



Salford VCSE conference - 'Brave New World?'

5th February 2015

**Ann Hedley
Chair of Institute of Fundraising North
West**



Where it all began

- Founded 1983
- Originally called 'Institute of Charity Fundraising Managers' – changed in 2002 to reflect the growing profession
- Started by committed volunteers from top charities



IoF Strategy 2012 - 2017

- Create a better environment for fundraisers to raise money
- Increase the understanding of fundraising
- Enable fundraisers to be the best they can be



Voluntary Groups

- National Regional & Special Interest Groups
- Range of Support & Services across the UK
- 350 volunteers
- Nationwide over 100 networking events



IOF North West

- Annual Conference
- Networking Events
- Fundraising Clinics
- IoF Academy Training
- One day specialist training courses
- Buddying Scheme



Useful Websites

- Cranfield Trust: <http://cranfieldtrust.org/>
- FSI: <http://www.thefsi.org/>
- Reach: <http://www.reachskills.org.uk/>
- BeyondMe: <https://beyondme.org/>
- BITC: <http://www.bitc.org.uk/north-west>
- IoF Convention:
<http://nationalfundraisingconvention.org.uk/volunteers.php>.
- National Regional & SIGs: <http://www.institute-of-fundraising.org.uk/groups/>



Contacts

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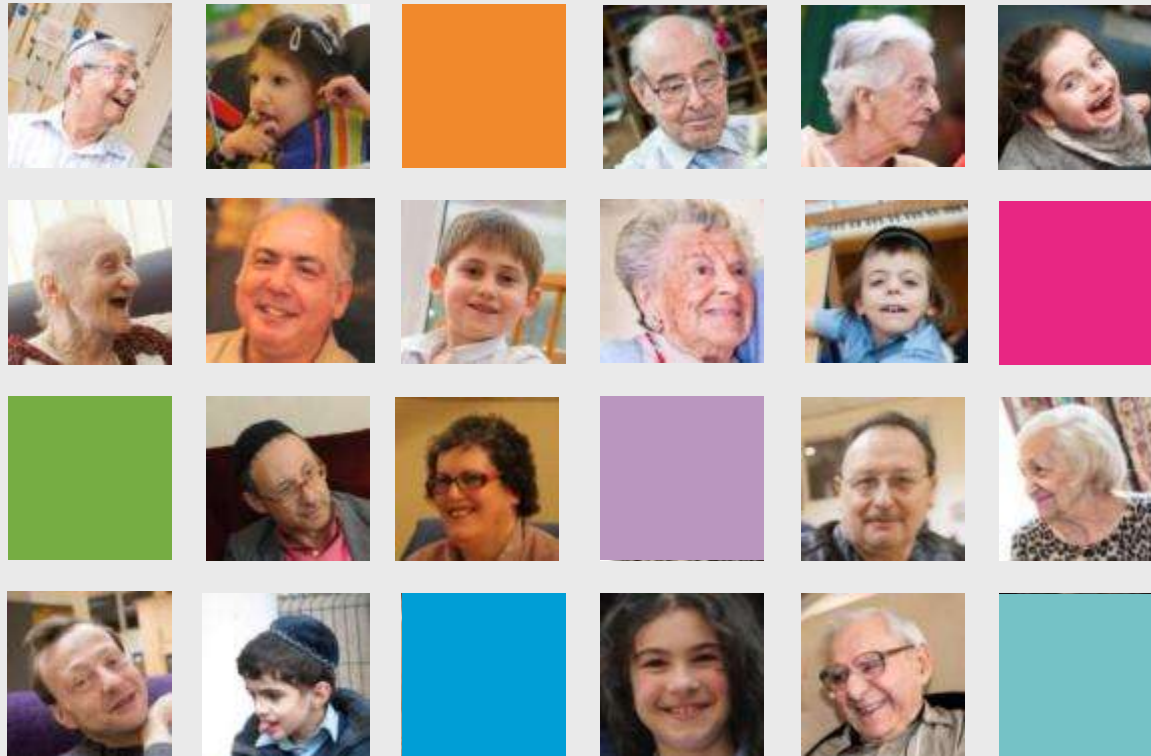
Web: www.iofnw.org.uk

Twitter: @iofnorthwest

LinkedIn:

<https://www.linkedin.com/groups/Institute-Fundraising-North-West-Region>

Looking after 1,000 people at any one time



THE
HEATHLANDS VILLAGE
FED

THE
THE DROP IN
FED

THE
THE MOORVIEW
FED

THE
PROJECT SMILE
FED

THE
TIME FOR YOU
FED

THE
CARE AT HOME
FED

THE
LOOKING AFTER EACH OTHER
FED

Our Vision

The creation and delivery of an outstanding
range of health and social care services
for people of all ages

The Fed

- Mental health 'drop in' project
- Carers respite breaks
- A community centre
- A children's centre
- Time for you volunteers project (520 volunteers)
- 180 independent living, residential and nursing care beds
- End of life care

Research

- Read the eligibility criteria
- Where possible speak to the funder or a trustee
- Be realistic about how much your project needs
- Avoid jargon and buzz words

Information Overload

- Keep it brief
- Summarise the project on the 1st page
- Avoid sending glossy brochures, photographs etc unless these are requested

Identification of Trusts

- Many Jewish charitable trusts are London based and prefer to give to London based charities
- Important to develop personal links with trustees
- Find trustees with particular interest in your cause

The Budget

- Many funding applications contain basic errors and do not add up
- Use a model such as full cost recovery

Don't assume prior knowledge

- Be clear
- State who the beneficiaries are
- What the project does
- How they do it
- Read and answer each question fully

Measuring impact

- It is crucial to demonstrate the social value of the work you are planning to do
- The Fed are embarking on social accounting and audit

Tenders and Contracts

- Be proactive: Find out as much as you can about the commissioner's objectives and requirements
- Do you have, or can you develop, the capacity and infrastructure to deliver the service

THE LOOKING AFTER EACH OTHER FED

Typical response from a charitable trust

THE SOBELL FOUNDATION
P.O. Box 2137, Shepton Mallet, Somerset, BA4 6YA

Registered Charity No: 274369

09 APR 2013

Thank you for your recent application. I regret to inform you that the trustees are unable to make a donation.

The trustees do not give reasons for their decisions so I am afraid that I am unable to give you feedback as to why your application was unsuccessful on this occasion.

Mrs P Newton
Administrator

344/25309

More Information

Lucy Edwards

Trusts, Foundations and Bids Fundraiser

0161 772 4771

Lucy.e@thefed.org.uk

Barton AC has been providing sporting excellence and fitness for 60 years, with a long and illustrious history. The moto of the club is 'Mente Viribusque Vincere' translated as 'With brain and strength to conquer'





Barton Athletic Club

Shacklady's Gym

- Established in 1953
- Based in Patricroft
- Non for profit sports club
- Run by volunteers
- Over 3000 members from Salford and the surrounding areas
- Annual renewals 300 per year
- Open to all at an affordable cost
- Boxing, Weight-Lifting, Wrestling, Road Running, General Fitness Training





John Lightfoot



- Treasurer
- Barton A.C. Wrestling Coach
- Longest Serving Council Member of British Wrestling
- Commonwealth Games Council for England Member
- Chairman Challenge Cup of Great Britain for 4yrs
- Chairman of 1998 World Cadet Championship Manchester
- Manchester 2002



Barton Athletic Club Shacklady's Gym



Proposed New Home April 2012

An insight into some of our fundraising efforts so far

- Setting a fundraising target
- Getting 'buy in' from all our member, community, volunteers
- Prestigious Gala Dinner raised
- Seasonal raffle
- Legacy giving





February 2009	Planning Permission granted
January 2010	Barton A.C. Fund Raising Committee formed to raise £100,000 towards Project
April 2010	City of Salford grant Lease of Land for 100 years – valued at £67,500
July 2010	Full Plan Building Regs Approval
November 2010	ECM Associates – estimate cost of construction at £595,300
February 2011	Committee formed – Local Management Team, Local Authority, Greater Sport – to look at ways of funding Project
May 2011	Boys and Girls Clubs of Greater Manchester commit £30,000 towards the Project
December 2011	To date Barton A.C. have raised £50,000
March 2012	City of Salford – Approval for Planning Extension – further 3 years



Pledged support

We are now looking for organisations/businesses to support our project and help secure the future of Barton Athletic Club, preserving the legacy of 59 years for the next generation and beyond.

Barton Athletic Club would like to build this proposed facility for the people of Salford and surrounding areas.

We are looking for support, if you think you could help in any way please contact:

John Lightfoot

Email: j_lightfoot@btinternet.com

**Telephone: 0161 775 0799
07759177966**

Salford **good** **helping local causes**

Salford 4 Good is a partnership initiative
Salford 4 Good is a working name of Salford CVS
Charity No. 519361 Company No. 01948293



Why Salford 4 Good?

- To increase the range of opportunities to give to local charities & community groups
- To provide a recognised local umbrella brand
- To make it easier for businesses and individuals to give time, skills, money
- To raise aspirations and pride in Salford
- To increase charitable giving

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The Power of Branding!



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Donations come in...



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Salford
4 good
helping local causes



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Donations go out...



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Salford
4 good
helping local causes

Direct support to groups

- Online shop
- Employer supported volunteering
- Donations of gifts & money
- Donations of skills
- Support from a local business
- Fundraising events

Over to you!

- Salford 4 Good needs your support!
- Supporters packs
- Make others aware
- Support through your employers payroll giving scheme
- Get involved in fundraising – anyone for skydiving, running, or anything else?
- Come to us with your ideas
- www.salford4good.org

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