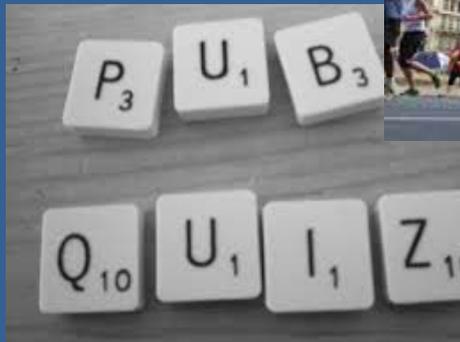




A Guide to Fundraising

A toolkit to help you raise additional funding to support your service



A Guide to Fundraising: Adfam toolkit



About Adfam

Adfam is the national umbrella organisation working to improve the quality of life for families affected by drug and alcohol use. We work with a network of organisations, practitioners and individuals who come into contact with the families, friends and carers affected by someone else's drug or alcohol use and work extensively with professionals and Government to raise awareness of families' needs and expand the support available to them.

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Foreword

A guide to fundraising toolkit

With Government cuts and the current economical climate, the pressure on charities to secure sustainable funding is greater than ever. Adfam understands the impact these constraints place on family support services and the increasing importance of self-generated funding streams.

Local authority funding is integral to the majority of family support services, but if funding stops or is reduced this has a significant impact on their ability to support families. The purpose of this toolkit is to highlight other sources of funding available and encourage services to consider diverse funding strategies. Their 'bread and butter' may continue to come from trusts and grants; however, alternative options may help raise additional income and, perhaps more importantly, improve their profile in their local community and take steps to tackle stigma.

We hope that this toolkit is useful to you and your colleagues.



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Putting the pieces into place

Successful fundraising starts with a strategy to ensure you have clear plans. There are 3 main elements to a fundraising strategy.



The aims and objectives of your project. This might include:

Why are you raising the money?

What does your organisation do?

What is happening outside your organisation (the external factors)?

What is the economic environment?

What resources do you have internally?

Using a 'SWOT' analysis is useful to help you identify your Strengths, Weaknesses, Opportunities and Threats.



Where do we want to get to?

What is the need?

What do you want to achieve?

What are you raising money for?

Who will benefit?

Exactly how much do you want to raise, and in what timescale?

Take time to plan exactly how much you need, and think about the activities involved – don't forget any running or training costs, for example.



How are we going to get there?

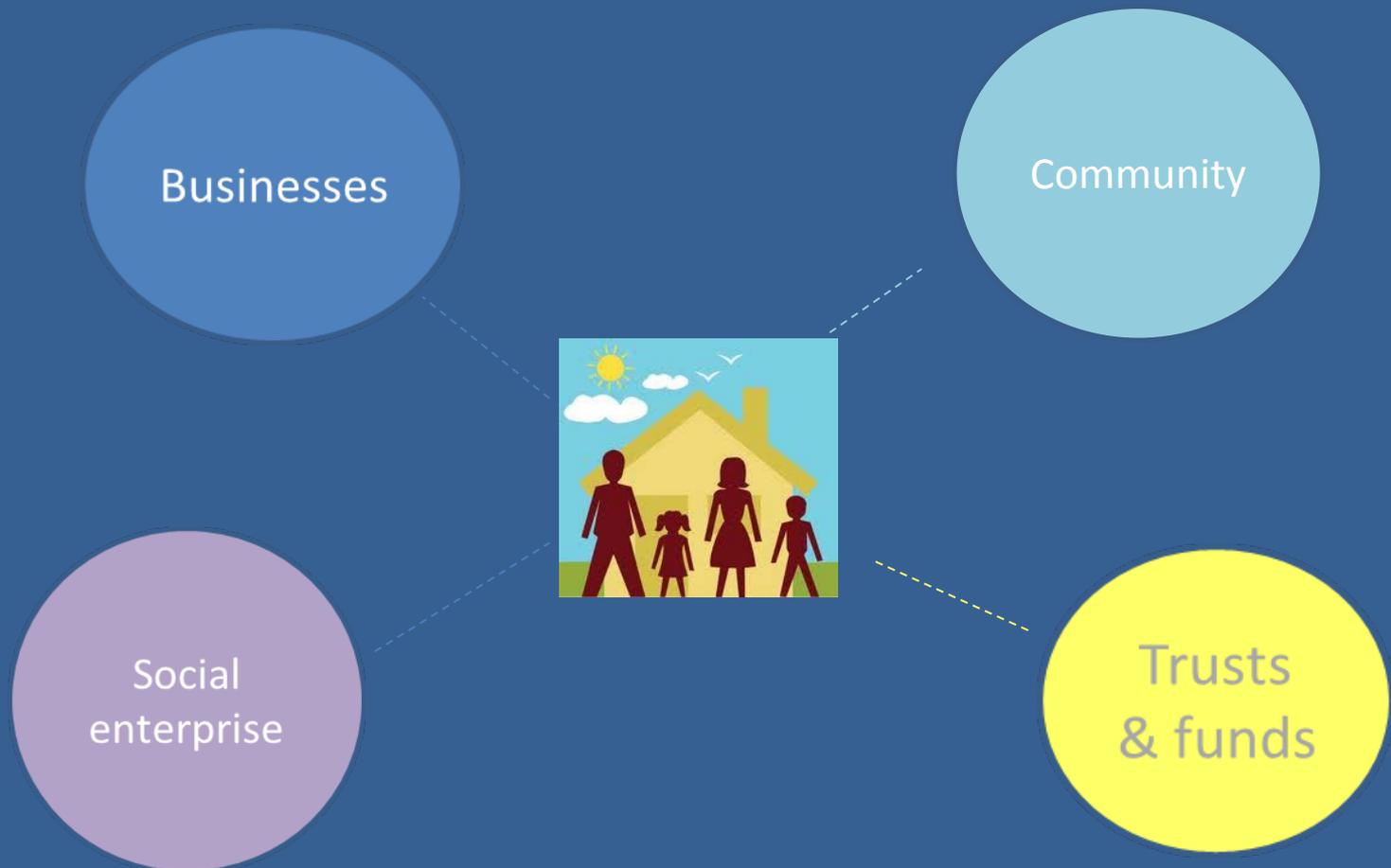
Using step 1 and step 2, look at your fundraising options spend time researching where you can look to raise funds.

Also consider the resources available to help you achieve your goals, for example your volunteers, colleagues or patron.

Your fundraising options

Remember that your organisation is unique! Depending on the size of your organisation, your resources and your needs, you have a number of funding options. Looking at more than one option will help you to become less reliant on one funder and more resilient to changes in future funding.

Your funding options could include:



Trusts & Foundations

Sources of funding

Spend some time identifying potential funders, speaking with them, and narrowing down those who really want to fund work like yours.

- How much do they give overall and per grant?
- What organisations have they funded in the past?
- What type of grants do they give (core, project or capital grants)?
- What activities do they support?
- When is the application deadline, or is it a rolling programme?
- Make sure you send them all the information they ask for to support your application, like your annual accounts.

The application

Funders receive a huge number of applications so make sure your application **stands out**, set it out well make it easy to follow.

Some funders ask you to follow a set form but others may just require one or two sides detailing your proposal. Always try to consider the following:-

Summary

In half a page, say what it is you will do and why it matters. You could use a quote from a service user to say what an excellent service you offer, or give any data that shows you run an effective service - make it engaging so the reader wants to read more.

Background information

You could use bulletpoints to cover:

- Who you are and what you do
- Your organisation's aims and objectives
- What you *have* achieved
- What you *want to* achieve.

Why you are needed

Explain why it is crucial that you are funded. Say what it is that you do that no one else does. Authoritative data, a local needs assessment and a case study can really help state your case, so make sure you back up your argument with evidence.

What you need the money for

Don't forget to include your budget! Include your direct (ie staff) and indirect costs (ie volunteers' expenses, DBS checks) and a fair percentage of your overhead (core) costs.

The impact

Provide tangible outputs. State how you will monitor and assess your service to improve outcomes. How will you measure success? See the [Clinks website](#) and the [Charities Evaluation Service](#) for further guidance.

Last points to consider

- Layout
- Font type
- Case studies (anonymised)
- Quotes from users (anonymised) and partners/other funders
- Evidence of your effectiveness
- When successful - ensure you say thank you!
- Invite funders to see the results of what they funded.

Local Businesses

Gifts in Kind

Instead of asking for funding, you could ask local businesses to give their staff's time rather than money. Larger organisations often give staff a couple of days a year off work to volunteer.

Ask local businesses to donate goods or services that benefit you instead, or even prizes for raffles etc.

Who do you know?

Involve your clients or ex-clients. Explain to them that if your service is to continue, you need funding. Ask who they know or where they work and whether they can put forward your organisation as one that needs fundraising support from a business.

...and in return

Can you offer a business anything in return? Even if it's just promoting that you exist to a business. They may want to promote your service to their staff.

Press

If a local business supports you through gifts in kind or fundraising, be sure to promote what you do in the local media which will raise the profile both of your service and the business that supports you (see the Media chapter).

Ask

Be clear about what you are asking for and why.

Businesses

Size

Large businesses are likely to have a nominated charity of the year that will appeal to staff on a national scale. It would be better to concentrate on small- to medium-sized businesses that are likely to have more autonomy over their fundraising.

Location

Approach *local* businesses: they are likely to be much more sympathetic to your cause if they are near to you.

Selection process

How do they choose what charity to support and how often do they select a charity to fundraise for - yearly or monthly? Do you have any contacts within the business that could put you forward as a nominated charity to fundraise for?

Foundations

Larger businesses may offer funding from foundations they have set up and are worth approaching for donations.

Your community

Schools & colleges

Children and young people love to fundraise. Why not go into your local schools/colleges to provide information on where children and young people can look for support and what they can do to help you? If you provide them with some 'fun-raising' ideas they are sure to want to get involved.

Know your local structures

Make sure you attend the right meetings and have someone there that is really passionate about your service. Networking can help you access funds you haven't previously been aware of.

Talks

The more you promote your service and ask for support, the more likely people are to want to help you. Perhaps ask volunteers to do this on your behalf.

Involve
your
Community

Fairs, Fetes and festivals

What local events are taking place during the year? Can you have a stall to sell cakes or do a tombola? How can you involve family members in this? They might not want to man the stall but they may be delighted to bake cakes to be sold. It's a great way to promote your services at the heart of your community.

Community Groups

- Adult: WI, Inner Wheel, Rotary, Lions, Soroptimists...
- Youth: Brownies, Guides, Scouts, Cubs...
- Ask if these groups will choose you as a charity of the year or month and fundraise on your behalf.

Supermarket collections

Apply to your local supermarket to hold a 'bag pack' or a supermarket collection. This can be a simple way to raise money but also raise the profile of the service you offer in the local community.

- If you need help manning the collection or doing the bag pack, why not ask some local community groups?

Social enterprise

Social
enterprise

For more
information on
setting up a
social enterprise,
go to:

[www.gov.uk/set-
up-a-social-
enterprise](http://www.gov.uk/set-up-a-social-enterprise)

What is a Social Enterprise?

A social enterprise is a business that trades for a social and/or environmental purpose. It will have a clear sense of its 'social mission', which means it will know what difference it is trying to make, who it aims to help, and how it plans to do it. It will bring in most or all of its income through selling goods or services. And it will also have clear rules about what it does with its profits, reinvesting these to further the 'social mission'.

How can it help you?

A social enterprise could be a fundraising opportunity for your service, in line with making a difference to your clients.

For example: Clifton Cupcake*, built on ethical principles and organic ingredients from local suppliers. Family members volunteer to make and sell cupcakes in the local community. In making and selling cupcakes, family members are able to engage in relaxing activities and contribute to a successful enterprise, helping them to gain new skills and build their self esteem.

Clifton Cupcakes then reinvests profit from cupcake sales into providing respite opportunities for family members on an ongoing basis.

* For the purposes of the
example, this is a made
up name

Media

Fundraising and PR often go hand in hand. An interesting fundraising story can be a great opportunity to promote the activity in your local area which can help to increase general awareness of your service. By making sure you know your local media options and that you present your information in the best possible way, you are more likely to be successful in having your fundraising activity and service promoted locally.

In the last ten years the media has changed dramatically. Daily newspapers have become weekly papers and more content is produced online, and there are fewer journalists to save costs. Social media platforms like Facebook and Twitter have emerged and are great ways of talking directly to your audience; and radio has become 'visual' through its use of websites and online listening. Conventional media work has dramatically changed so the way you use media needs to reflect this.

Taking the change from daily papers to weekly as an example, this now means there are fewer journalists who are reporting news not only in print but also electronically - therefore they may have less time to work on or edit news articles. If you can create a press release that is in the right format and style you may find that journalists run your article as it stands, rather than spending time editing it due to their own time constraints. If you can get used to the 'correct' style to present your information, this might work in your favour. Taking social media as another example, you now have the ability to talk directly to your audience, whether that's your supporters, your community or the media. You also have the ability to comment on online stories at the bottom of online articles, which is a great way to reinforce anything that has been included in the article and talk directly to other readers. Lastly, radio has become 'visual' as radio stations have taken to using websites and online listening. Don't forget to attach pictures alongside press releases to them too, as you may find it uploaded onto their website to support your story.

Press releases

It's useful to plan publicity activity in advance, and one way to contact local media is a press release. This is a simple, short and engaging summary of the story you want to 'pitch'.

You can use press releases to promote fundraising events: you can invite members of the local media to attend in advance, and you can promote it afterwards by saying how much money was raised and for what purpose.

A sample press release is shown on the next page.

Remember also to use social media to promote your events. You can advertise them on Twitter, create Facebook events and push people towards your website for further information. You can Google 'something to tweet about' for a useful general guide for charities on using social media.

FOR IMMEDIATE RELEASE

TITLE OF PRESS RELEASE (ALL UPPER CASE)
Subheading below (upper and lower case)

Engaging opening: Give clear outline of content of press release

Body of press release

Quote from press release subject/case study

Body of press release

Quote from service

Body of press release

ENDS

- Contact name and number for media enquiries
- Brief description of service details and history
- Any extra details relevant to the release: will the case study be available for interview? Are photos or photo opportunities involved?

FOR IMMEDIATE RELEASE

LIVING ON THE EDGE

Because of someone else's drug or alcohol use

Jane Smith, mother of 3, from Clifton in Bristol lives in a lovely house, has a great job and has been happily married for 36 years but she is living off her nerves because of her eldest daughter's substance misuse problems.

You don't have to use drugs or alcohol to be affected by them. If someone you are close to has a substance misuse problem, it will have a profound affect on your life: anxiety, anger, fear, isolation and financial pressure, to name just a few of the emotions you are likely to feel.

"I thought we had a pretty normal life. We've always done our best for our children which is why I couldn't understand why my eldest daughter, Sophie, turned to drugs" starts Jane. "She used to tell me it was 'just a bit of fun' but gradually when things started to disappear around the house it dawned on me that it was much more than that".

"My life very quickly descended into chaos. I would sit up all night waiting for her to come home. I couldn't eat or sleep" adds Jane.

Jane continues, "but since I found out about <INSERT SERVICE NAME> they have helped me to learn to look after myself and to change my behaviour, which has really helped to improve things with Sophie".

"<INSERT SERVICE NAME> are holding a family and friends fundraising coffee morning on 30th October. I urge you to come along to help raise much needed funds so <INSERT SERVICE NAME> can continue their vital support" ends Jane.

"The coffee morning is for anyone that wants to know more about the support that we provide to family and friends affected by someone else's drug or alcohol use. It's being held at <VENUE, DATE, TIME>" adds <INSERT WORKER NAME> from <INSERT SERVICE NAME>.

"If you fancy coffee and cake, drop it to support our fundraising. If you want to know more about the service we offer in Bristol, they'll be people on hand to chat to you or simply pick up a leaflet".

ENDS

For media enquiries, contact Joe Bloggs at joe.bloggs@anyorganisation.com or call 0777 123456.

Case studies, interviews and photo opportunities will be available on the day.

Say what the story is about straight away

Human interest and local angle

Quote from the case study

Explanation of the service

Advertise the fundraising event

Mention any opportunities for the media

Media checklist

- ✓ Find out your local reporter's name and email address. Who has written stories about your key issues in the past? Is there a health or crime reporter who might be interested in your work? If not, try to build a contact at the news desk
- ✓ Make sure your press releases are about local news and local people
- ✓ Include quotes and case studies in your press release: there must be a human interest
- ✓ Time your press release right: don't send it weeks before as news changes daily
Reporters/news desks only want to know about stories a couple of days in advance
- ✓ Call to follow up the press release, check it's been received and talk it over if possible
- ✓ Manage expectations –if there is a big story it will always take priority, and you might not be headline news straight away!
- ✓ Only send stories that you would want to read in a paper: anything else will just get deleted
- ✓ Make it easy: include your press release in the body of an email, not as an attachment
- ✓ Use pictures if you like: they should be fun, clear and enhance the press release. They should also be in good definition and able to be printed!

10 Top Tips

1. **GOALS:** Decide on how much money you need and what you need the funds for. Build your case for support.

2. **PLAN:** Fundraising should be fun so set yourself enough time and be realistic. A fundraising planner (see next page) may help you to set a realistic plan.

3. **MEDIA:** Local press like local and personal stories. Do you have any carers/family members that would be happy to share their story? They can always make their name anonymous..

4. **INVOLVE** family members/carers in your activities as it may give them something fun or different to focus on. What contacts do your clients have to help your fundraising?

5. **BE BOLD & CREATIVE...**just ask. The worst people can say is no - so what's the harm in asking?

6. **COMMUNITY:** Look at your community: who can you involve in your plans, and how?

7. **YOUR WORKPLACE:** What can you do for fun at your workplace: a cake sale, fancy dress day, a BBQ.....

8. **CONTACTS:** Who do you know? Where do they work? Who can help champion your cause?

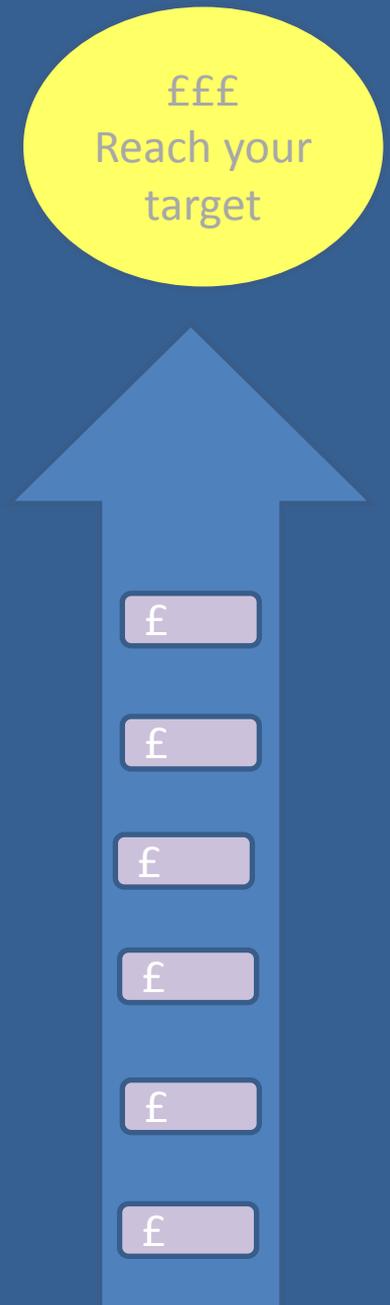
9. **DOUBLE ASK:** If you get a 'no' have a plan B up your sleeve, or don't be afraid to ask again in the future.

10. **VOLUNTEERS:** Involve volunteers in your plans. Volunteers are a great resource and can help you make your plans a reality.

Fundraising planner

A fundraising planner is a useful tool for you to keep track of your fundraising all year round, and it can help you to keep sight of your goals.

January	February	March	April	May	June
To do:	To do:	To do:	To do:	To do:	To do:
July	August	September	October	November	December
To do:	To do:	To do:	To do:	To do:	To do:



A few ideas to get you started...

In your community

Host a ball

Hold a raffle

Organise a cake sale



Give up your favourite biscuits, chocolates or sweets

A sponsored diet or stop smoking

Sponsored silence

Give it up



Be creative

Hold a sponsored head shave

Fancy dress at work

Arrange sponsored busking



A sponsored walk

Out and about

Endurance events like the Three Peaks Challenge

A sponsored run: local marathons, BUPA runs, London Marathon...



**We hope that this toolkit will give you the tools to support future fundraising for your service and help you to promote the outstanding work you do in your local area.
Good luck!**

Don't forget to claim Gift Aid! This allows you to increase the value of donations given to you by reclaiming tax from the Government.
For more information, go to
www.hmrc.gov.uk/charities/gift_aid/basics.htm