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
- Charities Information Bureau
  www.fit4funding.org.uk
- Cabinet Office – Office for Civil Society
  www.fundingcentral.org.uk
- Directory of Social Change
  www.dsc.org.uk
- National Council for Voluntary Organisations
  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
Grants and Charitable Trusts – what will they fund?

• Equipment and tools – Apple press etc
• Trees/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
- Landfill Communities Fund
  - www.biffaward.org
  - www.veoliatrust.org.uk
  - www.sitatrust.org.uk
  - 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