

# PROVING THE NEED FOR YOUR PROJECT OR SERVICE

## Why Should We Bother?

- Most Funders want to be sure they are getting value for money, consequently most funding applications ask for it.
- Properly researched projects are more likely to be successful.
- Evidence of need helps shape the business plan and forward strategy of your group/organisation.

## What Evidence Should We Be Looking For?

- *What services are already available in the area?* – It is important not to duplicate, however, services may differ in a fundamental way, e.g. language, faith, age and/or gender of users. To discover what is going on in your area, contact your local faith centres to see what they are providing, your local branch of WCAVA or CVS to identify other groups and your local Community Worker and/or Councillor.
- *Where are the gaps in service provision?* What is needed and not being provided? Are existing services over-subscribed, i.e. there are more people needing them than can currently be satisfied?
- *Demand for services* - Just because something is a good idea, it doesn't mean that people will use it, therefore it is important to gauge the "buy-in" from prospective users. If there are existing services, why won't, or can't, you clients use them?
- *Locality* – What are the circumstances (demographic profile) of your particular community? How many potential users are there? How far away are your users from services and how accessible is public transport?

## How Much Detail Do Funders Require?

The more money you want, the more detailed proof you funder will expect. Contact you funder for guidelines, because if you give too little information you won't get the money and too much information won't be read!

## How Do We Gather All This Evidence?

- Statistics can be found on various websites – start with your local County Council and the Census figures.
- Objective evidence can be got from Surveys, Focus Groups, Public Meetings, letters of referral, suggestion boxes, etc.
- Further support can be found in County, District and Borough Local Area Agreements and Parish Plans – indeed, if your project or service helps our statutory partners achieve their goals your organisation is in a better position to merit statutory funding!

**For further help with establishing the need for your project, contact Lin Pride at Warwickshire CAVA on 0845 051 1171, or e-mail [lin@wcava.org.uk](mailto:lin@wcava.org.uk)**



help  
YOURSELVES!

# Children's Groups Urged Help Yourselves!



Grants of up to £1,000 are available in the latest round of the Help Yourselves! Awards Scheme.



The programme, provided by Save the Children in partnership with British Gas, supports community-based projects that can make a real difference to young people's lives, particularly those who live in poverty.



The latest funding round in Phase Three of the Awards has been launched, with an application deadline of 11th July. Upcoming rounds to be held later in 2008 are expected to offer larger grants of £5,000 and £10,000 to communities suffering from severe poverty.

The scheme is open to all UK-based, fully constituted voluntary and community groups. Applications can come either from a young person linked to an organisation, or from an organisation that works with children and young people. Statutory organisations can also apply, providing they do not already receive funding to carry out the proposed activity.

Eligible projects must have a positive impact on the circumstances and experiences of young people and fulfil the following criteria:

- Improve the life chances for young people.
- Are led by young people at all stages, including planning and delivery.
- Benefit the most vulnerable and disadvantaged groups in society.

Grants will usually be paid upfront in a single instalment.

**For more information about the programme, and to download application forms, visit: <http://www.helpyourselves.org.uk/helpyourselves/index.jsp>**

Source: j4b, 17/06/2008

## HOW2FUNDRAISE

HOW2  
FUND  
RAISE  
.ORG

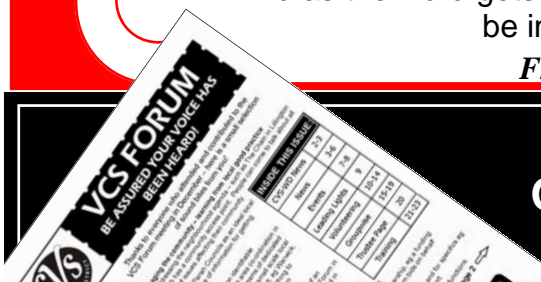
You have to sign up – it's free but Wow – what a resource! It doesn't matter whether you have been fundraising for years or if you are just thinking about it, have a browse: -

<http://www.how2fundraise.org/>

And as the word gets round to volunteer fundraisers I hope you will be inundated with offers of help.

*From Institute of Fundraising Wales E-briefing*

HOW2  
FUND  
RAISE  
.ORG



**LOOK OUT FOR THE NEXT EDITION OF KNOW-HOW ON 2nd October 2008 (ARTICLE DEADLINE 18th September 2008)**

# O<sub>2</sub> IT'S YOUR COMMUNITY

Welcome to It's Your Community, where they celebrate all the fantastic projects happening up and down the country every week, thanks to their community awards, starting from £100 and up to £1,000.

It's Your Community exists to inspire us all to make a positive change to the communities in which we live.

Awards should be for the benefit of the community, or to build community spirit. If your idea is any of the following: a physical improvement that you can touch; likely to make real, tangible results that you can see; demonstrates fresh, bold thinking, and is innovative enough to inspire others. Why not apply and see what you can do?

On the other hand, if your idea is: To top up existing funds; A one-off project, which may not have lasting impact; Aligned with political or religious organisations; To raise money for a third-party giving organisation; For a project outside the UK; On private property or land; Aimed at supporting an individual; A school project which supports the national curriculum but does not involve the wider community; To host a fundraising event; To sponsor community events such as fetes, festivals or recreational clubs - then It's Your Community may not be the right programme for you. But it's also likely that someone else will be able to help you.

It's Your Community categories - below are some examples of the types of projects we help out with. They've found they fall naturally into four main groups. But obviously this list isn't exhaustive, and they're open to new, ground-breaking suggestions outside these four areas.

## **Community Places** – Improving the places communities share

Revitalising and reinvigorating your community spaces. Maybe you need new swings for your local playground, a better roof for your sports pavilion? Or a lick of paint for your community centre? Either way there's lots to improve, have a think.

## **Community People** – Helping bring people together

To help create a community where people are valued and respected, where there's a real sense of unity and belonging. Whether it's about hosting lunch clubs for older people, theatre groups and sports clubs for the young; or if it's about setting up cultural groups to help understand local issues, there are lots of ways to bring the people in your town together.

## **Community Pride** – Tackling issues head on and restoring a sense of pride

Helping put the pride back into your community. What changes can you make to help make your community proud? From litter pick ups, to park makeovers, to graffiti removal, to restoring paths or renovating historical buildings; there's lots to be done to smarten up your town.

## **Community Landscape** – Improving communities natural environments

Improving the natural environments where we live. Creating community gardens, planting trees, improving public access to river-banks, or building bridges. The sky's the limit – it's your landscape and you can change it.

**To apply for an award go to Website:**

<http://www.itsyourcommunity.co.uk/ApplyForAnAward.aspx>





# HILTON IN THE COMMUNITY FOUNDATION

The Foundation makes grants to a wide range of charities and organisations that meet one of our three chosen areas of focus:  
**Young People – Education; Young People – Health;  
 Disaster Relief and International Fund.**

Applications are rigorously assessed to ensure that the best projects reaching the most disadvantaged young people are prioritised. The Foundation aims to support a range of causes helping young people, across the UK and Ireland. Please note that the Disaster Relief and International Fund is a discretionary fund for which there is no open application process. Completed applications are first assessed by the Foundation office, with grants of up to £5,000 approved by the Director. The Director will also assess Sponsored Grant requests received from Hilton hotels and offices. Applications for more than £5,000 are reviewed by the Grants Committee, with a shortlist of approximately 20 of the strongest and regionally representative applications put forward by the Foundation office for their consideration. The Committee comprises independent and Hilton nominated members, and meets quarterly to discuss the applications.

If favoured, grant applications for up to £10,000 can be approved by the Committee, and applications for more than £10,000 are recommended to the Trustees for final approval. There is no limit on the amount of money that a charity can request. However, the Foundation is a small charity and generally will not make awards of over £50,000 (per year). Funding can be requested for up to 3 years for any particular project.

Due to increased demand on our limited grant fund, deadlines have now been introduced. Please ensure your completed application is received by the date indicated in order to be considered in the following round. Incomplete applications will not be accepted.

**Application deadline is: 28 October 2008 for Grants Committee Meeting  
 29th November 2008.**

The Foundation receives thousands of telephone and email enquiries and hundreds of completed applications each year, making the grant award process highly competitive. To help us to help you, please read our application guidelines and restrictions carefully. Unfortunately, with a limited grant fund they are unable to respond favourably to all requests, however worthy.

Since 2005, in response to huge ongoing demand from charities and good causes, Hilton Hotels agreed to donate a limited number of accommodation vouchers for use by charities for raffle or auction prizes at their fundraising events. The Foundation manages this process and to enter the monthly draw to receive a voucher, requests should be made by Email: [info@hilton-foundation.org.uk](mailto:info@hilton-foundation.org.uk) Whether successful or unsuccessful, to maintain a fair response they require that organisations leave a gap of three months between each request. Please note that once awarded, these vouchers cannot be transferred, extended or exchanged.

**Guidance and application forms are available on website below.**

Hilton in the Community Foundation, 179-199 Holland Park Avenue, London W11 4UL

Tel: 020 7605 7733 Fax: 020 7605 7736 Email: [info@hilton-foundation.org.uk](mailto:info@hilton-foundation.org.uk)

Website: <http://www.hilton-foundation.org.uk>

*From Fit4Funding newsletter*

## GROUPWISE - FUNDING INFORMATION



Aged 16-25? Want to make your mark on the environment?

GreenPrints is an England-wide volunteering programme offering opportunities for you to simply turn up and take part in one or two-day conservation events.

Or, for those that fancy a slightly bigger challenge, GreenPrints offers the opportunity for you to design and deliver your own Flagship project over a longer period of time and have a budget of up to £10,000 to do it.

Our planet has never needed us more. Everyone should be doing their bit to help improve the environment but it's not always easy to know where to start. GreenPrints Flagships can fund your own project lasting up to 12 months. Projects should be designed, created and actively led by volunteers aged 16 - 25. Groups can apply for up to £10,000 and practical support from an experienced GreenPrints Mentor.

Flagship projects should focus on improving an outdoor space which is open to the public. That could be a park, playing field, river, beach or cycle path. The space isn't too important – it's how you improve it that matters.



making your mark on the environment

To apply for a Flagship project follow these steps: Consider how you can make a mark on the environment. It might be helpful to start by listing the green spaces in your area and then think about how they can be improved for the benefit of people and wildlife.

Download and read the Flagship project guidance notes from website below. This document will provide more detailed information about GreenPrints and help you understand if your project is eligible for support.

Complete a stage one Flagship application form. Provide as much detail as possible and return the form to SITA Trust.

**Application closing date 22nd August 2008** Board decision date 23rd October 2008

For projects starting November - December 2008 Maximum duration 5 months.

Closing date 24th October 2008 Board decision date 16th December 2008

For projects starting January - February 2009 Maximum duration 3 months.

The GreenPrints programme is managed by SITA Trust. If you have any questions or would like anything explaining in more detail, please do not hesitate to contact them.

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Website: <http://www.sitatrust.org.uk/greenprints/apply/flagships>