Raising funds: a strategy

How to begin a funding plan

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Sources of income

- Grants
- Loans
- Donations
- Shares

Target capital
Sources of income (GRANTS)

- Local trusts
  - Sector-specific grants
  - Local authority, regional govt grants
  - Social investment grants (govt)
  - National grant schemes e.g. Lottery

- LOANS

- DONATIONS

- SHARES

TARGET
Sources of income (LOANS)

- **GRANTS**
  - Personal loans
  - Bonds/debentures
  - Crowd-funding loans
  - Soft loans /“patient” loans
  - Commercial loans/mortgages

- **DONATIONS**
- **SHARES**
- **TARGET**
Sources of income (DONATIONS)

GRANTS
- Personal donations
- Fundraising events
- Crowdfunding appeals
- Community foundations
- Local supporters e.g. localgiving.com

LOANS

SHARES

TARGET
Sources of income (SHARES)

GRANTS

LOANS

DONATIONS

TARGET

Equity:
Company shares (private co.s, CICs)
Community shares (Industrial & Provident Societies i.e. CBS/co-op)
Sources of income (EXAMPLE)

Grants: £53,000
(£50k regional govt grant, £3k local trust)

Loans: £30,000
(bank loan over 10 yrs through social lender)

Donations: £2,000
(local organisations, individuals)

Shares: £35,000
(community shares)

Target: £120,000
Sources of income (considerations)

**GRANTS**
- TIME – slow
- AMOUNT – high
- Needs BUSINESS PLAN

**PUBLICITY**

**LOANS**
- TIME – reliable
- AMOUNT – on approval
- Needs BUSINESS PLAN

**AFFORDABILITY**

**DONATIONS**
- TIME – fast
- AMOUNT - low

**COMMUNITY ENGAGEMENT**

**SHARES**
- TIME – fast
- AMOUNT – can be high
- Needs BP and OFFER DOCUMENT

**COMMUNITY ENGAGEMENT**

**TARGET:**
- FUNDS, ENGAGEMENT, TIME

Depends on LEGAL STRUCTURE