

FUNDRAISING: PLANNING AND PREPARATION

Three essential elements to have in place before you start fundraising



Good Governance

Before thinking about fundraising, all groups, whether a registered charity, voluntary organisation, sports group or social enterprise should have the following:

- **A governing document** that sets out your aims, objectives, rules, procedures for meetings, membership guidelines and your committee structure. It should refer to financial management and have a dissolution clause. The group must hold a signed and dated copy (should be reviewed and signed annually)
- **A safeguarding policy** that covers children and adults-at-risk of protection issues. It should outline procedures and name a Safeguarding Officer.
- **A bank account** in the name of the group. Withdrawals should require at least two signatories from individuals who are unrelated.
- **Annual accounts** that refer to restricted, unrestricted and designated funds.

Budget or Cash Flow Forecast

Paired with the action plan, should be an annual budget or cash flow forecast. At a basic level, you should identify your income expectations and your expected expenditure. This will help you to build reserves, fundraise for any shortfalls and identify growth. You can break it down into:

- **Core costs** – for ongoing running costs, staffing, overheads, etc.
- **Revenue funding** – for activities, sessions and projects
- **Capital funding** – for major items of equipment or to build or refurbish facilities

Larger groups should draw up an **income generation plan** identifying where funds will be drawn from, which fundraising activities are required, who will take on which roles, which approach funding you will take for particular projects and timescales for getting involved. Smaller groups can agree how to progress amongst the volunteers available and on a project-by-project basis.

Action Plan

Even the smallest group needs to have some form of an action plan for the year. It doesn't have to be overly complicated. But, your committee and/or group leaders should agree on plans that are realistic, achievable and within the aims and objectives set out in the constitution.

- What do you want to do?
- Why?
- Who will deliver it?
- Who is it for?
- How much will it cost

See [our Action Plan Template](#)

Where to get more information about legal structures?

A common question in fundraising, is which legal structure (voluntary, CIO, CIC, etc.) should we be? Here is a list of places where you can access support.

Sported resource library

[Our resource library](#) has guides, webinars and volunteer support which can help you explore different structural options. Note: a volunteer cannot suggest which structure you should be.

Your local voluntary organisation

These have various names, but support charitable or voluntary groups e.g. Community Southwark, NICVA, Flintshire Voluntary Council.

Your regional sports agency

e.g. Active Partnerships

Your National Governing Body

e.g. England Boxing, Athletics NI, Tennis Wales

Your local council

There is often a service supporting voluntary and community groups.