

# FUNDRAISING GUIDE TRUSTS & FOUNDATION

**YOUNG  
BARNET**  
FOUNDATION



# Fundraising

A guide to  
successful  
applications for  
small and  
medium grants

# WHAT IS THE AVERAGE GRANT AWARDED?

The answer is £4,000.

With larger trusts the average is around £10,000.

Given those £10,000 grants that means there are a lot of £1,000 grants being given out in order to produce that £4,000 average figure.

These figures are lower than most people tend to think.



## WHAT IS THE LIKELY SUCCESS RATE?

Highly specialised trusts have higher success rates. Perhaps 1 in 2 or 1 in 3.

The lowest success rates are trusts that support all types of causes across the whole of the UK because for obvious reasons they receive huge numbers of applications. Perhaps 1 in 25 or even 1 in 50.

You should work on the basis that 1 in 10 bids will be successful





# WHAT TARGETS SHOULD YOU SET?

If you are looking to raise £100,000 then in theory you need funds from 25 trusts and you will need to apply to 250 different trusts to raise that amount.

Trust fundraising is a volume activity. A competent bid circulated widely will usually raise far more money than putting huge efforts into a small number of bids.

Ideally apply each year to every trust that you are eligible for. If you can't do that then aim each year to submit 10 applications for larger grants on which you take adequate time and do the proper research.

Then send out a standard funding bid to another 100 smaller trusts.



## ASKING FOR THE RIGHT AMOUNT

Research what the typical amount given out by that trust is.

If there is 1 grant of £100,000 and 20 grants of £10,000 ask for £10,000. £10,000 is the amount that they routinely give out.

They are likely to have previously given £10,000 to the £100,000 applicant and got to know them and trust them through working together over several years.

If £10,000 is more than 10% of your annual budget then reduce the sum requested down to 10% of your annual budget. Many funders will state that they will not give out over 50% of your annual income.



## WHERE TO LOOK

### ➔ Directory of Social Change (DSC)

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



Various printed directories costing £50 to £125 each.

### ➔ National Council for Voluntary Organisations (NCVO)

[www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)



Online database ranging from free access to £100 + VAT per year.

### ➔ 360 Degree Giving

<http://grantnav.threesixtygiving.org/>



Free access for details of major funders.

### ➔ Beehive

<https://www.beehivegiving.org/>



Free access for details of major funders.

### ➔ Charity Excellence Framework

<https://www.charityexcellence.co.uk/>



Free lists and trusts details

## TIP

Sign up to newsletters locally and nationally – many infrastructure networks or specialist organisations such as sports etc supporting VCSEs will send out funding information.

- You need to make best use of your time.
- Research the funds priorities and ensure you are eligible and understand the guidance
- Be organised – create a pipeline based your priorities then match these according to best fit, deadlines etc

# WHAT QUESTIONS DO I NEED TO BE ABLE TO ANSWER?

- What do we do? What is our mission/vision?
- What do you want to deliver?
- What impact will it make?
- What are the timescales for delivery?
- How do you know the project is needed? Ensure you have stats/evidence available to support this
- How do you involve people in designing the project?
- How do you attract participants?
- Why you or your organisation? What skills/experience do you bring to the project/organisation?
- What local statistics do I have to support this project? How do these compare to national statistics?

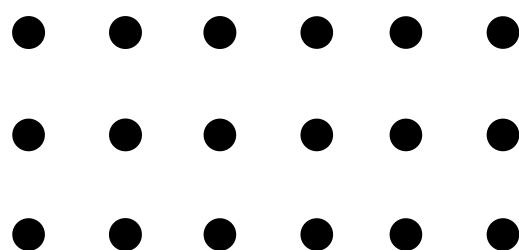
## Some good resources are below:

<https://londonfunders.org.uk/resources-funders/useful-datasets>

<https://open.barnet.gov.uk/>

<https://data.ncvo.org.uk/>

- What was your income in the last financial year?
- What was your expenditure in the last financial year?
- What are your reserves for the last financial year?
- Once this funding is finished how will you ensure the projects/organisations sustainability?
- How will you spend the funding (detailed budget)?

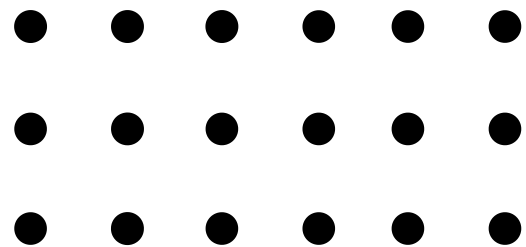


**Ensure you also have:**

- Copy of your accounts
- Safeguarding Policy
- Equality & Diversity Policy

## TOP TIPS TO CONSIDER

- What are you trying to say?
- What words express this well?
- Is it clear and jargon free?
- Are you reflecting the Funders priorities?
- Are you reflecting the Funders tone?
- Do you have evidence to support the work you are seeking funding for?
- Do you have evidence that your young people want this project/programme?
- Is your language positive i.e. We will... We have shown that....We can demonstrate?
- Does your application show your passion?



**TIP:** You could use of bullet points, bolding key words or phrases to help your answers to stand out for the Funder



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Young Barnet Channel - [Watch here](#)

**To book a Fundraising  
Support Session please  
contact:**

Debra Yardley  
Fundraising & Partnership Manager  
Email: [debray@youngbarnetfoundation.org.uk](mailto:debray@youngbarnetfoundation.org.uk)  
Telephone: 020 3621 6090