

Fundraising for small groups

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Donation as engagement?

- 81% of people donate because they've been asked to support a cause, rather than making a spontaneous decision.
- 63% of people took additional positive actions as a result of donating to a charity.



Getting started - some questions to think about:

1. How will we manage our money?
2. Who will we raise money from?
3. What do we want money for?

1

How will we manage
our money?



You can also have charitable status*

Small groups

No formal constitution or structure needed.

It is unlikely you will be able to get a bank account or apply for funding on your own.

Constituted groups

Requires a committee and governing document. e.g. a constitution, or articles of association.

Can get a bank account, raise funds on your own, apply for grants and charitable status.

Incorporated groups

Taking a legal structure in the form of a company, e.g.

- Company limited by guarantee with charitable status (CLG)
- Community Interest Company (CIC)
- Charitable Incorporated Organisation (CIO) * **already a charity**
- Community Benefit Society

Unincorporated groups

PROS: Limited or no set up required. Under £5k you do not have to register with any formal bodies or file accounts.

CONS: Assets are held in individuals names. Your team has full personal liability. i.e. you may personally be held responsible for covering the debts of the group.

Incorporated groups

PROS: Separate legal entity taking on assets, contracts risks etc.

CONS: More set up and formal requirements to meet.



Thanks to our sponsors, partners,
volunteers and householders

Funders



Gold sponsors



Silver sponsors



Bronze sponsors



Alternatives to becoming constituted and setting up a bank account

- Local companies might donate services, or if you arrange sponsorship, pay invoices directly for you.
- Partner with another organisation with overlapping objectives, e.g. your local parish council, church or another local charitable incorporated organisation. They can manage the money on your behalf.
- Consider using a fiscal hosting service, e.g. The Social Change Nest CIC.

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Who will we ask?





Your community

- Events with fundraising elements e.g.
 - Clothes swaps
 - Cafes
 - Films
 - Feasts
- Other events and activities, always remember to ask
 - Have someone by the door with a tub, or a QR code, or a tap and pay
- Supermarket schemes
- Crowdfunding
- Big Give Green Match Fund



Local grants

- **[PECT: 30 for 30](#)**
(Deadline 30 Nov 2023, £250-£1k)
Can apply as an individual or organisation
- **[SCDC: Zero Carbon Communities Grants](#)**
(Annual, <£15k)
- **[SCDC Community Chest Grants](#)**
(Annual, <£2k)
- **Cambridgeshire Community Foundation**
 - Natural Cambridgeshire / Combined Authority: [Fund for Nature](#)
(Deadline 1 May 2024. <£5k)
 - Variety of other funds, especially for projects that address human need (isolation, inequality etc.)
 - Many very specific place based grants by companies in their local area, best to check



Other grants

- Register for a grant database which offers email updates, e.g. [Support Cambridgeshire](#)
- Seems to be lots of funding available for community buildings...

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**What are we
fundraising for?**





Your funders & donors want to see:

- A clear and exciting vision
- A plan
 - What the activity is in detail
 - How much it will cost
 - How you'll know you're doing a good job
- Why it's important
 - What the need is and how you'll meet it
 - Any evidence

Resource Center

A case study: Cams Repair Cafe Network Green Match Fund

Outlining the problem...



"I was so pleased that I was able to get my hairdryer fixed at the Repair Cafe. It really made me think about the impact that getting just one thing repaired can have... The event had an amazing energy and it felt empowering coming together as a community to make a difference."

- Visitor at The Circular Festival Repair Cafe

Help put a repair cafe on every high street

Every day, useful items are being thrown into landfill because it's cheaper and easier than getting them fixed.

In the UK we have per capita the second highest rate of electronic waste in the world, and every replacement television or laptop purchased has the equivalent carbon footprint of a return short haul flight, so it's bad news for our climate.

Many people are frustrated by the short lifespan of their products and are keen to make them last longer but struggle to do so.



Providing the solution...



"I have missed everybody! I love the camaraderie of the repairers, the social interaction with repairees and the ability to convince people to have a go themselves and to not waste stuff."

- Volunteer repairer, on returning to Repair Cafes after lockdown

Help put a repair cafe on every high street

We will expand access to repair by supporting local communities across Cambridgeshire to set up and run their own Repair Cafes.

Repair Cafes pair skilled volunteer repairers with people who have all sorts of things that need fixing, such as phones, laptops, jewellery, clothing, toys, and furniture.

Useful items are fixed, preventing them from going into landfill, and connections are made, with repairers and attendees valuing the opportunity to connect with others in the local community.

Resources

[Cambridgeshire County Council](#)

Great resource page for community funding opportunities split by council.

[CCVS - Cambridge Centre for Voluntary Services](#)

Online information sheets, including setting up and running a community group. Templates, including constitution and common policies. Free and low cost training. Great source of local support. Recommend picking up the phone if you get stuck.

[Support Cambridgeshire](#)

Training and information on everything to do with funding and governance, including a good database on grants, trusts and funding opportunities.

[NCVO - National Council for Voluntary Organisations](#)

Comprehensive resources on anything you might need as a charitable organisation. If you're ever looking for information on how to do something it's worth looking here. Linked above is their guide to setting up a governing document, but their other resources are great too (e.g. [guide on choosing a legal structure](#), [fundraising methods](#), [fundraising myths](#)).

[Resource Center](#)

Comprehensive resources on everything, from first steps for new groups, through to getting constituted, setting up a bank account, choosing a legal structure and more.

[MyCommunity](#)

Great source of information for all local community groups. Linked is a guide on choosing the right legal structure for your group.

[The Social Change Agency](#)

Provide support for community-led groups and movements driving social change. [Offer a fiscal hosting service.](#)

Thanks!

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