

TYPES OF FUNDRAISING

Different ways you can raise funds for your group



Introduction

In order to become sustainable, most groups will need to bring in income from various sources, which can include subscriptions, donations, fundraising, grant support and, potentially, earned income. As group, you may also consider delivering through contracts.

Having a diverse range of funding streams is important and funders like to see groups are not over-reliant on one source of income as this could pose a risk. Here is the range of options to be covered in this guide:



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Donations & In-Kind Support

Examples: personal financial donations, volunteers to refurbish clubhouse

There are direct and indirect ways of asking for donations. Determining what works best for you involves a certain amount of trial and error. Consider that different audiences may respond better to different types of asks (e.g. Facebook, your website, in-person, newsletter).

Financial donations are not the only way people can give to your organisation. In-kind support is the providing of goods or services directly by an individual or company (e.g. time, expertise, goods, free or reduced price on premises, new or second-hand equipment, transport to training). Think creatively - because building a team of volunteers can significantly reduce costs and raise morale.

Pros:

- There are many ways that a local individual or business can support your group

Cons:

- Participants may not be able to give financially



Fundraising Events & Activities

Examples: quiz, open day competition, raffle

An easy way to get your participants involved in fundraising is through one-off events. It is a great opportunity to build team spirit, raise your profile and gives those taking part a sense of achievement. Whether it is a big event or small activity, funders like to see that your participants are committed and that you are engaged with the local community.

Simple ideas for activities:

- A raffle or selling tickets
- Open days to participate in your group
- Individuals taking part in sponsored events on behalf of your group
- Bag packing at the local supermarket
- Putting on a show at a community hub

Pros:

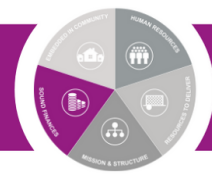
- Attractive for funders to see that you have public support
- Team building experience

Cons:

- May require a number of people to support the activity

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Parish Councils & Council Ward Funding

Examples: Belfast City Council, Wandsworth London Borough Council

Most parish councils and council wards have small pots of funding available for local initiatives and charitable work. Typically, the application process is straightforward and readily available on the relevant websites.

Make contact with local Councillors. Some of your participants might be familiar and can help connect you. Keeping councillors aware of your work will enable them to promote positive activities in their area and in return they may act as a reference when approaching grant funders.

Pros:

- Straightforward application process
- Councils like to support local physical activity groups
- Many grants are recurring

Cons:

- Funds are typically small



Trusts & Foundations

Examples: Community Foundation Network, Garfield Weston Foundation, Aviva Community Fund

In the UK, the words trust and foundation are often used interchangeably. They describe charities and private institutions that fund and support individuals or other organisations through grants. Family, community and corporate foundations are very popular.

We have developed a handy guide full of tips to give your group the best chance at securing a grant. [Download 'Grants Explained: Navigating the world of trusts and foundations'](#) on the Sported Hub.

Pros:

- You can target based on specific themes
- Less stakeholders involved
- No commercial relationship to manage

Cons:

- Detailed reporting required
- Strict process to follow
- Some funds are oversubscribed



Statutory Funding

Examples: Sport England, National Lottery Community Fund, Sport Wales

Statutory funding can be described as money that comes through government from national to local levels. The funds change from year-to-year based on the objectives of the government, but remain a staple source of income for sport and physical activity groups.

Funding is typically administered through a local authority or an agency in the form of grants or the increasingly popular contract model.

Pros:

- Familiar with supporting sports projects
- Can guide you through application

Cons:

- Complex application process
- Restrictions on when & how money spent
- In-depth reporting procedures

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Online Fundraising Sites

Examples: Crowdfunding and Local Giving

Using online fundraising sites is a great way of involving your community in campaigns, as those that cannot give financial support can help to promote the group. New sites and new approaches are being launched on a regular basis and often offer incentives for groups that sign up. Always consider the fees involved balanced against the potential income generation before taking part.

Crowdfunding

Crowdfunding sites invite you to describe a project, set a financial target and ask donors to support you. It is more likely to be successful if you have people willing to share stories, news and updates on various platforms and maintain the impetus towards a goal. As an incentive for larger donations, you can offer something in return (e.g. free tickets to an event, reduced membership, a signed thank you from a celebrity supporter).

Note: Sites such as www.crowdfunder.co.uk occasionally link with charities or statutory bodies to match fund any money raised, so look out for announcements.

LocalGiving

Localgiving is a funding site (<https://localgiving.org>) where you can promote your organisation to potential donors who can search for groups they may be interested in. It can be used for one-off campaigns or be open for general donations.

Pros:

- Typically, no subscription fee
- You can work with a Spotted volunteer who has been trained by Crowdfunder
- Sites often offer match-funding

Cons:

- In some cases, only once you have hit a funding target are pledges turned into donations (depends on platform)

Pros:

- Many Spotted groups have already found success on LocalGiving

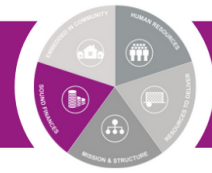
Cons:

- Subscription fees



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Sponsorship & Corporate Social Responsibility

Examples: Kit provider sponsorship, wind farm company local benefit fund

Sponsorship

Sponsorship is an exchange where a company offers your group money or practical support in return for an agreed benefit (e.g. PR, free tickets, access to the sport, advertising space, etc). Although it may seem daunting as a concept, there are a variety of different types of sponsorship you can seek out and you can find the right level for your group and potential partner.

If you are looking for advice and guidance on how and where to look for sponsorship, [read 'Sponsorship: Increase your chance of gaining sponsorship'](#) on the Spotted Hub.

Pros:

- Can develop long-term relationships

Cons:

- Requires a 'pitch'
- Maintenance of relationship
- Can require formal monitoring and evaluation

Corporate Social Responsibility (CSR)

Many companies have a CSR Policy, which outlines how they want to contribute to their community.

They either 1) donate directly to local community organisations (e.g. wind farms have an agreement to put back a percentage of profits into the surrounding communities) or 2) they encourage their staff to volunteer with local community groups by offering their specialist skills and management advice. And you could fit their needs.

Pros:

- Companies are looking for groups to support
- Opportunity for additional volunteers

Cons:

- Larger companies often prefer larger organisations to fund and/or volunteer at