

we are yeomans/

Preparing successful applications to Christian grant-making trusts

Raising Funds for Christian Charities and Churches

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speakers

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outcomes and takeaways

1. Characteristics of Christian trusts
2. How to present your case for support
3. What makes a successful application

1. characteristics of Christian trusts

- Breadth of Christian trusts
 - Large e.g. Joseph Rank Trust, Garfield Weston Foundation, Laing Family Trusts
 - Small, e.g. family trusts,
- Each have a criteria about what they want to give and why
- Different expressions of their Christian faith e.g.
 - Different traditions and denominations
- Mission focus e.g.
 - Evangelism
 - Social justice

2. know what you're asking for

What do you want a Trust's money for?

Be able to clearly articulate your ask to others



3. what makes a clear ask?

1. What is the need? Who will be helped?
2. What do you desire to change?
3. What's your solution to the need?
4. Why are you the best people to address the need?
5. What will it cost?
6. What will be the impact?

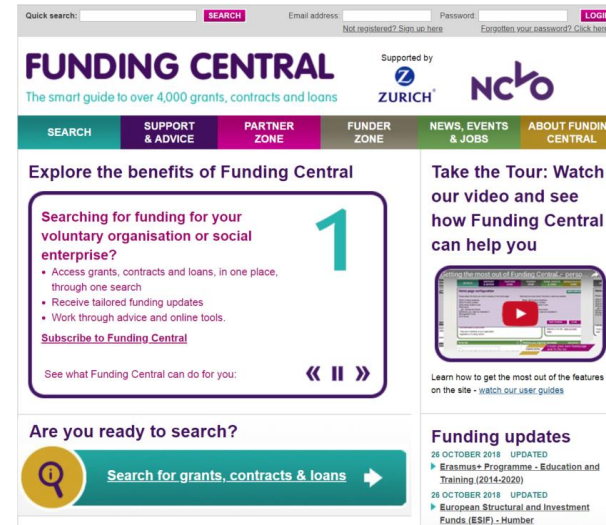


4. know *your* donors...

Who will fund your cause?

Do your research...

- Information sources e.g.
 - Trustfunding.org.uk
 - Funding Central
- Donor (Trusts) intel
- Research parameters
- Create a targeted list, of relevant organisations




Images: www.fundingcentral.org.uk / www.dsc.org.uk

4. know *your* donors...

Trustfunding.org.uk

Home | Search for funding | Fundraising Training | Fundraising Books | About DSC | Help



Number of searches conducted:
12,784,078

DSC's Researchers say:
Who has the time to follow the incredibly complex and diverse funders' world? We do! And we inform DSC's www.trustfunding.org.uk with our high quality, in-depth research for the benefit of our customers and their beneficiaries

- Trustfunding.org.uk offers in-depth information on more grant-making charities than anywhere else - 4,500 of them giving over £6 billion each year
- An easily searchable database identifying those grant-makers sympathetic to your cause
- Updates sent to your inbox on new and updated grant-making charities, some you'll know and some you won't have heard of before
- Great value for money and with one successful application you can pay for the cost of your annual subscription.
- Prices from £350 ex VAT for an annual subscription.
- How much time would you need to create Trustfunding? [Infographic here.](#)

- The Research and Customer Services teams offer continuing support throughout the subscription by email or phone
- The details provided on the website including eligibility criteria and guidelines for applicants will save you time that can be otherwise spent making applications

"Trustfunding.org.uk is an essential fundraising tool... no charity should be without it"

Peter Sharp, Director, Worldwide Volunteering

Trustfunding.org.uk

Home | Search for funding | Fundraising Training | Fundraising Books | About DSC | Help

Search for funding

Search for funding

> Search for a specific trust

Keyword search

All description text
 Trust name
 Trust address
 Trust postcode
 Trustee names
 Charity Commission Number

Match: All words
 Any word
 Exact phrase

Word Match: Whole word
 Start of word
 Any part of word

> Search for trusts that will support your project

Where is your project based? Click to select locations

Who are the beneficiaries? Click to select beneficiaries

What type of organisation are you?

What is the focus of your activity? Click to select purpose

What type of funding are you looking for?

Images: www.trustfunding.org.uk

5. making your application

What does an application to a Christian trust look like?

- Know the application process for your target trusts
- Different types of application
 - Written proposals – e.g. 2-page (or up to 10 page!)
 - Online
- Get the ‘language’ right!
 - Be sensitive how they express their Christian faith

5. making your application

What goes in a success application

- Follow the funder's guidelines
- Writing your ask:
 - What the problem is
 - What the solution is
 - What your organisation is doing about it
 - How the trust's funding will help
- Include hard facts and stories
- Don't be wordy! 4 pages is usually more than enough
- Be relational (where appropriate)



Who we support

The Foundation accepts applications from organisations working in the areas of **Welfare, Youth, Community, Arts, Faith, Environment, Education, Health and Museums & Heritage**. As the Trustees remain flexible and wish to fund the most compelling projects we do not have target expenditure by category. Don't worry if your charity could be described in more than one category as it has no bearing on how likely your project is to be funded.

You do not need to have applied for, or received, a grant from the Foundation in the past, and nor do you need to know anyone or be 'invited' to apply – as long as you are not currently in receipt of a grant from us nor have applied to us within the last year, you are eligible to apply if you are one of the following:

- UK registered charities working in the UK;
- Charitable Incorporated Organisations (CIOs);
- educational establishments (including schools and universities);
- churches;
- Housing Associations; or
- museums and galleries

What we fund

When deciding what to apply for we strongly recommend you apply for whatever is your greatest priority and area of need – this could be in one of three areas: Capital, Revenue (often called 'core costs') or Project work.

Capital

By Capital we mean bricks and mortar or tangible 'stuff' i.e. a building project, repairs, equipment etc – please note a grant is unlikely to be more than around 10% of the total Capital project cost.

If you are applying for a Capital grant, tell us how this will affect the ongoing operating costs of your organisation – for example will a bigger building cost you more to run (in which case tell us how you will sustain this) or will you be able to save money afterwards?

Revenue/Core Costs

These grants are made towards the general costs of what your organisation does - its activity. Revenue grants are sometimes referred to as 'core costs' and are typically unrestricted income which can be used for whatever general costs and expenses you have for your charity's activity – these can include elements such as general salaries (but not a *specific* position or job), rent etc. As a general rule, revenue/unrestricted grants are unlikely to be more than approximately 10–20% of your organisation's total annual income.

Project Costs

If you have a very specific project or activity that you need support for then you can outline this in your proposal - include all the costs involved in delivering the project, including staff costs and a reasonable percentage of overheads if relevant.

We recommend that you have around half of your funding identified before applying to the Foundation.

Image: www.garfieldweston.org

5. making your application



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Guidelines For Making A Grant Application

The Souter Charitable Trust supports projects engaged in the relief of human suffering in all its aspects in the UK and overseas - especially, but not exclusively, those with a Christian emphasis and ethos.

Grants are restricted to UK registered charities only. Current legislation does not permit the trustees to give direct grants to overseas organisations as they are unable to carry out the due diligence required of them.

Small grants may be awarded for gap year / short term projects which extend to at least one calendar year.

All projects for capital building and renovation works are specifically excluded from funding.

The personal health and educational needs of individuals are not normally funded.

Applications should be kept short, 2 sides of A4 is sufficient. The trustees are looking for a brief outline of the project aims and what the funding is required for a budget maybe included and a copy of your latest audited accounts should be included.

Whilst there are no minimum or maximum amounts given an average grant would be a small one off in the region of £1,000 - £3,000.


No application forms are required. To make an application, apply in writing to

Souter Charitable Trust, PO Box 7412, Perth, PH1 5YX or by e-mail to application@soutercharitabletrust.org.uk

Re-application for a grant is permitted, but only after once calendar year has elapsed.

The trustees generally meet once a month and all applications, whether successful or not, are acknowledged in due course.

All grants are made at the discretion of the Trustees and their decision is final.



the Joseph Rank trust

THE TRUST | JOSEPH RANK | APPLYING FOR GRANTS | TRUSTEES | COMMUNITIES HELPED | CONTACT US | 29 Oct 2018 2:29:50 PM

APPLYING FOR GRANTS

Making an Application

Before you start your application for a grant please read the following:

Applicants must set out the essential details of a project on **two** sides of A4 paper, portrait not landscape (*not 1.5 pages, not 2.5 pages but 2 pages*). These two pages of A4 are critical and must express what you are doing, why you are doing it and who it is benefiting, with detailed information such as project budgets being presented in the form of appendices, i.e. in addition to your 2 x A4. **The Trustees wish to learn about the Christian outreach and mission in your project and how it will benefit those in your local community, for example how are you reaching out to the working class poor in your area**

Please do not place photographs in your 2 sides of A4 - they will only photocopy black and add no value and do not send DVDs or glossary brochures.

Do not submit a "laundry list" of areas of activity - your application must be focused on a specific area of work. The principle of matched funding (not applicable for capital grants) is very much part of any application - if in any doubt what this means please contact the Secretary.

Please note the Trust is not a repeat or ongoing funder at the end of the funding term.

The following information is required in your 2 x A4:

1. Charity name and charity registration number;
2. A detailed description of the project for which funding is sought;
3. Details of the amount already raised towards the target;
4. Details of grant applications made to other external funders;
5. Details of the amount committed from your own resources;

A summary of budget and costings of the project (for salary / core costs a three year budget) should be placed in an appendix to the 2 x A4; You must enclose a copy of your most recent monthly management accounts and a copy of your most recent audited annual report and accounts (a full set, not just a selection of summary pages).

A covering letter is expected to accompany your submission (not an unsigned compliment slip) - please remember to provide details of the contact person: postal address, email address and telephone number.

Images: www.soutercharitabletrust.org.uk / www.ranktrust.org

6. build relationships

- Report back to the trust!
 - Say thank you
 - Show the impact their gift / investment has made
- Understand how they like to partner
 - Do they give ongoing support
 - Prayer support
- Understand how they like to communicate
 - Phone, meetings, visiting your work

achieve funding success from Christian grant-making trusts

1. Present your case for support clearly
2. Know your donors / target your approaches carefully
3. Write strong applications
4. Build relationships
5. Manage your trusts approach programme

questions...



...answers

Thank you

www.weareyeomans.co.uk



yeomansmarketing



yeomans



@yeodelling



yeomansmarketing