

Funding

The problem

Most groups will be short of money either to start up or meet running expenses or fund extras such as trips or new equipment.

First steps

Approach your Local Authority - they have a statutory duty to promote and support youth work and they will often be prepared to make small grants to groups, and local councilors have discretionary funds for local groups.

Other sources

It is often worthwhile approaching local businesses for sponsorship or contacting local business groups such as Round Table or Rotary as they may have funds available to help you. You could also approach your local Parish Council or any local trust.

Fundraising

There are rarely enough grants and donations to provide all the money the group will need and you will probably have to undertake one or more fundraising events at some point. However by involving the members fundraising can also be used to achieve broader groups objectives.

Why involve the members...?

- it is their group and they should share the responsibility of raising money to run it
- being involved will achieve many of the objectives you are working to develop, e.g. team building, inter-personal skills, social awareness, community awareness, personal achievement etc
- more people come up with more ideas
- being involved gives a sense of ownership, of belonging
- it sets a good example to other members
- it broadens support for the group as often parents of members will be drawn into supporting the fundraising
- it publicises your group

Other issues before starting fundraising

- discuss and agree with everyone on a single fundraising event or programme of events
- get all or as many as possible of your members involved - not just the loyal few
- ensure that the event is arranged for a date when as many of the members as possible can take part

- be innovative - doing something different often raises levels of support
- think about how fundraising can meet the wider needs of the community, e.g. get the PCC to pay the group to do litter collection in the village once a month
- try to avoid always seeking support from the same sources (participants of sponsored events tend to get sponsorship from family and the same friends every time)
- make sure the date does not clash with other events or activities locally. (Arranging a jumble sale on the same day as the Mother and Toddlers group is having a sponsored walk will likely reduce your income and upset the Mother and Toddlers who might not be encouraged to join the group when they are old enough!)

Legal and other issues

Before you start fundraising make sure you know what you are legally allowed to do in terms of raising money for your group. If you are planning an event you may need:

- an entertainment licence
- a food hygiene certificate
- extra insurance
- a special licence for a street collection

Special rules also apply as to what young people under the age of sixteen can and cannot do, for example they:

- cannot sell draw tickets to members of the public
- are not allowed to run a stall that has alcohol as prizes

Unless aged 18 they cannot operate barbeques.

Speak to your local council to check current regulations.

Promoting the event

When planning an event remember that good publicity will ensure that as many people as possible will become aware of what is happening. Ways of advertising could include:

- placing advertisements in local newspapers including free papers
- posters in local shops, etc
- flyers
- contacting the local paper and trying to interest them in doing an article on your club and/or forthcoming events or make it really easy for them - simply write an article and send it to them

Remember flyers and posters need to be eye-catching and include all the necessary information in a simple easy to assimilate layout.

Remember start on the right track with your accounts and record everything in detail. At the end of the year you will have to produce accounts.

Fund-raising Ideas - Do's and Don'ts

Before starting any fund-raising activity, remember that effective planning will assist you to achieve best results.

Consider the following:

- Fund-raising is SELLING, not begging!
- People like to be asked. You are asking as the provider of a valued service and not for yourself.
- Fund-raising is everyone's responsibility within the group. It needs to be a significant part of your overall strategic plan for the group.
- Maintain current records of active and prospective 'customers'.
- Don't forget past donors. Continue to earn their friendship and confidence.
- The donors' needs have to be met as well as yours.
- Fund-raising is more successful on a face-to-face basis. Brochures, folders and pamphlets can be useful, but do not rely on them.
- Volunteers, who are assisting you, will only be as effective as the support that you give them.
- Remember that tax saving advantages and incentives exist. Promote these by advertising, sponsorship and gift aid.

- Be aware of the law. Some activities, such as door-to-door collections, require a licence from your local authority. If you are in doubt, consult them or the local police. Other events, such as discos, quiz nights and lotteries, will require compliance with current licensing laws.

Ideas to get you started!

Here are a few ideas and issues for fund-raising:

- Auction: sale of donated items by a professional auctioneer. This could be part of a barbecue or sponsored event.
- Discos / dances.
- House-to-house collections.
- Barbecues.
- Car boot / table top sales.
- Raffles / draws / lotteries.
- Rent a market stall. Sponsored events.
- Race nights.
- Charity matches: invite local professionals to compete against a selected local team; money can be made on programme advertisements.
- Is the event interesting & fun?
- Can you involve a local celebrity? Try not to be over ambitious.
- Allow plenty of time to plan and prepare in advance.

- Decide who is responsible for the event.
- Consider the best methods of publicity.
- Obtain a licence (if necessary).
- Consider if there are any insurance, health and safety or legal aspects involved.
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Raising Money for larger items of Expenditure/Capital

Sponsorship: seek support from local businesses. Realise that the sponsor will expect acknowledgement and benefits from any sponsorship arrangement.

Donations: these are usually in the form of a direct gift in money from supporters.

Trust and grant funding advice: you can get advice about local, national and international funding from the following places, they also offer a signposting service to other relevant agencies

- Notts cc Youth service
- Local CVS
- RCAN
- Local Authorities