



**Girlguiding**





# Network Fundraising Officer x Girlguiding North East

Exploring new fundraising options



# Introduction

And what we'll be covering today



Types of fundraising – pros and cons



Tips for approaching each type of fundraising

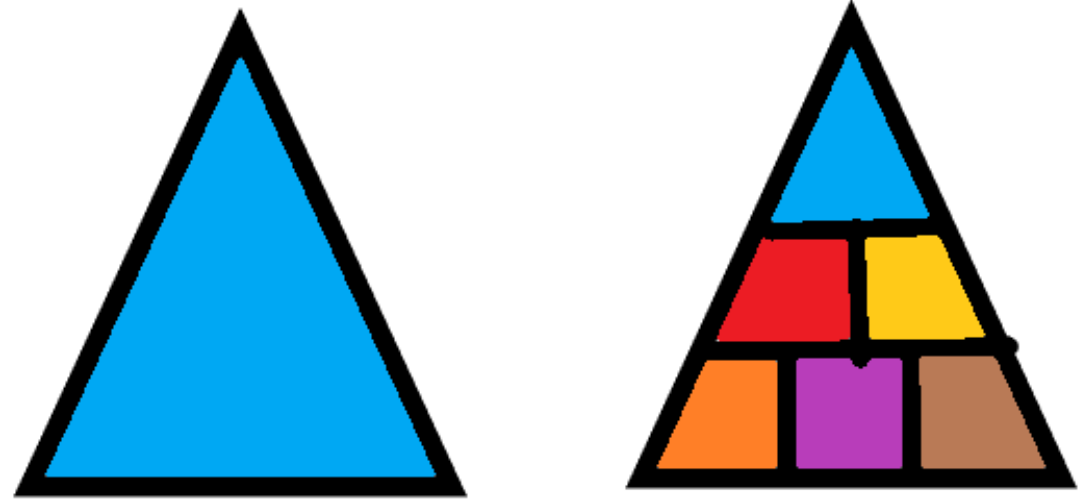


Your experiences and questions – plus resources to keep

# Diversifying income

What this looks like and why it's a good thing!

- More income streams = resilience
- Easier to replace one small 'brick'
- Ideally, also diversify the streams themselves ie not all grants, not all community fundraising
- More puzzle pieces does mean things aren't as simple as one funding source, but things can be made easy!



# Types of fundraising

## Income streams



Community: For example, bag-packing at a supermarket, holding raffles etc.



Grants / Trusts: These are organisations which exist to give out funding!



Working with local businesses: This could be sponsoring an event, or providing transport, equipment or access to an activity.

# Finding grants

## How to start looking for funding opportunities

- **Girlguiding comms:** Grants list sent out ahead of session, website signposting coming soon!
- **Supermarkets:** ASDA, Tesco, Co-Op, Morrisons etc all have community fundraising schemes. Find out more based on what's near you
- **Community Foundations:** These exist across the UK. Search online by your county / area, for example 'Two Ridings Community Foundation'.
- **Windfarms, Oilrigs, Airports** etc and these types of large projects will often have grants to give as well. If you have something like this in your area search online or contact them.



# Getting information from a funder's website

Let's look at some examples together!



[HOME](#) [FUNDING](#) [HOW TO APPLY](#) [CONTACT US](#)

We will **only** fund work that focuses on **one** of our priority groups:

- **Elderly people**
- **Children and young people**
- **People with physical impairments, learning difficulties or mental health challenges**
- **Social welfare** – people trying to overcome life-limiting problems of a social, rather than medical, origin (such as addiction, relationship difficulties, abuse, offending)
- **Education and learning** (with a particular interest in people who are educationally disadvantaged, whether adults or children)

We **only make grants** for ongoing core funding. We define core funding as the costs associated with regular activities or services that have been ongoing for at least a year. We do not fund new work or projects.

We **only offer grants** to registered charities that have been formally established for a minimum of three years. Newly registered charities may apply but the organisation must have appointed a management committee and adopted a governing document at least 3 years ago.

We prioritise:

- Charities that are delivering services in areas of high deprivation
- Work that is unattractive to the general public or unpopular with other funders
- Services that help to improve the lives of marginalised, disadvantaged or isolated people
- Applicants that can demonstrate an effective use of volunteers
- Applicants that can demonstrate (where feasible) an element of self sustainability by charging subscriptions/fees to service users

Details of our **recent grants** can be accessed from the links below:

- [Grants approved 2019-20](#)
- [Grants approved 2020-21](#)
- [Grants approved 2021-22](#)
- [Grants approved 2022-23](#)

# Making your application

Telling a compelling story to the funder



Craft a story



The power of stats



Pairing with funder's  
ambitions



More guidance on application writing on our website:  
<https://www.girlguiding.org.uk/get-involved/fundraise-for-us/fundraising-toolkit/grants-from-trusts-and-foundations/>

# Problem – Solution storytelling

## How to use this in your application

### Example 1

" In a recent survey, 84% of Girlguiding's young members indicated that it was important to them to do something about the climate. We are seeking funding refurbish our unit meeting hall, to install carbon-efficient features such as a new heating system and double-glazing. These measures will allow us to meet Girlguiding's overall aims of reducing overall carbon emissions by 50%, as well as modelling positive climate action to the girls, empowering them to be leaders of tomorrow."

### Example 2

"As an organisation working with girls and young women, we are all too aware of the increasing challenges they face in today's world. In our Girls' Attitudes Survey 2024, we found that 41% of girls feel less confident as a result of how society views them. At Girlguiding, we're committed to providing a safe space for girls where they can challenge themselves. In Guiding, girls are able to work towards achievements and are empowered to help shape their unit meetings alongside our volunteers. We've found that girls in guiding are 23% more confident than their non-guiding peers. By supporting us, you're helping girls to overcome the confidence gap in today's world, and to show them that girls can do anything!"

# Helpful to consider

## Pitfalls to avoid!

- Look closely at the reporting requirements – there may be info you need to gather along the way!
- Think about your capacity and when you need to spend the money – weigh these up against the grant. Another type of fundraising may be better in some cases.
- Try and reach out to the funder to make sure it's a good match – or at the very least conduct thorough research.



# Working with local businesses

## How to identify opportunities for your unit



Think about your local community and network



Identify where help could be useful



Appreciate the value you bring to them!



# Reaching out to businesses

How to identify opportunities for your unit



Making an initial approach



Follow up approaches



Agreeing shared goals and timelines



# Keep going!

Approaching businesses can feel like both of these!



# Community fundraising



Bag packing



Bake sale



Community bring and sell (at your hall, at a local fete etc)



# Community fundraising



Organising an event



Getting the word out



Staying compliant



# Public fundraising toolkit

Where you can find everything you need

- Gift Aid: [Gift Aid | Girlguiding](#)
- Raffles: [Raffles and lotteries | Girlguiding](#)
- Fundraising Regulator: [Code of Fundraising Practice | Fundraising Regulator](#)
- Always carry out a risk assessment as you would for other unit activities
- Whatever you are doing, it is important to be clear about where money raised will go, and what you'll do with any excess money if you raise more than you need. For example:
  - **'We are fundraising for [insert unit name]'s trip to [destination]. Any funds raised beyond the cost of the trip will be donated to support the ongoing running of [insert unit name].'**
- You cannot use Girlguiding UK's charity number when raising funds for local guiding

# Gift Aid

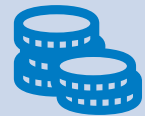
## What you can claim



Claim back 25% on subs and donations



Only need to get Gift Aid declarations once and can back-claim for 4 years!



Small donations scheme: This means you can claim on small donations (less than £30), for example from a fundraising event, without a Gift Aid declaration

Thank you all for joining! Good luck with your fundraising efforts.

If you have any questions at all, please get in touch with myself ([supporters@girlguiding.org.uk](mailto:supporters@girlguiding.org.uk) or via the North East team).

