



Funding in the new world

Rosemary Hopgood
Chief Executive
Charities Information Bureau



We'll look at ..

- the bigger picture - how the recession may be affecting the sector and the local communities you serve
- how the recession may be affecting trends in funding
- what your organisation can do to respond to both

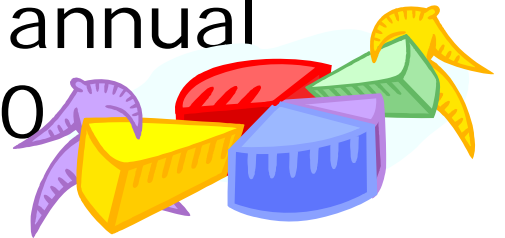
Charity Sector

(It's competitive out there!)

- 180,000+ charities in England & Wales (+rising)
- Total annual income £52bn

But

- 89% of money raised by 6% of charities
- 45%+ of charities have an annual income of less than £10,000



Trends

*It's competitive
out there!*



- The sector's income is rising (4% a year)

But

- the number of charities is growing

... the income of each organisation is hard to secure



How is the voluntary sector being affected by the economic downturn?

- Business
- Social impact
- Impact on voluntary sector



What's else is going on in the world outside your organisation?

- Increase in expectation on sector
- Government cuts
- Sharing services/Partnership working/Collaboration/Merging
- Volunteering
- Competitive tendering
- Private sector engagement



How will you survive?

- What are we good at?
- What isn't so good?
- What will make it work?



Sources of Income

- Charitable Trusts
- Lottery
- Government
- Business
- Individuals
- Philanthropic orgs
- Community fundraising
- Making money

Charitable Trusts & Foundations

- Thousands
all are different
- Funded by legacy, donations or company profits
- Local, national or international



Lottery

• BIG

• Awards for All



• Arts Council

• Heritage Lottery Fund

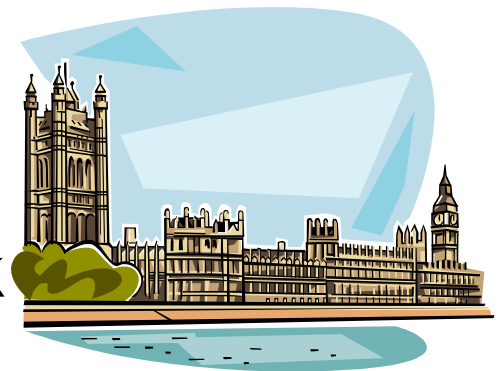
• Sports Council

Government

£12.8 billion

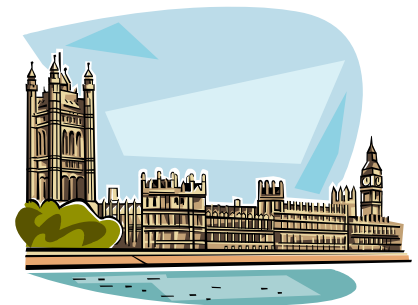
- European
- Central
- Regional
- County
- Parish
- Health trusts
- Skills Funding Agency
- Sure Start

www.governmentfunding.org.uk



Government

- Public service delivery by Voluntary Sector
- Grants or contracts
 - commission services
 - meet strategic plans
- Social impact bonds





Businesses

- Employee volunteering
- Small donations
- Help with events
- Match fundraising

How do individuals give?

- Donations
- Gifts in kind, shares and time
- Fees for services, inc membership
- Gift Aid
- Legacies
- Payroll giving



A large, stylized red graphic on the left side of the slide, resembling a thick, curved arrow or a drop shape pointing downwards.

Philanthropic organisations

- Rotary Clubs
- Round Table
- Lions Clubs

Community Fundraising

A fun way of raising money?



- Is the activity right for you?
- Are you allowed to do it?
- Can you afford to do it?
- A-Z of Ideas

www.how2fundraise.org.uk



Making money

- Sell goods
- Sell services
- Sell expertise
- Rent out premises/office space
- Membership fees



**There are no magic
answers or solutions!**

But



Make most of what you've got

- Gift aid
- Costing in overheads
- Get the best price
- VAT



Make most of who you are

- Where do you fit in the bigger picture?
- Look at who's funding you
- Competitive edge



Make most of who you are

- What's your focus?
- Do you manage the money well?
- Time to plan for the worst that could happen



Are you up to scratch?

- Governing document
- Charity registration
- Bank account
- Evidence of need
- Essential policies



Be the mirror

“If I give this organisation a grant, will they will spend it well and use it to make a real difference ...



What it boils down to

is

- 
- Make a plan!

(and a plan B!)



Charities Information Bureau

Helping you to raise money

01380 729279

enquiries@cibwilts.org.uk

www.cibsouthandwest.org.uk

Ci3 SOUTH & WEST

Working in partnership with

Wiltshire Council
Where everybody matters