their mobile number.

5% fee (+VAT) per donation. No set up or monthly fee.

Instagiv (must be registered charity) instagiv.com

Offers a range of mobile-related products and services for charities aimed at fundraising, recruitment and donor engagement.

5% fee on text message donations, along with a £25 per month service charge for any text keywords use. Outbound SMS are charged at £0.05p per message.

DONATE nationalfundingscheme.org

Event guests purchase, text, give, or bid using their mobile phone. Quick and simple to set up text campaigns for events and text raffles.

Charities can add Gift Aid and set up campaign-specific codes without any monthly charges and are charged 4.5% fee per text.

15 Donation Page Examples to Inspire Your Online Fundraising:

bit.ly/3iOnODM

Online gaming

Gaming fundraisers, especially when they include a livestreaming component, can be an excellent way for groups to raise funds.

Charities Aid Foundation (CAF) found that 17% of gamers had donated while playing, while over half (58%) said they would be interested in this form of giving.[27]

If you want your group to run, or help run a gaming fundraiser, try reaching out to local gaming communities or looking for gaming events that have occurred in your area.

Check out this gaming fundraiser guide from The Air Ambulance Service: bit.ly/3fv2vs6

Your website

Your website is an opportunity to show the world who you are, what you do and the impacts you have. It enables you to connect with a wide range of people with minimal effort and cost, including potential donors.

Your web content and language should reflect your purposes, and your mission and vision should be centre stage. Focus on ease of use for visitors; do not make them have to work to find what they are looking for.

Make it easy for people to donate to your group, adding a built-in online donation portal to your website and displaying a prominent 'Donate' button. There are many free tools available to help you, such as Enthuse or CAF. Your website should allow donors to make one-off donations and provide options to set up regular payments.[28]

Fundraising Offline

While the world is increasingly digital, people still want to get together in person, and some people will carry cash. Where and when people gather is an opportunity to raise funds for your charity or group.

Check out Eventbrite's 75 Ideas to Make Money for a Worthy Cause

bit.ly/3hXapfp

Raise funds from your members

Membership schemes... (e.g., Friends of...) can be a way of building strong, long-lasting support for your group, and generating unrestricted income. Members pay an annual fee or suggested donation in return for being part of a community and receiving specific benefits. A membership scheme may be best suited to groups who already have a 'community' of people involved in their work, who come together regularly to volunteer, attend groups or events.[29] These can work well for Sports Clubs or other interest groups.

Cash Collections... Consider cash collections if you need unrestricted income fast. This method is best if you have an already willing group of volunteers. To get started, borrow some buckets, draw up a rota for your volunteers, and a plan for how you are going to empty the tins or buckets safely and efficiently.[30]

You can collect at privately-owned venues by getting the permission of the owner / manager e.g., theatres,

cinemas, sports venues, train stations, shopping centres, supermarkets, bars, and clubs.[31]

If you want to hold a street collection, you will have to get a permit. Check with your local authority or police force to see who issues these. There are different rules in different areas.[32]

The drawbacks of cash collection are that you may need to compete with other charities or groups, and it can be hard finding enough volunteers to shake buckets in cold weather.

Example Public Charitable Collection Licence page from Edinburgh Council

bit.ly/2SzCcrV

Supermarkets

"Your local supermarket can be a great source of support, combining a grant application with community spirit."[33] Typically, you can apply in-store or online. Here is a summary of the main funds:

Co-op Local Community Fund causes.coop.co.uk
You can apply for funding if your project helps people access food, improves mental wellbeing, or provides opportunities for young people.

Asda Foundation Green Token Giving asdafoundation.org
Green token Giving will return from Summer 2021 via an online vote. Nominate your charity or group to benefit or apply for one of several local grants throughout the year.

Tesco Community Grants tescocommunitygrants.org.uk

Charities and community groups can bid for up to £1,500. Each month, three applicants are selected and customers vote in store for the cause they want to support.

Waitrose & Partners Community Matters bit.ly/3fSs7hB

Waitrose previously ran a monthly customer vote (similar to Asda and Tesco) but during the pandemic have partnered with FareShare and Home-Start. Keep an eye on their website and in store to see if they return to this system.

Check out this wonderful summary of supermarket funding opportunities from PTA+

bit.ly/3oZiqBZ

Local businesses, workplace fundraising and sponsorship

Companies can be a valuable source of support for LGBTI groups. They can support good causes through donations, sponsoring events, staff fundraising, taking on a 'charity of the year' to fundraise for, providing free space, mentoring staff, and sharing specialist skills.[34]

Corporate fundraising is about long-term benefits rather than quick wins. It can take time to build a relationship and negotiate a package of support. Start with 'warm contacts' i.e., businesses where you know you already have contacts, or those that already have an interest in your cause.[35] "Your local Chamber of Commerce can help you find out which companies operate in your area".[36] Before approaching a business, ask yourself:

What is the company's public reputation?

What is the company's motivation to give to you? Does giving to you fit with their corporative objectives?

Who is the right person to contact within the company?

What are the legal implications of a partnership?

Do they tend to give to similar community projects?

Does the company's ethical track record align with that of your group?

What will the business expect in return? What are the reporting requirements?

Presenting and pitching... Most companies will want to meet you to hear more about your group before they consider supporting you. You may be asked to their office to 'pitch' your cause. This is an opportunity to touch their hearts and minds. Consider including stories, facts, photos, video, or audio clips in your presentation. A member of your group may be willing to join you and talk about the difference you have made to their lives. Outline your ideas for how the business can help you and be open to hearing theirs.[37]

Mutual benefits... A company is more likely to support you if they feel it will be a two-way partnership. Think about how you might help them, for example, do they have corporate social giving responsibilities, would they appreciate credit and their name being publicised?[38]

When approaching a business, think about the different ways they might be able to support you, including:

- **Employee volunteer days...** some employers offer their staff volunteer days. As well as helping with a practical task like volunteering at an event, employees can offer their professional skills. You could use these to develop your fundraising for the future, for example, could the digital team of a local company help you to develop your online presence?

- **Payroll Giving...** If you have links with businesses, you could invite their employees to donate directly from their pay each month. The company will need to set this scheme up on your behalf.[39]

- **Fundraising for the LGBTI calendar...** ask if staff might be able to organise a fundraiser for you during LGBT history month, Trans Awareness Week or International Day Against Homophobia, Transphobia and Biphobia (IDAHOT)

- **Enquire about sponsorship for an event...** ask if a company might sponsor an event in return for including their branding and logos.

- **Ask for small donations, products, or vouchers...** staff services, or company products could be used in a raffle or auction.[40]

- **Encourage promotion of your group...** Ask if staff could publicise a specific fundraising campaign or crowdfunder in an email, on their company intranet, put up posters on company premises, or even have a collection box for your cause.[41]

Sports clubs and other local groups

As well as building relationships with local businesses and employers, your charity or group could benefit from building relationships with other community groups. Local groups who are already organising gatherings of like-minded people may be happy to hear about your work and even hold an occasional fundraiser in aid of your group.

As always, they will be more likely to support your fundraising efforts if you are raising funds for a specific item, activity, or initiative. Take stock of who you know, and who they know. Make use of your extended networks, including:

- Sports clubs
- Choirs
- Fitness classes
- College/University societies
- Special interest societies
- Hobby groups and clubs
- Social events
- Some religious groups

Pride events

More than 72,000 people took part in 21 Pride events around Scotland in 2019.[42] These events are a prime opportunity for local LGBTI groups and charities to raise awareness, as well as some cash. Your group may be able to book a stall or gazebo spot at your nearest pride event.

Mass participation events have lots of people, so take advantage of this and get creative. **You will always raise more when you emphasise the *fun* in fundraising.** Put on a game or activity where lots of people can take part by donating a small amount. Even better, offer something competitive. You could:

- **Sell pride badges –** send your volunteers out into the crowds to sell badges for a £1 donation.

- **Do face-painting –** by arranging for some volunteers to run a face-painting or glitter painting stall and charging £2 or £3, you could have a line of customers all day!

- **Host a silent auction –** in the months before the event, approach local businesses for high value items and vouchers. Ask eventgoers to either secretly submit their bid or have one sheet for each prize showing the highest bidder and inviting a new higher bid.
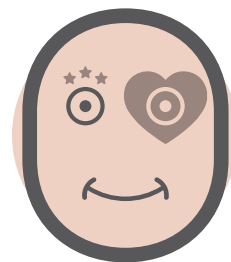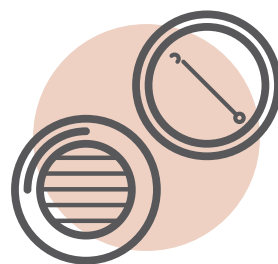
It is important to remember that Pride events need to fundraise too, you may need to get permission from organisers to fundraise, and / or pay an additional fee to do so. You should factor possible fees into your costs when deciding to fundraise this way.

Sponsored challenge events

Getting sponsorship from friends and family to take on a sponsored challenge can be a fun way to raise some cash for your group. A quick search on the internet will bring up lots of sponsored and challenge events across Scotland and the UK that you and your supporters can buy places to.

✖ kiltwalk

The Kiltwalk... ... is Scotland's largest mass-participation fundraising event. Organised in four locations across Scotland each year, the event is accessible and includes automatic matched-giving; 100% of what you raise goes to your charity or cause and The Hunter Foundation adds 50% on top. Go to: thekiltwalk.co.uk

If you want to organise a sponsored challenge in your own area... then there are lots of fun and easy options, such as:

- 100 burpee/pull up/air squat challenge
- 24-hour disco
- Sponsored walk, run or cycle around your local area
- Sponsored swim at your local pool or loch
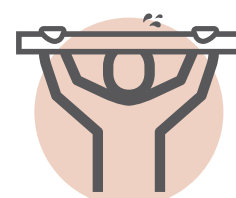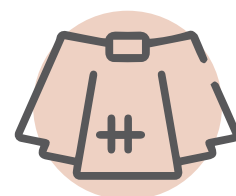
What wild and wonderful ideas can you think of?

You can also work with challenge event companies to organise something for an individual or group of people:

- Head on an international trek or climb a famous mountain
- Book onto a sky dive

Think about what would be appealing to people in your group and community.

Organising your own event

When we think about fundraising, we often think about organising our own event. Quizzes, ceilidhs, comedy nights, jumble sales, drinks receptions, dinners, discos, raffles, and auctions are among the many event formats that come to mind. Although these can be fun, they can also be resource-intensive and costly to organise. Events take a lot of promotion to be successful. They are not always the safest bet or best use of time, but if you plan well and are confident that you have the capacity and an eager audience then they can work well.

"The key to events is in the preparation"... plan out your event up to six months in advance. Make sure you are clear on its purpose and content, when it is happening, and who will be involved. Give yourself plenty of time to find good suppliers and speakers, this often dictates the success of your event.[43]

Visit Scotland Event Management Guide (for bigger events)

bit.ly/3fQSR27

Planning a successful community event

bit.ly/3frgX4u

How to Plan an Event in 15 Simple Steps

bit.ly/3usPEL9

Gift Aid

£1 + *giftaid it* = **£1** **25p**

Donating through Gift Aid means charities and community amateur sports clubs (CASCs) can claim an extra 25p for every £1 you give. It will not cost the donor any extra and can be claimed on most donations.[44]

For more information go to:

Gift Aid guidance from the Gov.uk website

bit.ly/3fsslHG

Small Donations Scheme guidance from the Gov.uk website

bit.ly/3ftJvdy

Appendix

[1] LGBT Consortium 2019 – Members Resource

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39 Ibid

40 VSO, *Using local businesses to support fundraising*. Available at: bit.ly/36tY4IA

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Other formats

If you need this document in larger print or another format or language, please contact us on 0131 467 6039 or en@equality-network.org.

This document is available in PDF format on our website: www.equality-network.org

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