

# Avoid the bin

 Santander

FOUNDATION

# Funders

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# Remember

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- **Funders want to give money away**

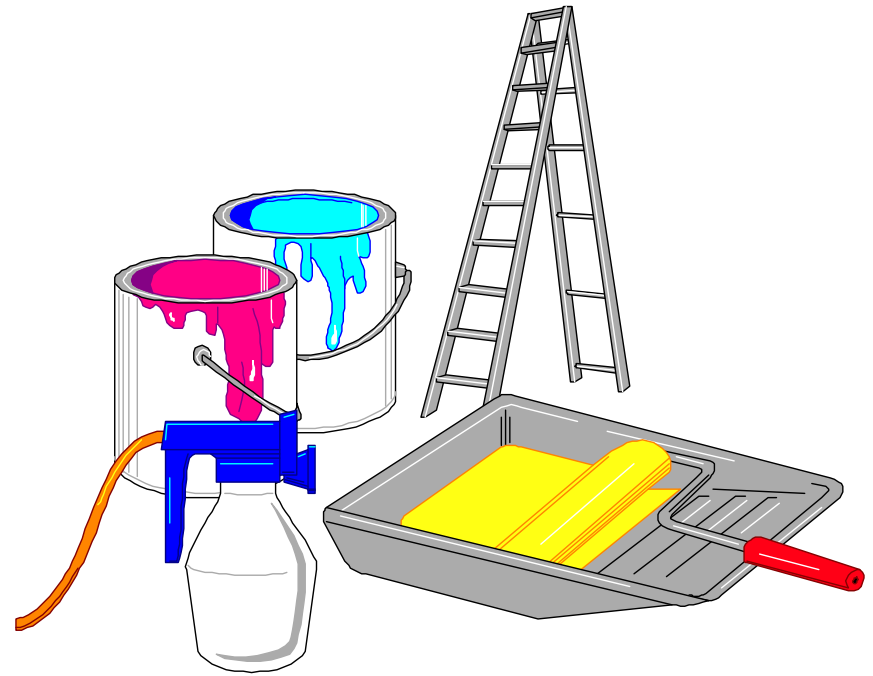
**We need:**

- **Applications that clearly meet our criteria**
- **Clearly defined impact – what long term difference will the donation make?**
- **Evidence that there is a need for this piece of work**

# Don't start here

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- Bad applications start with the application form
- Like painting & decorating 75% is preparation
- 5,000 trusts have fewer than 1 FTE member of staff



# Deciding what to ask for

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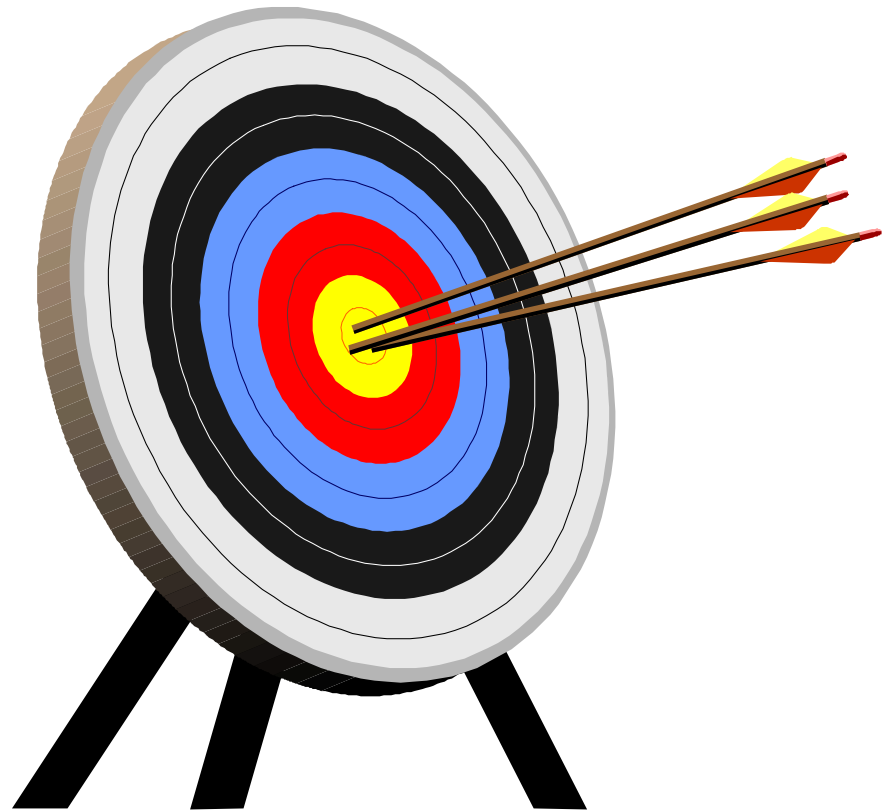
- **Don't chase the money! Avoid mission drift.**
- **Running costs (consider full cost recovery)**
- **Multi-level “ask”**



# Targeting your applications

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- Short list of 6 to 10 funders
- Best fit
- Up to date copy of funder's criteria
- Making contact with the funder
- Adapting your bid



# DO

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- **ASK FOR THE MONEY!!!!**
- **Explain exactly what this will buy**
- **What is the long term difference this will make**
- **Use the right language and tone**



# DON'T

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- Put “see attached” in answer to any question
- Make assumptions or use jargon
- Go away on holiday immediately after submitting your bid



# Finishing touches

- Make sure that you use the correct postage
- Check that you have included everything asked for
- Sign it
- Closing dates



## Why bids succeed

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- 1. Clearly meet priorities and met all the other criteria.**
- 2. Asked for the right kind of funding and amount.**
- 3. Demonstrated what immediate and long term differences would be achieved with the funding, preferably backed up with evidence.**
- 4. Demonstrated why there was a need (rather than simply asserted there was a need with no evidence of having consulted service users, demonstrated an awareness of what services were already in place and what gaps there were in provision).**
- 5. Part of a coherent funding strategy (rather than just give us the next bit of money so that we can keep going).**

## Why bids fail

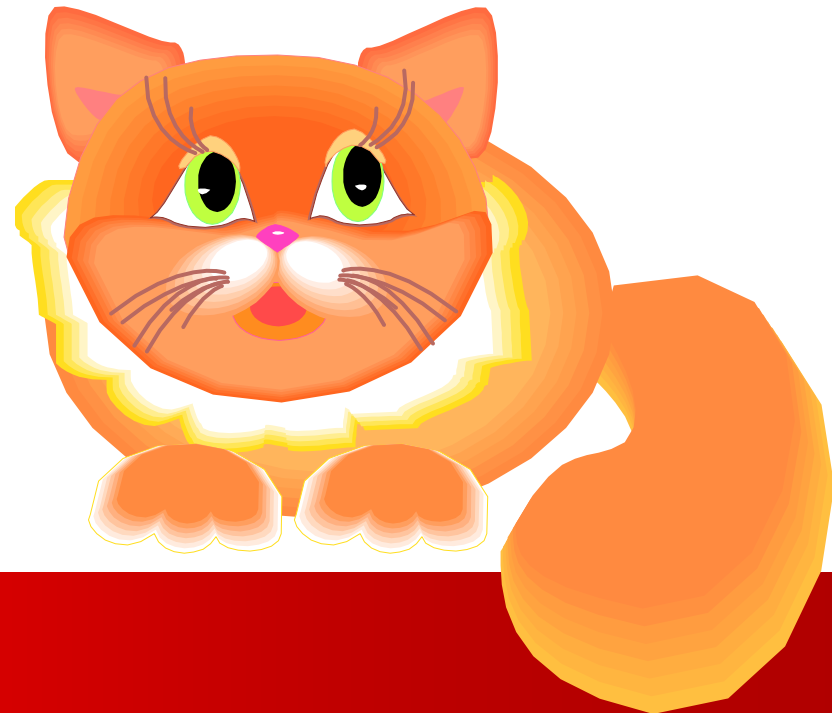
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- 1. Didn't fully meet criteria.**
- 2. Asked for wrong type of funding.**
- 3. Didn't include everything asked for (this may be a break down of the budget, your audited accounts, evidence of need, etc.)**
- 4. Unsigned. You are entering into a legal agreement, an unsigned application is bit like an unsigned cheque it isn't valid.**
- 5. Received after the closing date.**

## **3 letters you shouldn't write**

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- **Give us the money or the kitten gets it!**
- **We're a nice charity, please support us in any way you can.**
- **To whom it may concern circulars.**



## Free resources

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- **Apply yourself & Budget yourself software**
- **Jargonbusters ACF**
- **Fit4 funding (Charities Information Bureau)**
- [www.fullcostrecovery.org.uk](http://www.fullcostrecovery.org.uk)
- <http://www.fundingcentral.org.uk>
  - **Online free searchable database**

# Know who are you are talking to?

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**Within a corporate there are three main sources of support**

- Foundation or charitable trust
- CSR department
- Marketing and sponsorship

**They each have different drives and motivations for giving you support**

# Charitable Foundation

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## Charitable donations

- Staff fundraising matching schemes
- Published charitable priorities

## No direct business benefit

- Welcome acknowledgement of support
- May use a different logo from main company

## DRIVER – charitable priorities

# CSR Team

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**Charity of the year**

**Social sponsorship of fundraising events,  
Diwali, community events**

**Employee volunteering**

**Alignment with company's CSR issues**

- **Telecoms – young people, communication for disabled people**
- **Food retailers – keep fit**
- **Banks – financial inclusion and education**

**DRIVER – helping to deliver CSR objectives**

# Marketing & Sponsorship

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**Cause related marketing**

**Advertising**

**Commercial sponsorship**

- Awards
- Conferences
- Events

**DRIVER – brand and product recognition**

## Resources

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**Hollis sponsorship and donations yearbook**

**Company websites**

**Foundation websites**

**CSR reports**

**Grantmaking Tango Julia Unwin**

# Santander Foundation

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[www.santanderfoundation.org.uk](http://www.santanderfoundation.org.uk)