

# The basics of fundraising

## The main sources of funding for faith groups engaged in regeneration:

- Charitable trusts
- Corporate funders
- Central government
- Local or regional government
- European Union

## Fundraising DOs & DON'Ts!

### DO

- Plan a strategy
- Plan ahead
- Select a good project
- Believe in what you are doing
- Select a target
- Write an application
- Use personal contact
- Prepare a realistic budget
- Be concise and specific
- Establish credibility
- Keep records
- Say thank you

### DON'T

- Ask for unrealistic amounts
- Assume understanding
- Use jargon
- Beg

## The key elements of a project funding proposal

Introduction and Aim	Clearly summarises the aim of the project and the organisation's abilities and qualifications to accomplish it.
Needs Statement	Reviews the need for the project and may detail a specific problem that the proposed project will resolve.
Objectives and Goals	The aim should be broken down into measurable objectives, which are the things you are trying to do. The objectives are then broken down into more detail-oriented goals. These are the specific projects or tasks that will be undertaken.
Evaluation	Explains how the success of achieving your stated goals will be measured. Often, this involves an advisory committee that guides the project, and reviews it against performance measurement indicators.
Budget Summary	Notes the total project cost and other sources of funding, if any.
Future Funding Plans	Describes the financial resources needed to continue the project once the support requested has ended, and how the organisation will obtain them.
Detailed Budget	A realistic, accurate budget that details project expenses. Standard budgetary items are: personnel; travel/meeting costs; equipment; office running costs such as rent, telephone, and postage; publications; and computerisation. Itemise all costs more than £100.
Appended Information	Include an appendix of meaningful information that helps support the proposal. This may be detailed work plans, the latest annual report, and any documents that support the organisation's credibility.