

The Grants Process

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Q1 – top 3 sub-sectors receiving the largest share of grants

Q2 – % of income from grant-makers for under 500k orgs?

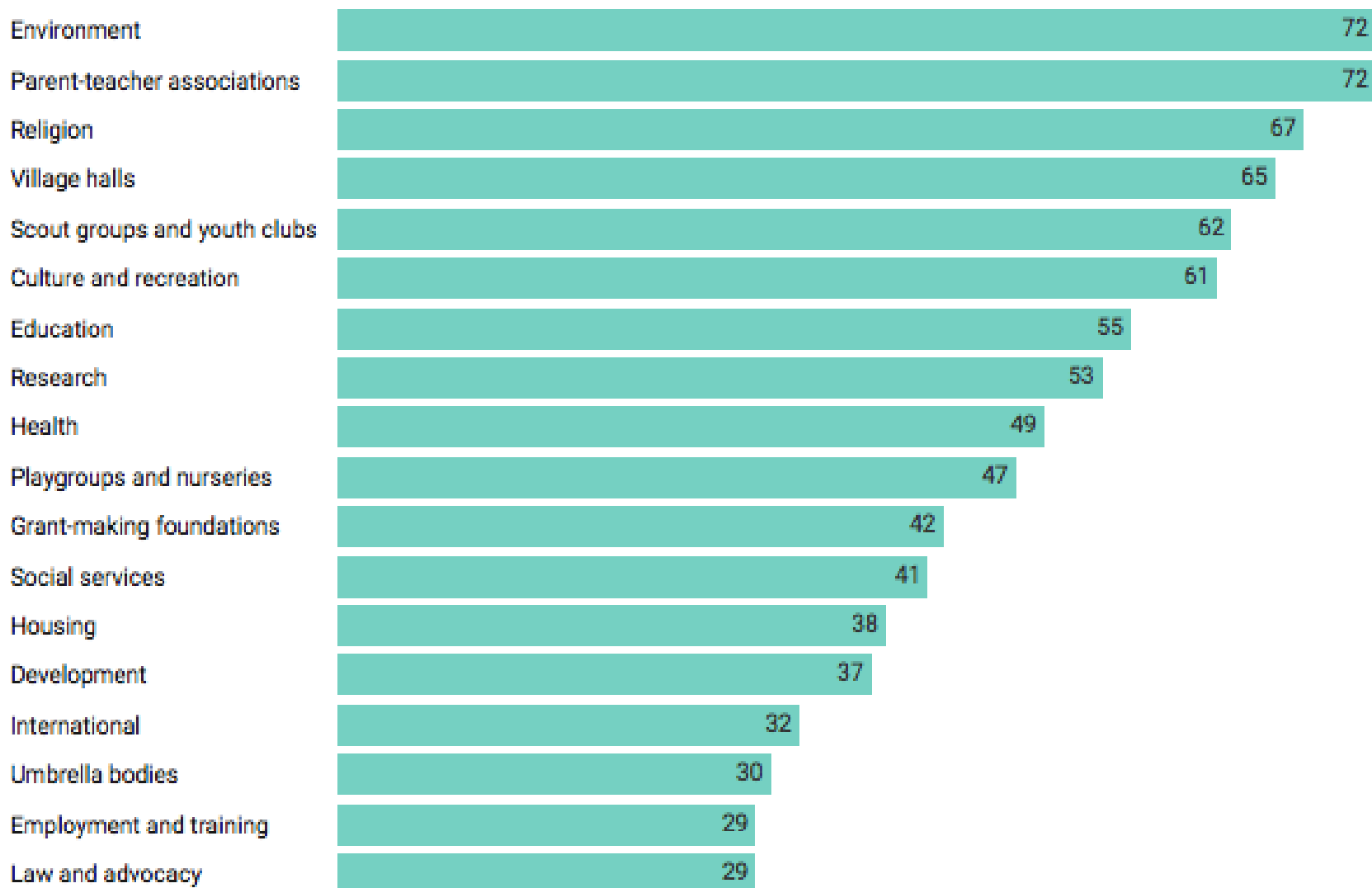
Q3 – and for 15mill+?

Q4 – top 3 causes for individuals

Q5 - % of ineligible applications

The public is the largest income source for many subsectors

Income from the public as share of total income by subsector, 2016/17 (%)



International development received the largest share of grants from grant-making voluntary organisations

Proportion of grants received from voluntary organisations by subsector, 2016/17 (%)

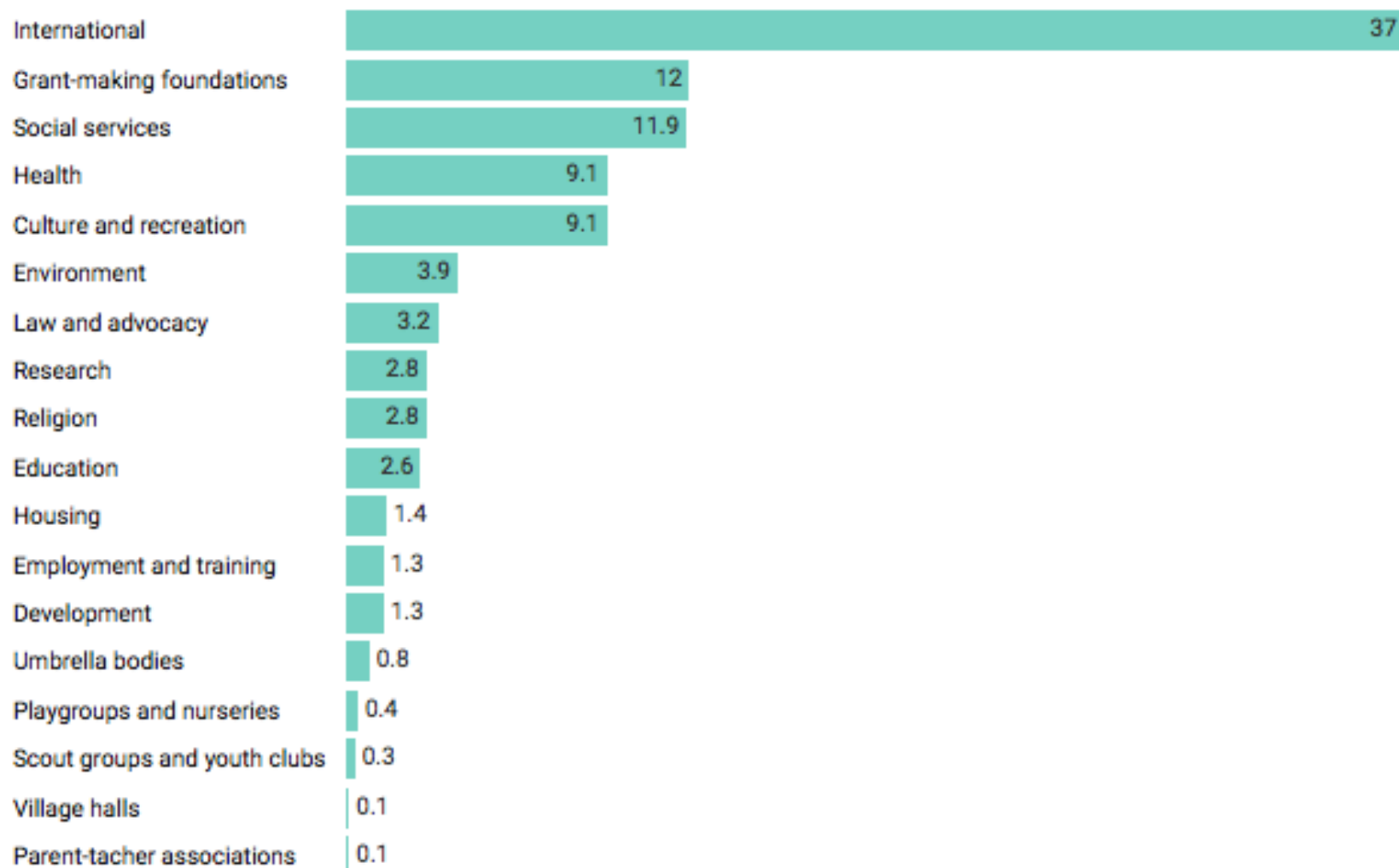
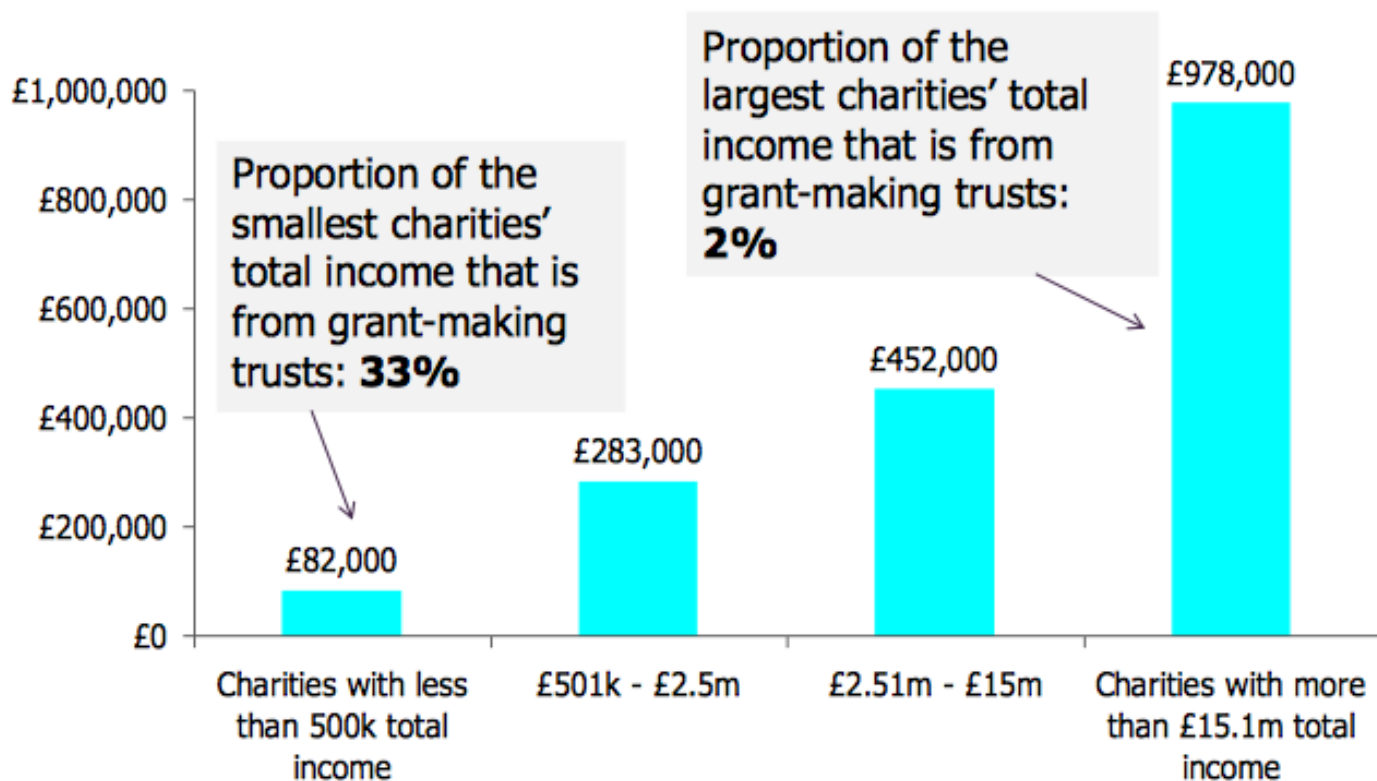


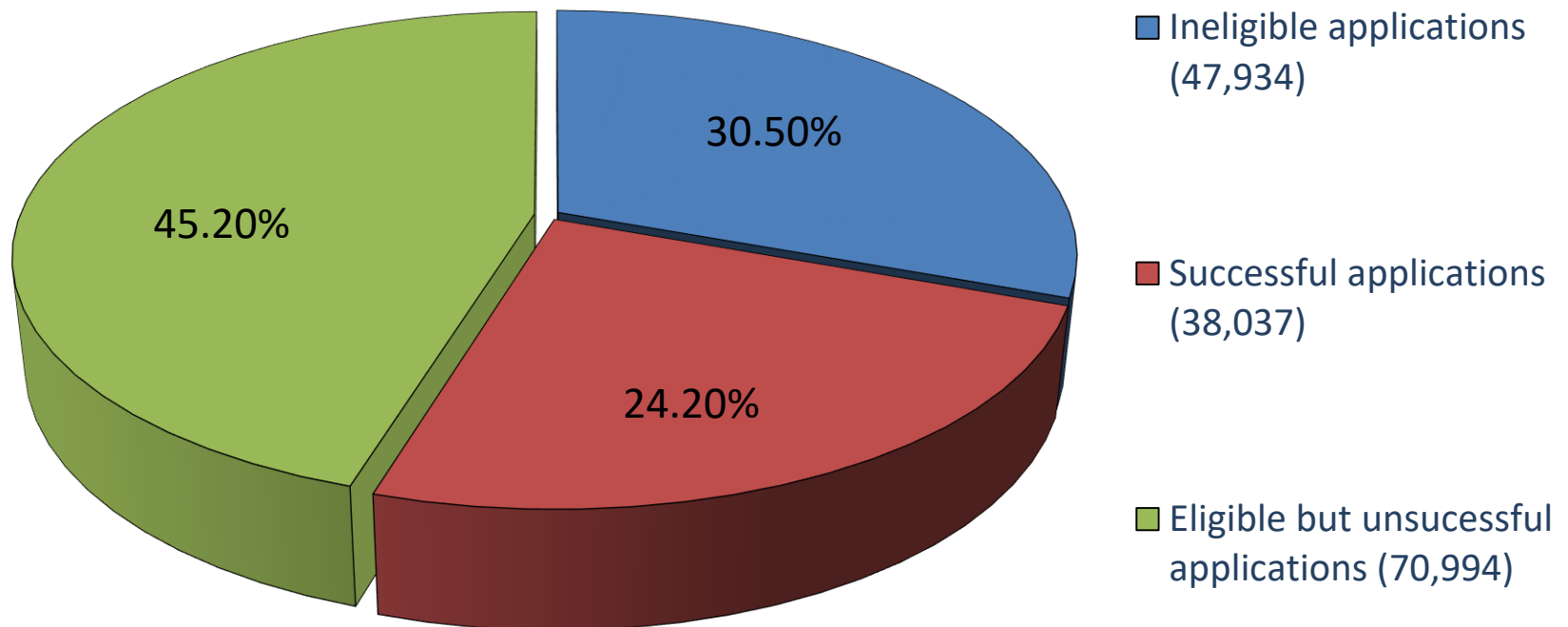
Chart 1: Average income from grant-making trusts by total income



Q14: What is your approximate **total income from grant-making trusts** (in the last 12 months)?

Base: 300 not-for-profit sector workers, Jan/Mar 2012
Source: Fundraising from charitable trusts in 2012, nfpSynergy

Why is research important?



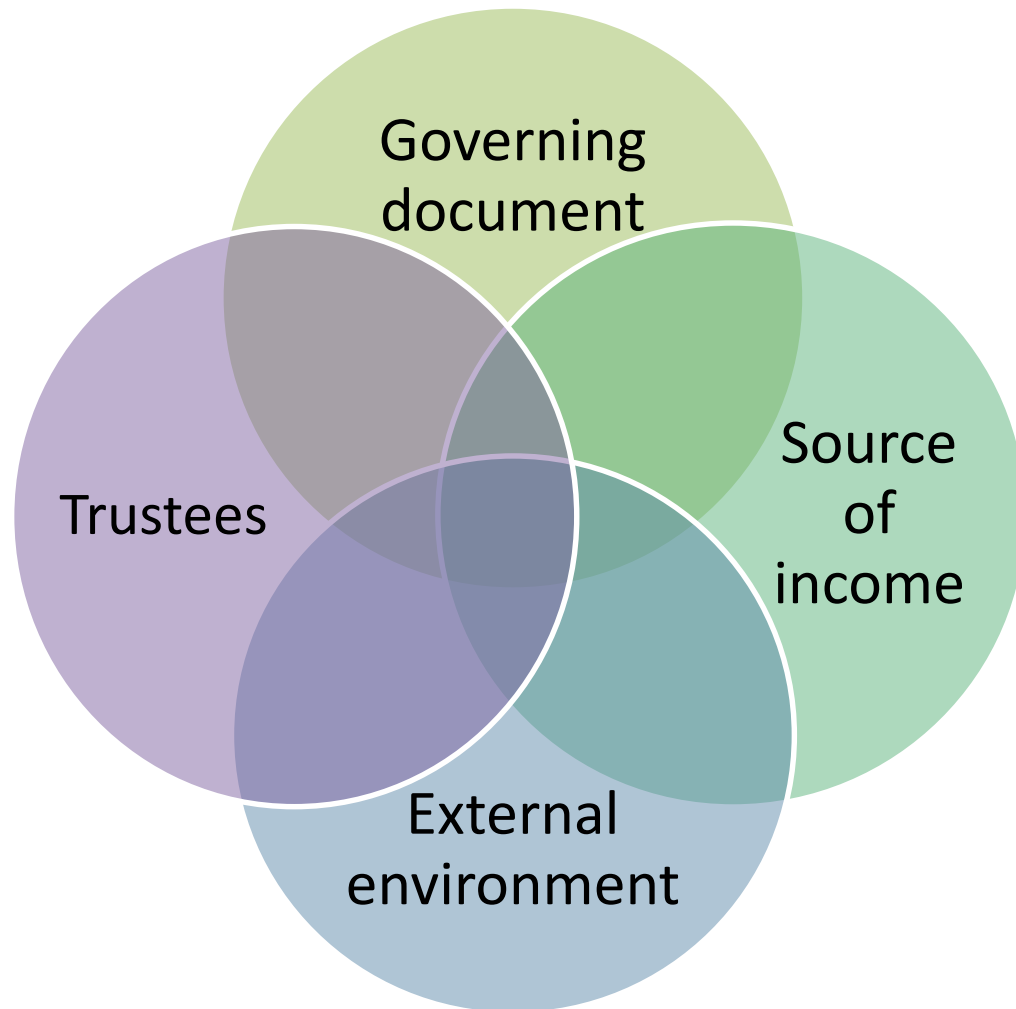
Typologies of grant-maker

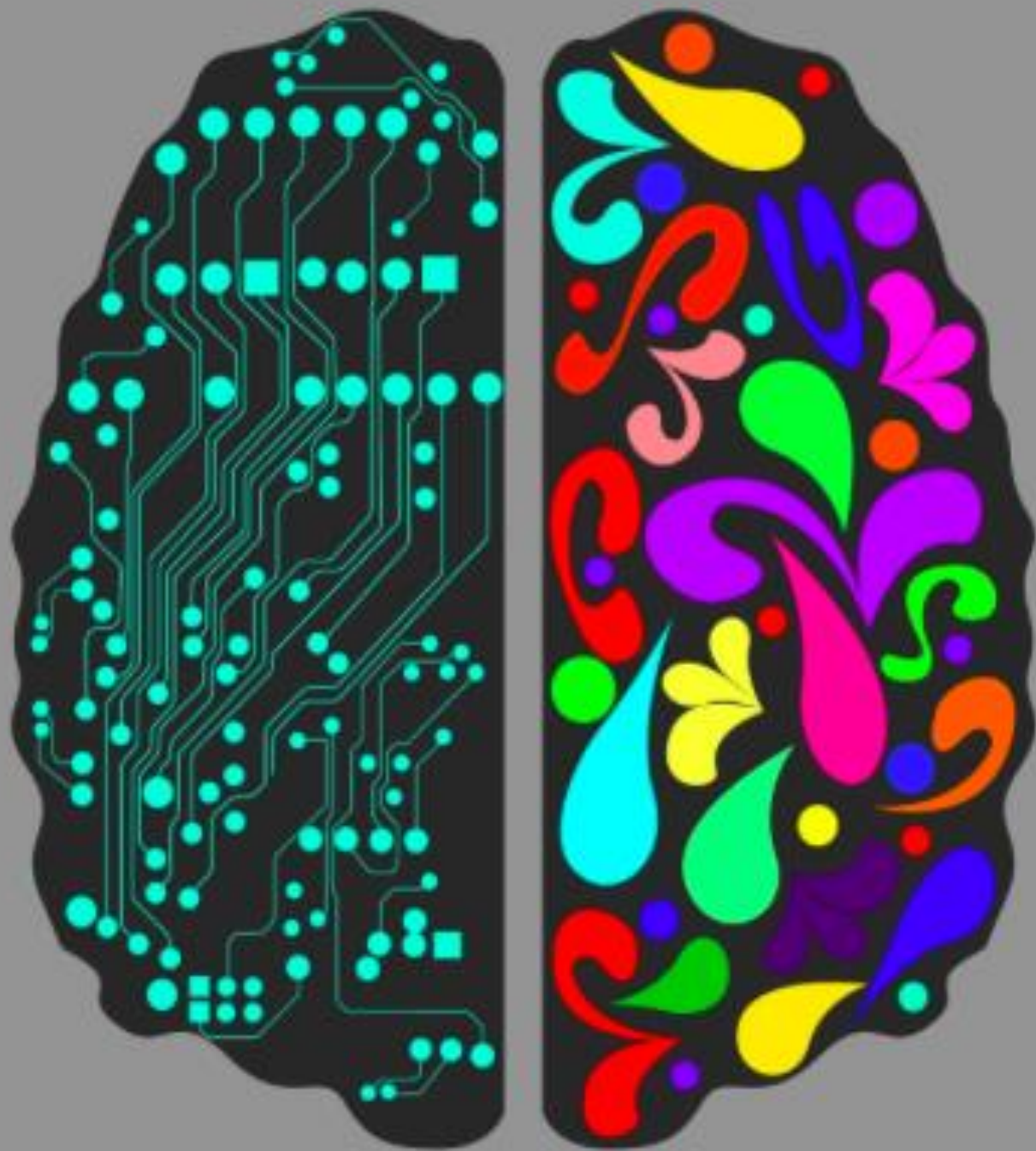
The Association of Charitable Foundations (ACF) identify six types across a range of research papers:

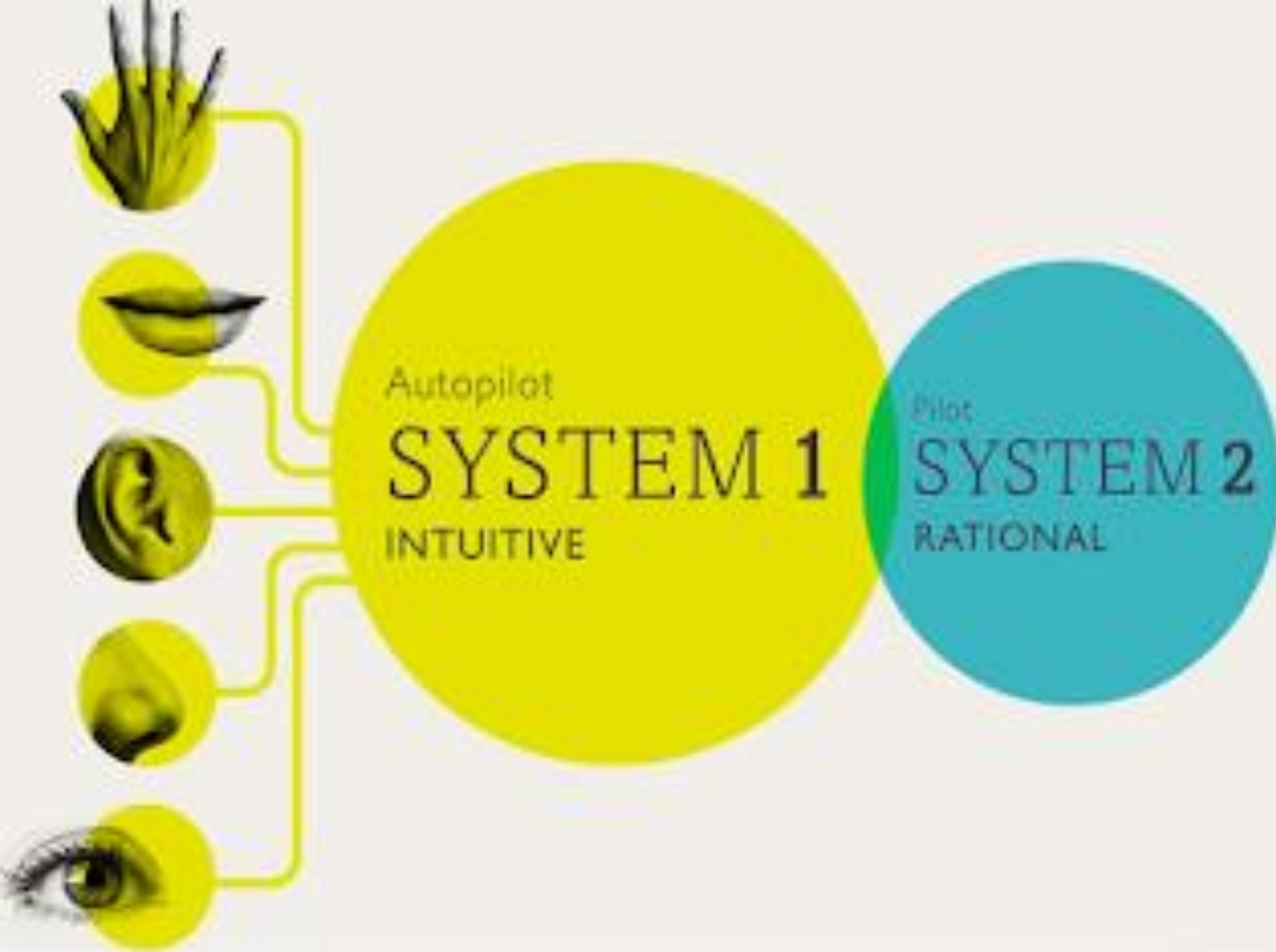
1. Publicly or member-funded grant-makers
2. Foundations dedicated to a particular institution or cause
3. Operating and or service-providing
4. Large, independent, charitable foundations
5. Family or family business foundations
6. Corporate foundations

(ACF, 2016, 2017; Cathy Pharoah, Goddard, & Jenkins, 2015; Cathy Pharoah, Jenkins, & Goddard, 2015; Cathy Pharoah, Jenkins, Goddard, & Walker, 2016)

Factors influencing decisions







Why are we talking about
grant-makers?

ROI

Your **organisation's** ROI?

YOU CAN'T OUT-WRITE BAD RESEARCH



Explicit & subliminal criteria

Explicit

- Governing document
- Trustees' interpretation of governing, presented as grantmaking programme
- External environment, specifically research commission or cited by the grantmaker
- Trustees' perception of charity's capacity to deliver

Subliminal

- Trustees' interests, experience
- Trustees' desire to have impact
- Trustees' relationships
- Source of income (type of grantmaker)
- External environment: changes in, or norms

Where to look for trusts

- **Your own database**
 - Existing or lapsed supporters
- **Searchable databases**
 - Fundsonline
 - Funding Central
 - Charity Commission
Factory Phi
 - Guidestar UK
 - Local authority tools
- **Challenger reviews**
 - Who is supporting your competitors?
- **Your networks**
 - Do your Trustees or key supporters have connections you can use?
 - Can you ask your peers?





The idea behind the plan may well be brilliant, but we need to know that it has the people and systems in place to implement it.

The applicant should demonstrate the need for their project/services.

A reserves policy should give confidence to stakeholders that the charity's finances are being managed and can also provide an indicator of future funding needs.

Establishing credibility

**Trust is earned
when actions
meet words.**



Garfield Weston

It can help to bring your application to life if you can include one or two case studies and/or quotes from people who have benefitted from your work.

While we expect to see robust plans please don't feel that you have to be too clinical – **if the work of your charity has an emotional impact or brings joy then you can tell us that too.** A balance between 'head' and 'heart' can make a proposal compelling.



First, send us a brief outline of your idea.

[Submit your idea](#)

Other ways to submit your idea

You can also send us a video or email us. If you have any problems submitting your idea in any way, do call us.

WHAT'S NEW IN THE WORLD OF GRANTMAKING?

The Listening Fund is launched



COMIC RELIEF

Comic Relief ditches the word 'grant' because it is 'too paternalistic'



INNOVATION...

- **New activity, service or product** – social investment models
- **New development in practice** – different or improved way of managing existing problem
- **New strategy, direction or approach** – new organisations, revised vision, values and mission; distinct projects





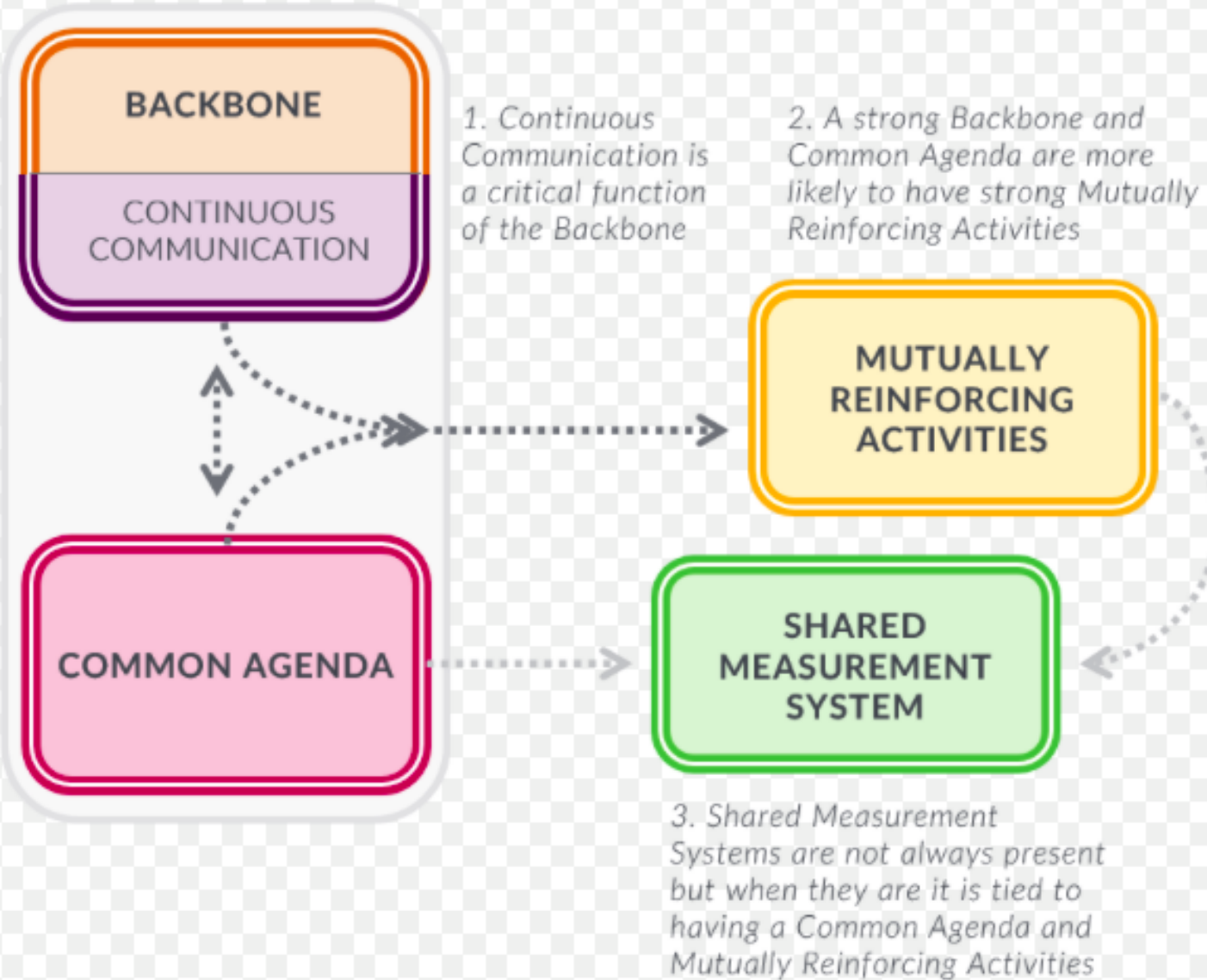
CO-DESIGN

Young Scot
Co-Design Service



COLLECTIVE IMPACT

FOUNDATIONAL ELEMENTS





WEST LONDON ZONE

for children and
young people

Why do you do it?



Does it work?



Problem + **Action** = **Solution**



What do you do?

Problem hurdles



Problem urgency

Why does it need to be addressed **now**? What is currently being done about the problem?

Human interest story

Provide a real example of how the problem is affecting someone's life and how the proposed program will impact his/her life. **Make it real.**

**HOW CAN YOUR ORGANISATION POSITION
ITSELF AS A SOLUTION TO ANY NUMBER OF
SOCIETY'S CHALLENGES?**

