



**Friends of  
the Earth**

# How to: raise money for your local group

**Funds, readies, lucre, dosh, bling whatever you want to call it, some local groups seem to have enough of it to run offices and pay for campaign staff, whilst others struggle to buy a packet of chocolate biscuits for their monthly meeting. Capacity Building Co-ordinator Nicole Barton gives advice and ideas for raising funds, and introduces the new fundraising initiatives for local groups**

## Why fundraise? There's so much else to do

With heaps of pressing national and local campaigns to deal with groups often don't have the time and resources needed to fundraise, but money is key to tackling campaigns effectively. Money helps boost recruitment by paying for a regular recruitment or meeting advert in your local or regional paper, it allows you to book better meeting spaces, it funds greater celebrations of your successes, and covers the costs of stalls and profile-raising events.

You might retain more members if you meet the expenses they incur as campaigners, contribute

towards training and development opportunities, or organise more social events. Money, of course, can help you publicise your ideas and campaigns through publications and the organisation of public meetings. It can help you buy a computer and cover monthly internet connection, pay for a campaigner or for a group member to undertake a particular piece of work or consultants to do specialist work. You can use it to cover the costs of running projects that demonstrate solutions to local problems. In short, money can be very useful.

### How can we help?

The Local Groups Support Fund is a centrally available fund which has recently been revamped. It is administered by the Capacity Building Team, who will launch a fundraising advice helpline and a database of grants at the 2004 local groups Conference in Leicester.

All groups are welcome to apply to the fund for money for campaigns, for development and resources for the group, for networking, and funding projects and events relevant to the sustainability agenda. The amount available will soon be trebling to £30,000 a year and an improved application process will make it more accessible, fairer and faster.

Small grants under £150 can be made over the telephone. On the first Wednesday of each month from September 2004 onwards, Co-ordinators will be able to call the fundraising advice line on **020 7566 1684** to make a small application over the phone and/or receive general fundraising advice. Grants for over £150 will go through a more rigorous application procedure. Formerly you could apply only once a year, now you can apply as often as you need to.

# How can you raise money ...

**Generally, there are two main types of activity you can fundraise for: to support local campaigns and the development of your group; and to deliver services and run specific projects such as a composting scheme or environmental education work**



## for campaigns and development?

- Street collections – you can get tins, badges and tabards from Underwood Street (but seek permission from the local licensing authority, usually the police or County Council)
- Organise pub quizzes, raffles (you must register with the Gaming Board of Great Britain), tournaments and sponsored events
- Hold stalls at events organised by others
- Ask for donations for a specific campaign by a direct mailing
- Auction goods on eBay
- Apply for awards that support voluntary endeavour and achievement
- Ask supporters and your 'warm audience' if they would consider you in their will
- Ask for voluntary contributions in exchange for info leaflets and publications on stalls
- Sell advertising space to ethical organisations on your website or newsletter
- Register yourself as potential recipients of funds from events such as rag weeks and marathons
- Encourage your supporters to donate by monthly standing order
- Set up a 'golden supporters' scheme, which adds benefits to your supporters' package such as discounts on products and services
- Identify individuals who may donate larger sums of money. Get to know their interests, draw up a project plan outlining what you will spend the funds on, find out if they would expect anything in return. Invite them to events and keep them informed of your successes. Send prompt and genuine thanks and update them on changes that their support has brought about



## for services, projects and education work?

Grants available to environmental groups may now come from funds targeted at community development and regeneration. The environment is seen as one of the factors influencing people's quality of life, and as a result some funds may be found within larger local initiatives such as improving the health of communities by tackling road traffic safety and pollution. Agenda 21 officers used to give advice on accessing funding for environmental causes, but these days many have been absorbed into Local Strategic Partnerships and are as likely to refer you to someone in the education department as they are to the grants or environment officer. Now you've got the right person, ask for a grant application form. Before you complete it, see the golden rules on page 14.

**We would like to share your fundraising successes. Please ring Nicole Barton on 020 7566 1684 or email [nicole@foe.co.uk](mailto:nicole@foe.co.uk).**

# Some of your fundraising successes

## Manchester



Manchester has been ambitious in attracting grants from Manchester City Council and the Local Strategic Partnership (LSP) funded Community Learning Chest. The latter helped fund the Longsight Project — a winner of the 2003 Earth Movers Award — which carried out an appraisal of transport problems and solutions in a poorly served area. The City Council has

provisionally accepted an application for around £15,000 of Neighbourhood Renewable Funds to run an advertising campaign on car use and sustainable transport options. The Community Chest (also LSP) also gave the group £2,000 for a new computer and IT training.

Manchester keeps its funds topped up by organising gigs, accepting small donations for information leaflets, and asking the public to

join their great membership scheme, which generates regular income through standing orders in exchange for simple benefits. This now covers two-thirds of expenditure. Members receive four newsletters a year, offers of training, and discounts from local green shops and services. The group also accepts paid adverts in its newsletter from small businesses such as health food shops and ethical investment funds.

## Abergavenny & Crickhowell

This group raised money through Monmouthshire County Council to fund a pilot for a successful furniture recycling scheme.

The Homemakers Furniture Recycling Project now functions as a separate and expanding charity providing employment for two full-time staff and good quality furniture for people who need it.



North Lancashire Friends of the Earth

**North Lancashire:** The group raised £400, as well as environmental awareness on radiation pollution from Sellafield and rising sea levels, by organising a sponsored walk across Morecambe Bay.

## Portsmouth

Portsmouth established a charitable arm called Portsmouth Friends of the Earth Association. It employs a 'Can-do-Composting' Project Officer who spends 20 hours a week on environmental education work around the three Rs of Reduce, Re-use and Recycle. The project has been funded by grants from Portsmouth City Council's Educational Improvement Service, Waste Management Team and the Local Groups Support Fund.

## Cirencester

This Gloucestershire group makes a profit of nearly £2,000 a year running two flea markets. A paid organiser plans the event, a couple of group members are engaged in the run up to the day and then a dozen or so campaigners from local groups across Gloucestershire help

to set up the stalls, serve refreshments, etc. As well as being a great way for the groups to network, each helper takes back to their group a proportion of the profits relative to the time they volunteered. Group Co-ordinator Clive Perkins puts the events'

success down to good marketing, a core base of regular "professional" stallholders, keeping the day simple and fun to take part in. To date, some of the proceeds have been used to employ a consultant for a county waste plan and to make donations to Underwood Street.

## Birmingham

15 years ago loans from the County Council helped this group buy their city centre building. Rents paid by tenants, most of whom are community groups, helped pay off the loan within five years and now cover the cost of a Building and Information



Manager and a part-time handy man. The group also fundraises to employ a Campaigner for 32 hours a week. The salary is covered by income and donations from 260 regular supporters and a group of 'golden supporters' who give generous monthly standing orders.

The group has also raised funds by producing sustainability reports and delivering recycling leaflets for the council, organising collection buckets at music venues, staffing the lock-ups at Glastonbury Festival (£6,000 from one festival) and from the occasional legacy.

## 1. Strategy

Devise a fundraising strategy with your group – how much you want to raise, what for, when, how, and who is responsible for what?

## 2. Contacts

Build relations with local councillors and decision-makers, to help you identify what funding opportunities may be suitable and keep you up-to-date on the buzz words and popular themes for funding.

## 3. Grants

Thoroughly check the grants criteria – local groups are licensed to Friends of the Earth Limited and therefore do not have charitable status. This will exclude most of you from many funding opportunities. Check that the grant covers your area – many are regionally/locally specific. Does the grant require a percentage to be match-funded – if so could some of this be paid for in volunteer hours (roughly estimated to be worth £10 per hour)? What activity will the money cover: core, campaign or only specific costs?

## 4. Funders

Check that the source of funds is not contrary to Friends of the Earth's *Guidelines for positive relations with companies*. For a copy or further details contact Nicole Barton at the Capacity Building Team or find them on the web at <http://community.foe.co.uk>.

Check if the funders have advisors who can help you fill out forms and whether you can submit preliminary applications. Get lots of people to read your draft applications and ensure you include all the asked for accompanying documents.



What are the monitoring requirements and what feedback will funders want? Can you provide it and who will be responsible for doing so? Remember you have a legal obligation to record all monies received – does your treasurer have the skills and information needed to manage money properly?

Invite funders to appropriate events you may be planning, ensure that they are aware of successes and positive publicity that you enjoy.

## 5. Budget

Produce a clear budget outlining how and when you intend to spend the money you wish to receive. Make it crystal clear how the money will lead to a desired outcome and what your indicators of success will be as you spend the money.

## 6. Training

Ask your local Council for Voluntary Service (CVS), Volunteer Bureau or refer to one of the many fundraising websites listed below.

Keep looking – new opportunities will arise regularly.

## 7. Variety

Build up a varied funding base so you are not reliant on a few sources of income – try to have a contingency plan in case your application is not successful.

## Useful resources

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

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

[www.charitychoice.co.uk](http://www.charitychoice.co.uk)

[www.funderfinder.com](http://www.funderfinder.com)

[www.cafonline.org](http://www.cafonline.org)

Your local Council for Voluntary Service (CVS)

*Tried and tested ideas for local fundraising events* by Sarah Passingham (ISBN 1 903991 37 4, 3rd edition)

**The following may provide funding to Friends of the Earth local groups:**

Awards for All

Living Spaces (lottery fund)

CRED/SEED administered by RSNC

Enfys: Green Spaces and Sustainable Communities Programme administered by the Welsh Council for Voluntary Action (WCVA)