

Salvia Fundraising – Funding Newsletter – February 2012

AB Charitable Trust

The Trust is an independent, UK based grant-making organisation founded in 1990 that is concerned with promoting and defending human dignity. It supports charities that defend human rights, such as freedom from torture and arbitrary imprisonment, and promote respect for individuals whatever their circumstances. The Trust is particularly interested in charities that work with vulnerable, marginalised and excluded people in society, with a focus on: refugees and asylum seekers; prisoners; older people; and people with mental health problems. The Trust is happy to pay for core costs, so you don't need to create a project for the sake of an application, but feel free to put forward a project if you have one. For more details go to <http://www.abcharitabletrust.org.uk/index.htm>

Big Lottery Fund

The total value of grant applications almost trebled from 2009/10 to 2010/11. Speaking at the Institute of Fundraising's Trust Fundraising 2011 conference, Veronika Karailieva, development officer at the BLF, presented figures showing a significant increase in the number of funding applications it had received year on year. The value of applications in 2010/11 included six applications worth a total of £1.2bn to deliver the Big Local Trust, according to the BLF's latest annual report. The total value of applications excluding those connected to the Big Local Trust increased from £1bn to £1.6bn in 2010/11. A spokeswoman said that over the same period the value of grants awarded fell from £406m to £357m. At the conference, Karailieva said a large proportion of the rise in applications was due to requests for funding from the Reaching Communities programme, which awards grants of between £10,000 and £500,000 for projects in deprived areas.

Austin & Hope Pilkington Trust

Grants are made twice a year. The deadlines for applications are 1st June and 1st November. All applicants, whether successful or not, are contacted. The ratio of applications to grants is approximately 1 in 20. In order to give as many grants as possible, they have decided to limit grants to £3,000 and £1,000. The only exception is Medical Research, where grants can be £10,000. Grants are awarded for one year only. Grants are not awarded to charities on consecutive years, even for different projects. In 2012 grants will be awarded to Community projects (and Medical projects) and priority will be given to projects working with Homeless; Addiction; Asylum and Refugees; Sexual and Domestic Abuse; Prisoners and ex-Offenders. For more information go to www.austin-hope-pilkington.org.uk/

Question Time

Q – How many applications should we make to fund one project? Should we do bulk applications or do it one-by-one?

A – I was asked about this in one of my training sessions the other day. If you look at the Austin & Hope Pilkington Trust above they say the success rate is 1 in 20. Other trusts are saying success rates are anything from 1 in 5 to 1 in 12 on average. So it really is a numbers game. I really think you need to do quite a few and hope that at least one or a couple are successful and which will be enough to fund the project. You could for example research and find 10 possible funders. Then do a first tranche of five applications and see how you do. Then reflecting how well you do on these – you may get 50% funding let's say – make the second tranche of applications to the other five and state you just need 50% of the funding. This is a very general example and it of course depends on the size of the project and when you require the funding. I wouldn't do it one-by-one as this will be a lengthy process. And if you are lucky and all your applications are successful then you have a nice challenge to deal with. And of course brownie points to you for being a tremendous fundraiser...

Andrew Devon
Salvia Fundraising Ltd
www.salviafundraising.co.uk
andrewd@salviafundraising.co.uk
h 01273 207626 m 07939 723597