

Getting Funding – GAF Discussion July 5th 2018

There are various ways of raising funds: collecting donations, selling plants and produce, raffles etc., sponsorship/crowd funding and grants offered by various organisations. What was clear from our conversation was that for each type of source you need to adopt a different type of 'performance' in order to be successful.

Making Written Applications

- i. You need to read the information the funding body provides very carefully to make sure that your story about why you want the funding reflects their particular concerns and interests. Each funding body has its own criteria and you must show you meet these criteria in what you write.
- ii. Emphasise your reliability and record (if possible). The more you can demonstrate that you will make good use of the money the better e.g:
 - a) show evidence of an established partnership within your local community/ a relevant NGO etc.,
 - b) have evidence from a survey which backs up your claim to need the money,
 - c) show a record of having used a previous grant to make a positive impact.
- iii. Make clear the value of your own contribution to achieving the goal of your project. This does not have to be money - **you can cost in the time and effort that your members are prepared to put into your project.** For instance, where the funder is asking for matched funding, you can enter and cost your members' contributions citing hours of both physical and intellectual labour.
- iv. Several Associations have had experience of making unsuccessful applications, asking for feedback and then making a second successful application to the funder.

To find out which funding bodies you can apply to there are a number of sources which list relevant grant providers. Greenspace Scotland, <https://www.greenspacescotland.org.uk>, publishes a monthly bulletin which lists funding sources and summarises their various interests. It also provides support for crowd-funding initiatives. Sandy Paterson also lists possible sources in his regular reports. (See the links on the Resources page under the heading Funding.)

New Sources – local democracy.

Under the Community Empowerment Act you can also apply for funding to one of the **Area Partnerships in Glasgow City** – the criteria being that your proposal is in line with the priorities that have been agreed for the particular ward your site is in. This allows you a bit more freedom to frame your application than some of the other funders allow. There are two closing dates in the year for making applications in each GCC ward. See link Area Partnership Budgets <https://www.glasgow.gov.uk/index.aspx?articleid=18748>

Pitching - This is a relatively new form of applying for funding where you have to make a short presentation without aids (typically lasting 3-5 minutes) to an audience of local community members. After everyone has made their pitch the audience members casts their votes indicating who they think should get the money.

- i Typically it tends to be groups which are well-known in the area which are successful so promoting your organisation locally with open days etc. is important.
- ii Raising your profile on the web is helpful. Making better connections with your community – having a website, tweeting, using instagram and being on facebook.
- iii It also pays to build alliances with other relevant organisations within your district to improve your chances of support.

The Tesco Bags scheme is another form of pitching though here you have to use print media to pitch in a way that is going to appeal to your audience. Another form of pitching is the use of social media to crowd fund (see link to Greenspace Scotland).

Status

Funders will specify certain conditions before they will consider your application. Your organisation needs to have a name, a constitution and a bank account which is only accessible through more than one signatory.

Some funds limit the size of the grant they will consider on the basis of what type of organisation you are. For instance, Postcode Local Trusts limit the amount you can apply for as a constituted voluntary organisation to a maximum of £2000. To apply for a larger grant you have to be a registered charity.

Strategic Approaches

- i If you are going for large grants then **splitting up a project into stages** may be helpful e.g. establishing a relevant partnership with a local group/environmental NGO in regard to learning activities

that can then be used as a platform for showing that you have evidence of having established commitment and running a successful project.

- ii You can also **split a project into various elements** e.g. installation of raised beds for a community growing area, provision of a new toilet, erection of a communal hut etc. and apply to a variety of funding sources to put together a community access project.

Key Messages

- **Make sure your story fits** with the funder's purposes.
- **Check that you are eligible** for funding.
- **Ask for advice** from the funder/relevant organisations about whether or not your project would be suitable for funding **and seek feedback** on your ideas.
- **Talk to allotment associations** which have already secured funding about their experiences.
- Remember you can **put forward the cost of your members' labour** (physical and intellectual) as part of your contribution to the project.
- **Have a strategy** for funding your project if the costs are high.
- **Don't give up easily.** If you get turned down seek advice on how to improve your case in future from the funder and be prepared to re-apply.
- **Establish your presence** locally and on the web.