

Fundraising support during COVID-19 and beyond

Webinar – The fundraising sources

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Welcome from Angus Roy, Charity Director, Ecclesiastical

www.benefactgroup.com

Introducing

Gill Jolly,
DSC Associate Trainer &
Director of Achieve Consultants Ltd



Cathy Shimmin
DSC Senior Training Consultant
(assisting with the Q&A)

'Fundraising sources'

Today we'll be covering:

- Sources of funding to consider
- Methods (tactics) to tap into the sources
- Pros and cons relating to some

Then open the session for Q&As

Let's Recap



The importance of a fundraising plan

- Keeps us on track
- Help us achieve our goals & objectives
- Enables us to say 'no'!
- Gives the organisation and other funders confidence
- Lots of others....

IMPORTANT

Your fundraising mix

- Low Risk Income Stream/s
- Cost Efficient Fundraising
- Acceptable to Organisation
- Realistic Implementation
- Restricted vs Unrestricted Income.



Funding sources

- Statutory sources
- Grant-making bodies
- Corporates
- Community
- Individuals
- Earned income



Statutory sources



National or regional/local government sources

- Grants
- Contracts



Grant-making organisations including:

- Trusts & Foundations
- Community Foundations
- The various national lottery pots e.g. TNLCF, TNLHF
- Landfill Communities Fund

For a checklist to help you improve your chances of success, visit <https://www.benefactgroup.com>



Corporate support

- Sponsorship
- Grant/Awards schemes
- Employee related
- COTY
- Secondments & placements
- Mentoring
- Gifts-in-Kind
- Pro bono work
- Access to their networks
- Placements
- Match funding
- Payroll giving & more



Community



There's a huge amount of potential support out in the community which can provide:

- Direct cash
- Run events that in turn raise money for you
- Provide resources and volunteers
- Door openers
- Etc

Individuals

So many ways of support including:

- Cash
- Text giving
- Regular/committed giving
- Respond to direct mail
- Celebration giving
- Giving in memory including tribute funds
- Legacies / gifts in wills
- Generate through fundraising activities (theirs or yours)
- Sponsor someone
- Adopt a
- Crowdfunding
- Membership
- Major donors And many more



Tax effective giving



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Legacies / Gifts in wills

WHAT WILL YOU LEAVE BEHIND?

Compared to other income streams, legacy income will continue to hold up as the current crisis continues, and into the future, partly due to the increasing awareness of gifts in Wills according to Legacy Foresight's latest analysis.

Legacy Foresight released its Legacy Market Briefing 2020 report in mid October.

The report predicts that charitable bequests will increase by almost a quarter (23%) over the next ten years, from 118,000 to 145,000. This rise is attributed to a rapidly rising death rate and the growing interest in leaving a gift in a Will.



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Text giving

In the spring of 2020 and during the pandemic, over £2m raised through Donor text giving platform.

Text Giving During Lockdown

Data reflects text giving through donr.com between March-July 2020.

2,022

charities used Donr to run emergency appeals and launch new fundraising initiatives



250,469

individuals donated to a cause they love using Donr text giving



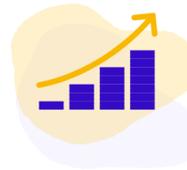
£2.01m

was donated through our easy-to-use text donation platform



653%

increase in donations made through our platform compared to the same period last year



donr 

T V M S 
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Raffles

Online raffle platform Raffolux has raised over £150,000 for charities across the UK during the pandemic.

Raffolux was launched just over a year ago by a team of young British entrepreneurs. It benefits both players and charities with 10% of the proceeds from every raffle ticket purchased donated to a charity chosen by the player from a list including Great Ormond Street Hospital, Worldwide Cancer Research, Women's Aid, and Blue Cross— which have received over £20,000 in donations so far.

Raffolux also hosts dedicated raffles for individual charities, donating between 50% and 100% of the profits, depending on whether it or the charity provides the raffle prize.

Source: bmmagazine.co.uk



Earning or Individuals



Run a regular lottery

www.makeasmilelottery.org.uk



Earning

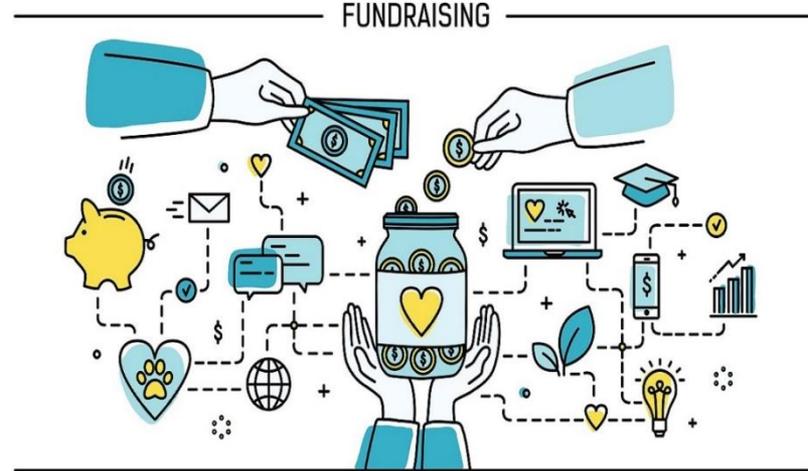


Funding sources

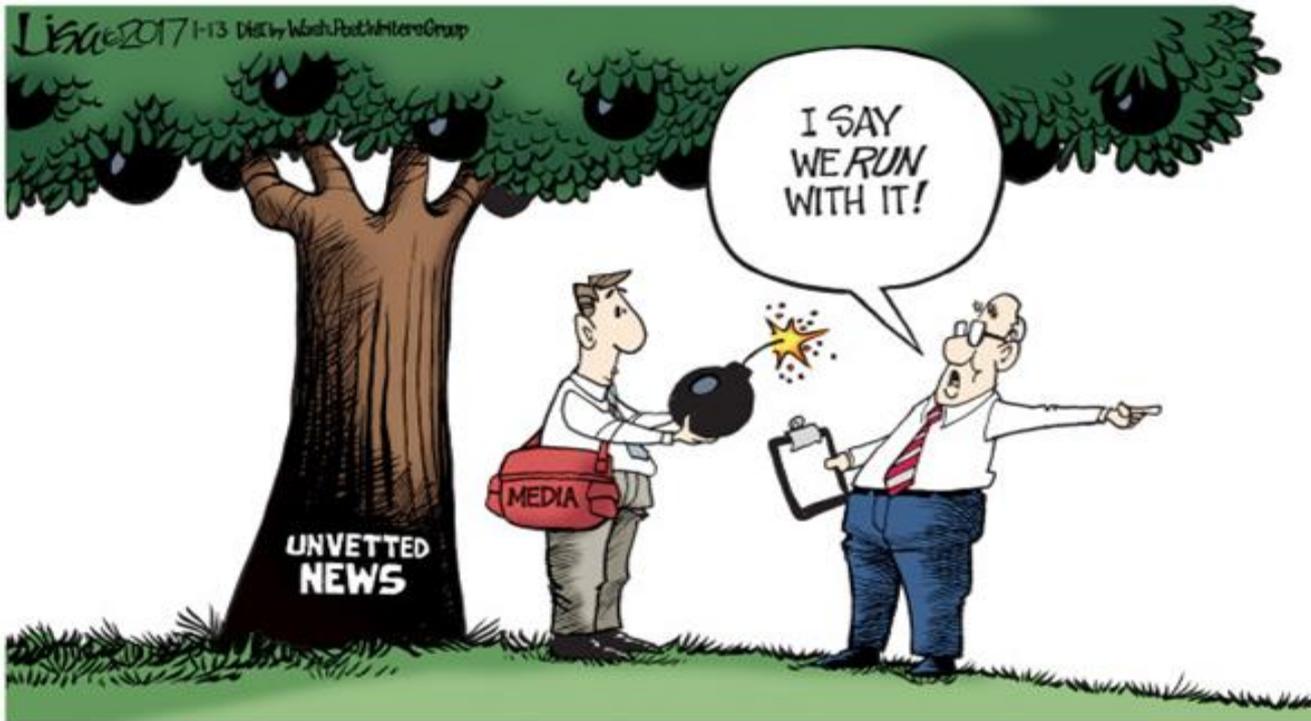
To help with sustainability, a fundraising plan should have a mixed portfolio of sources and different methods/techniques to tap into those

NOTE:

Going Digital is topic for Webinar 5 on 2nd February



Quick wins or long-term gains



Low-hanging fruit





Regarding sources and tactics
- don't put all your fundraising eggs in one basket

Thank you

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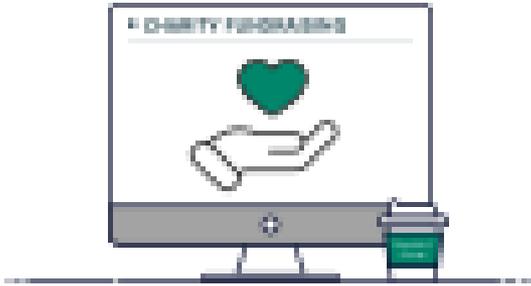


Next Steps



More fundraising support and resources from Benefact Group can be found at

www.benefactgroup.com



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<https://fundsonline.org.uk/>

<https://www.dsc.org.uk/training/>

<https://www.dsc.org.uk/publication/the-complete-fundraising-handbook/>

<https://www.dsc.org.uk/publication/the-directory-of-grant-making-trusts-2020-21/>

<https://www.dsc.org.uk/training/in-house-training/>



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