

Investing in Fundraising Success

Funding & Development Support

April 2008 - March 2013



LOTTERY FUNDED



Centre Supporting
Voluntary Action

Chelmsford City



With thanks to the Big Lottery we can help your group with **FREE**

Funding research & support

Fact finding

Group development

Policy development

Free resources

**Application development
& review**

Constitutions

Signposting & much more . . .

“Chelmsford CVS has played a most important role with the guidance, up-to-date information and much needed support whenever we ask. They conduct this service in a very courteous and professional manner”

Age Concern Chelmsford

Background to the Funding & Development Support Project

In 1999 we launched a software programme called 'funderfinder' which allowed fundraisers to search for grant making trusts that they could approach for money. It quickly became apparent that groups needed more than just a quick search for potential funders and as time went on Chelmsford CVS received more and more calls from local groups asking for direct support with their fundraising.

The secrets to successful fundraising are about much more than just finding a funder. Funders need lots of things before they'll give out any money. Groups need to demonstrate allsorts; **a sound structure**, an excellent and **well budgeted** project, **policies** to mitigate risks, proven **need**, good measures of **success**, not to mention an end of grant report. Many groups – even really successful ones – may struggle to do all of these things!

We had to find a way to offer more time to help more groups.

We secured a small amount of money for a pilot project which offered 10 hours per week of funding support in a dedicated and fully resourced space. Demand for this specialist help quickly grew and additional resources

were needed if it was to continue. So when we heard about a national funding programme called '**BASIS**', which was only available to CVSs, we decided to apply.

Two years, two long application processes, and two large lever arch files later, the Big Lottery confirmed a five year grant allowing for a specialist **Funding and Development Support** project to begin.

Times have changed, funderfinder is no more and there are now lots of great ways to search for trusts. But what has not changed is the demand for one-to-one support from groups. The Funding and Development project allows a full time specialist worker to be on hand to help groups throughout the Chelmsford Borough with information, contacts and intensive practical support, **whenever needed**, for FREE!

Official Opening 2008

The Funding and Development Support project began in April 2008 and was officially launched by the Mayor and Mayoress of Chelmsford in June 2008.



What the project offers

FREE one to one support from an experienced, accredited funding and development worker. There is no restriction to the number of meetings that can take place. We want you to get it right!

- ✓ Identify potential funders
- ✓ Assistance with your business plan
- ✓ Access our resources and databases to search for charitable trusts and grant making organisations
- ✓ Opportunities to meet with local and national funders
- ✓ Help and assistance to enable you to prepare a fundraising application
- ✓ Reviewing funding applications before submission
- ✓ Raising awareness of the variety of funding opportunities available
- ✓ Support with putting together realistic budgets including advice on full cost recovery
- ✓ Follow-up support after funding decisions are made
- ✓ Help with choosing a constitution or governing document
- ✓ We will work with your group to create management tools that meet your specific requirements
- ✓ Support in developing outcomes and monitoring processes
- ✓ Proactively research funding opportunities and pass them on to you
- ✓ Support in developing and refreshing policies
- ✓ Signposting to other free or low cost specialist services



- ✓ Opportunities to network with other voluntary and community groups
- ✓ Marketing opportunities
- ✓ Signposting to relevant and cost effective training
- ✓ Help at our fully resourced centre or we can come out to your community venue.

“The guidance obtained through one to one meetings has, without a doubt, contributed to the success of the funding being procured... The support that the CVS offers is second to none...”

Springfield Parish Council

The range of support delivered

Application review

Assist with application completion

Business plan

Constitution

Charity / company requirements

Choosing a legal structure

Employment issues

Evidencing need

Financial planning

Full cost recovery

Fact finding

Funding research/support

Governance/ managing your group

Health & safety

Marketing

Outcomes development

Partnerships / collaboration

Policy development

Project management

Reference for funding bids

Volunteer management



“We listen to your group needs and help you make it a reality”

“Help was given to not only find sources of funding, but also in writing a bid approach. This was most helpful as it was not something anyone in our organisation had done before. Help given met our requirements and exceeded our expectations.” Lighthouse Centre

We have and continue to support all sorts of groups



83% of the work of this project has been in supporting small grassroots groups.

We offer support to groups of all sizes. From small neighbourhood groups to medium sized branches of countywide organisations to branches of nationwide charities.

Chelmsford has a diverse voluntary sector where 'Big Society' is very much alive and working. We are fortunate that there is no shortage of people coming forward with ideas to make a difference in the town, its districts and South Woodham Ferrers. We estimate that there are over 500 local community and voluntary groups in the borough; all contributing to make Chelmsford the vibrant and caring community it is today. Funding from the Big Lottery for this project enables Chelmsford CVS to give as much time as groups need to develop their ideas into action.

Thank you to all of the groups who have accessed this exciting project, for sharing your plans, projects, frustrations and successes with us, and for providing regular updates.

“Just wanted to say a HUGE thank you for all of the wonderful information you have sent us, your help has guided us in the right direction, can't praise Chelmsford CVS enough.”

Highwood Village Hall

Types of service & activities Chelmsford groups provide

- Allotments
- Art & culture
- Baton twirling
- Befriending
- Boxing
- Cancer support and advice
- Carers
- Charity shops
- Choral
- Church community activity
- Community groups
- Community centres
- Dance
- Disabled sport
- Employment, skills & training
- Family support
- Furniture restoration
- Gardening
- Health
- Heritage
- Homeless
- Homework
- Hospices
- Hospital radio
- Housing associations
- I.T. recycling
- Memorial trusts
- Mental health support
- Older peoples support
- Opera
- Parish Councils
- Pre schools
- Prison visitors
- Relationship issues
- Renewable energy
- Scouting & Girl Guiding
- Search & rescue
- Shopmobility
- Sport
- Support & information
- Supporting ethnic minorities
- Transport providers
- Village halls
- Volunteering
- Wildlife protection
- Youth projects /support



“ Without their [CVS] sound knowledge and ability to explain what is necessary to succeed, we would have struggled to survive, let alone expand our services tenfold as we have done.” Bipolar Chelmsford

Case Studies

Millrace Furniture Restoration Co-operative Ltd is a social firm that delivers occupational therapy in furniture restoration and picture framing for people suffering long term health problems, particularly mental health.

Millrace are **regular users** of the project and have accessed support to research likely funders, build on their bid writing skills, develop ways of demonstrating successes and quality of service, and in developing policies. We have been able to offer practical help to access, input and submit their applications. **Success!** With hard work by the group, help from Chelmsford CVS in researching to evidence their bid and providing a supporting reference, Millrace have succeeded in securing a variety of grants.

“The assistance we have received from Chelmsford CVS has played a very important part in the success we have achieved.”

Rainbow Supreme Twirlers are a baton twirling group based in North West Chelmsford for children of all abilities between the ages of 4 and 18 years. They were **referred** to the Fundraising and Development project by the Neighbourhood Development Co-ordinator to identify funding and to receive support with practical aspects of managing the group.

Potential funders were identified and **detailed assistance** given to write funding approach letters. The group lacked formal policies, which needed to be developed, and we signposted them to first aid and safeguarding training.

The group had been unsuccessful in an application to the Essex Community Foundation due to issues with their constitution and accounts. The group were keen to make a fresh start and over the course of

several months we helped them amend their constitution to include a suitable dissolution clause, draw up a project budget, and a code of conduct for committee members. In partnership with Colchester CVS Community Accountancy Project basic bookkeeping training was provided.

In 2010 we received an urgent call to assist with an application to the final round of the Grassroots Grants programme. **Success!** They secured £4,346 towards much needed equipment and uniforms. The development work undertaken has seen the committee members' confidence grow as they have taken control of the fundraising and management of the group. The group have gone from strength to strength with their fundraising success.

“...our financial situation is absolutely fantastic!”

8th Chelmsford Scouts Headquarters is located in one of the most deprived areas of North West Chelmsford. They have held a central presence within the local community for over 80 years. Their building is vital in offering affordable meeting space and services for the wider local community.

With a leaky asbestos roof, poor insulation, and poor accessibility, the existing hut has few years of life remaining. 8th Chelmsford put together plans for a new building on the site. When a bid to Big Lottery Community Buildings programme was turned down, a member of their committee approached Chelmsford CVS for support.

Several one to one discussions of the options available resulted in a plan to **hold a formal launch event to kick start** the capital campaign and we were able to suggest ways of **demonstrating all the benefits** that the Scout HQ offered to the wider local community, to strengthen their funding bids.

Chelmsford CVS Funding & Development Officer knew Lady Baden Powell, the wife of the grandson of the founder of Scouting, and suggested that 8th Chelmsford invite her and the Mayor and Mayoress of Chelmsford to launch their campaign. Their presence at the event was invaluable in stimulating interest in the project.

The campaign has now also become a wider community challenge, with groups who hire the hut contributing to the overall target through their own fundraising activities. **Success!** The first £40,000 capital grant was secured from the Community Initiatives Fund.

“People came to see Lady Baden Powell and the Mayor; no one believed they would ever be interested in our old hut let alone come here to support us. Your role in supporting groups like ourselves is essential!”



Funding & Development Events

Community Money Marketplace Events

Chelmsford CVS Funding and Development project worker was involved on the steering committee playing a pivotal role in the planning, co-ordination and organising of two highly successful and well attended Chelmsford based 'funder fair' events in 2008 and 2010.

Both provided an opportunity for community groups and charities, not only to extensively network, but to access a range of seminars by professional fundraisers, grant-making organisations and legal experts throughout the day.

The exhibitor's hall housed local, regional and national grant providers who were able to discuss specific projects on a one to one basis.

Funding Information Days

The Heritage Lottery Fund (HLF) has visited Chelmsford CVS on a number of occasions offering pre-bookable one hour sessions allowing groups to find out if their project might be funded by the HLF, prior to applying. We have also organised a number of other community fundraising and 'meet the funder' opportunities throughout the five years.

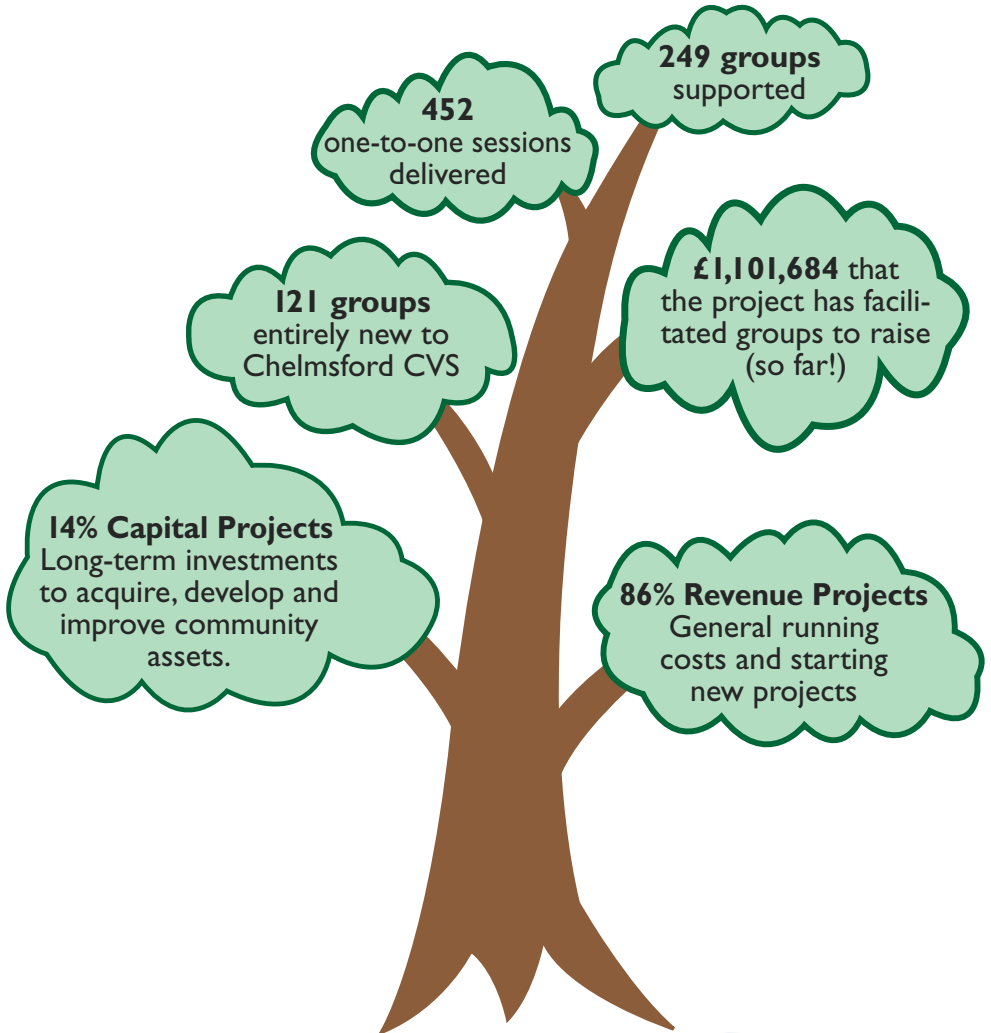
Outreach Surgeries

The Funding and Development Support project has gone into the community visiting groups who otherwise might not have been able to access the service. Areas that have been visited include, Boreham, Galleywood, Margaretting, Roxwell, South Woodham Ferrers and Springfield.



“Your assistance in reading through the application form together enabled me to complete the form which resulted in funding being granted – thank you.”

Facts & Figures for the project at the end of 5 years (31 March 2013)



“Great communication and knowledge of what is available which has benefited the group and all our cadets”

Chelmsford Sea Cadets

A few examples of monies the project has helped secure



Baton twirlers £4,346
Disabled sports £13,000
Dance £4,500
Homeless project £5,080
Disabled children £18,030
Older people £7,500
Youth groups £8,500
Choral £6,898
Allotment group £1,027
Health support groups £50,300
BAME £14,498
Safer communities £1,000
Girl Guiding £10,000
Scouting £40,000
LGBT £4,000

Many successes are not monetary. A successful outcome is more often about supporting the group to strengthen and build capacity by, for example, developing a sound constitution, or putting in place good policies and procedures to manage risk, or sourcing cheaper, more appropriate services to make ongoing savings.



Centre Supporting Voluntary Action is the working name of Chelmsford CVS.
Registered charity no. 1112483. Company limited by guarantee.
Registered in England no. 05586169. Registered office:
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