



# Fundraising for your Orchard

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# NEED for your project



- What do you need the money for?
- Why is your project important – social, cultural, economic, landscape/ biodiversity?
- Demand from the local community?
- Lack of green space community education spaces for learning?

Why are we doing this?

# Making your Case and Research

- General data and research on Orchards – rate of decline (63% since 1950)
- Biodiversity value
- People and communities
- Economic value
- Local Food story
- Education and Learning



This could be a 2-pages of A4 document

# Fundraising – Where to Start

## Advice and information:

- Heritage Funding Directory  
[www.heritagelink.org.uk](http://www.heritagelink.org.uk)
- Charities Information Bureau  
[www.fit4funding.org.uk](http://www.fit4funding.org.uk)
- Cabinet Office – Office for Civil Society  
[www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)
- Directory of Social Change  
[www.dsc.org.uk](http://www.dsc.org.uk)
- National Council for Voluntary Organisations  
[www.ncvo-vol.org.uk](http://www.ncvo-vol.org.uk)

# Community Fundraising



- Events at the Orchard – Orchard/Apple Days
- Local events – quiz nights etc
- Auctions – paintings
- Raffles
- Individuals – sponsorship events

Good website for fundraising ideas

[www.better-fundraising-ideas.com](http://www.better-fundraising-ideas.com)

# Grants and Charitable Trusts – what will they fund?



- Equipment and tools – Apple press etc
- Tress/plants
- Interpretation
- Access improvements
- Learning and education materials
- Commercial projects aimed at sustainability (social enterprise)

# Sources: Grants and Trusts



- **Big Lottery Fund** – Awards for All (£300 - £10k)  
[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)
- **Heritage Lottery Fund** – Your Heritage (£3-50k)  
[www.hlf.org.uk](http://www.hlf.org.uk)
- **B&Q Better Neighbourhood Grant Scheme** (£10,000)  
[www.diy.com/awards](http://www.diy.com/awards)
- **Community Foundations**  
[www.communityfoundations.org.uk](http://www.communityfoundations.org.uk)
- **Co-operative Foundation** (£200-£2,000)  
[www.co-operative.co.uk](http://www.co-operative.co.uk)
- **LEADER** – EU rural development funding (look at Regional development agency website for your area, they will detail the LEADER programmes)

# Grants and Trusts



- **Local Authorities** (contact environment depts or tree officers)
- **AONBs – Sustainable Development Fund**  
[www.aonb.org.uk](http://www.aonb.org.uk)
- **J Paul Getty Jnr Charitable Trust (£15k)**  
[www.jpgettytrust.org.uk](http://www.jpgettytrust.org.uk)
- **Esmee Fairbairn Foundation**  
[www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)
- **International Tree Foundation**  
[www.internationaltreefoundation.org](http://www.internationaltreefoundation.org)



# Grants and Trusts



- Naturesave Trust – [www.naturesave.co.uk](http://www.naturesave.co.uk)
- Landfill Communities Fund
  - [www.biffaward.org](http://www.biffaward.org)
  - [www.veoliatrust.org.uk](http://www.veoliatrust.org.uk)
  - [www.sitatrust.org.uk](http://www.sitatrust.org.uk)
  - [www.wren.org.uk](http://www.wren.org.uk)

# Local Companies



- Small donations
- Voluntary help
- Free advice
- Trees or equipment

**Banks/building societies/supermarkets  
sometimes have money set aside for  
selected local projects**

# Making a good application



- Make sure you are eligible – some funders only fund registered charities or fully constituted groups
- Read all you can regards the funder you are applying to – what are their priorities? What do they want to fund? What is their process and deadlines?
- Use your research and need statement to be clear on what you want funding for and how funding much you need
- Always stick to the word count and carefully read the questions on the form – it sounds easy but **answering** the funders question is critical
- Support from the community and local groups, and any partnerships always add value to applications

## Exercise: Grant Application – Getting a feel for how to fill in an application



- Split into six groups – 15 minutes
- Task:
  - Study the application forms for LEADER and Awards for all
  - Look at Funder’s criteria in their guidance notes
  - As a group start to think about how you might answer the questions on the form – perhaps choose someone in the group’s project as an example

Group discussion at the end for 15 mins to discuss the application process and key questions