

Raising funds: a strategy

How to begin a funding plan

HELEN MELIA

Project Coordinator, FEA
Adviser, Plunkett Foundation

Sources of income

Grants

Loans

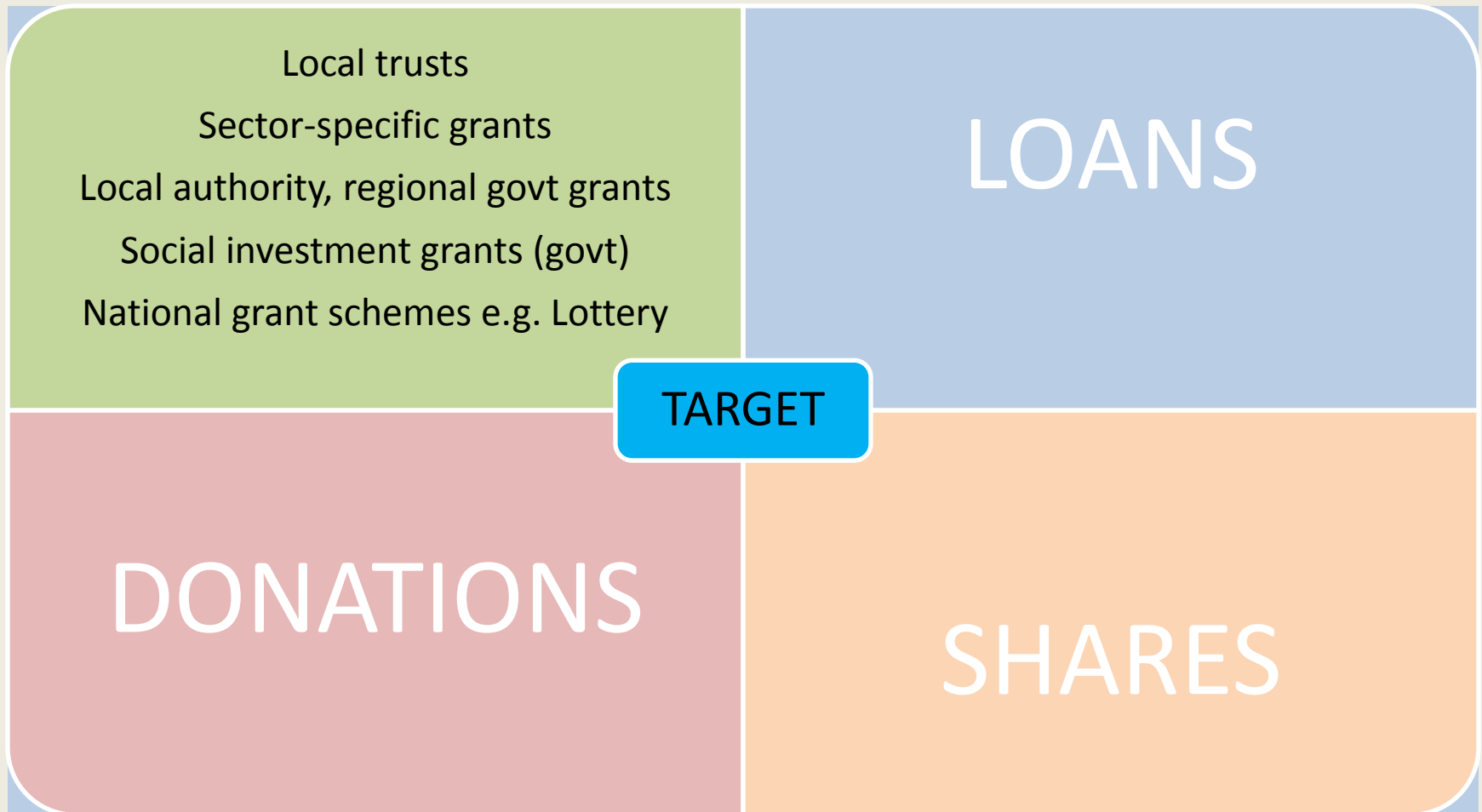
Target capital

Donations

Shares



Sources of income (GRANTS)



Sources of income (LOANS)

GRANTS

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

TARGET

DONATIONS

SHARES

Sources of income (DONATIONS)

GRANTS

LOANS

TARGET

Personal donations

Fundraising events

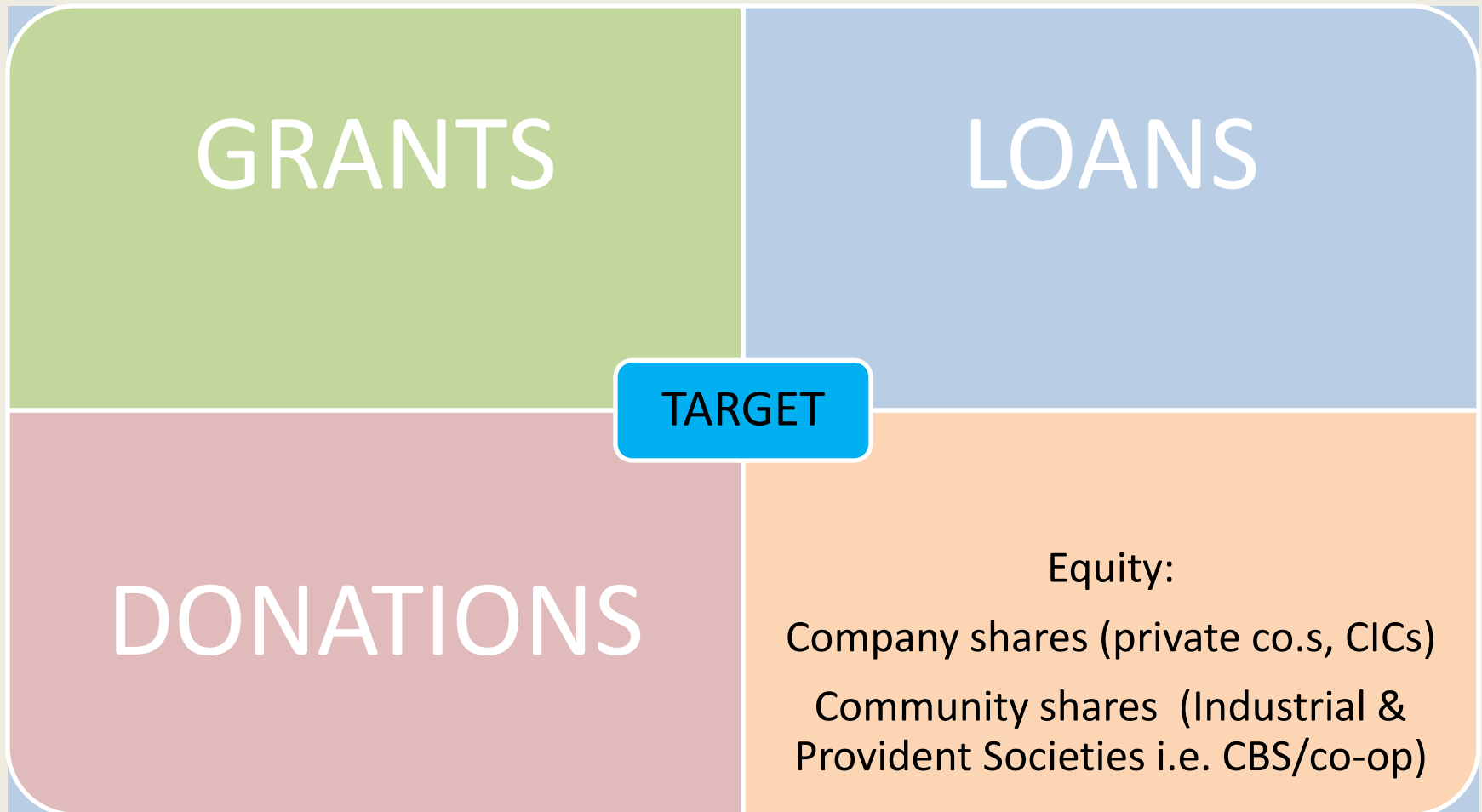
Crowdfunding appeals

Community foundations

Local supporters e.g. localgiving.com

SHARES

Sources of income (SHARES)



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)

Target : £120,000

Donations: £2,000

(local organisations,
individuals)

Shares: £35,000

(community shares)

Sources of income (considerations)

GRANTS

TIME – slow

AMOUNT – high

Needs BUSINESS PLAN

PUBLICITY

LOANS

TIME – reliable

AMOUNT – on approval

Needs BUSINESS PLAN

AFFORDABILITY

TARGET:

FUNDS, ENGAGEMENT, TIME

DONATIONS

TIME – fast

AMOUNT - low

COMMUNITY ENGAGEMENT

SHARES

TIME – fast

AMOUNT – can be high

Needs BP and OFFER DOCUMENT

Depends on LEGAL STRUCTURE

COMMUNITY ENGAGEMENT