



TOP 5 WAYS TO SHOW YOUR BOARD THAT YOU VALUE THEM

Ask yourself this question in every interaction that you have with each board member: Is this how I would treat a major donor whom I was cultivating to eventually ask for a large gift? Here are five ways to show your board members how much you value them:

1

Honour their commitment to your mission. Even if you occasionally question their passion for your work, give them the benefit of the doubt. There are plenty of other nonprofit groups that would love to have them on their boards, so if they have chosen to serve on your board, it's pretty safe to assume that at least some part of your organisation's mission appeals to them.

2

Honour their time. Board members are volunteers—not paid staff. They weren't signing on for a job when they agreed to serve on your board. Be respectful of the other things they have going on in their lives. Don't bother them with the small stuff. Before asking them to make phone calls, fill tables, come to meetings, or sign letters, ask yourself: would I bother the biggest donor in town with this sort of thing?

3

Honour their brains. These folks are smart—technically smart, people smart, and financially smart. In some cases they are just plain wise. Use their time to gather their input on the strategic issues that will help shape your future, not on the smaller tactical details. They will naturally offer to help you on the tactical pieces if they have helped to create or shape the larger strategy and direction. (And they will also be more likely to fund it!)

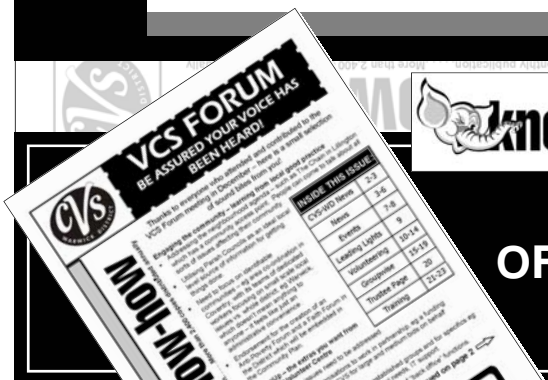
4

Honour their contacts. Board members know that you know who they might know. Respect those relationships by asking board members to invite their friends and colleagues to events, rather than rushing in to ask their friends for money. Treat your board members as distinguished ambassadors, not as salespeople for your work.

5

Honour their privacy. If this were the biggest donor in your community, perhaps you'd use a little more discretion. Leave messages with their secretaries—don't call them at home or e-mail their private address unless they've given you explicit permission to do so. Any information you have about their lives that could be regarded as private must remain confidential. Err on the side of discretion and courtesy. Be respectful.

© 1998–2007 Benevon. All Rights Reserved.
From *Charity Skills* newsletter



LOOK OUT FOR THE NEXT EDITION OF KNOW-HOW ON 7TH FEBRUARY 2008 (ARTICLE DEADLINE 24TH JANUARY)



SOUTH WARWICKSHIRE FUNDRAISERS' FORUM

The network for Third Sector Fundraisers in South Warwickshire!



New Year – new funding challenges! Join us and turn those challenges into opportunities!

When: Tues 22nd January 2008, 9.30-12.00 am
Where: Bath Place Community Venture, Leamington Spa
What's On: Landfill Tax Credit – Louise Boffey, Warwickshire Environment Trust
Proving Evidence of Need – Kath Bannister, WDC Community Support Team



**FOR MORE INFORMATION CONTACT LIN PRIDE,
FUNDING AND DEVELOPMENT MANAGER, CVS-WARWICK DISTRICT,
ON 0845 051 1171, OR E-MAIL INFORMATION@CVSWD.ORG.UK**

HOW TO CREATE A TRUSTEE BOARD THAT PEOPLE WANT TO JOIN!

Top Governance Tips from Carol Wiseman

- Find the right People** – with the right skills, perspectives and commitment – use your networks – see www.getonboard.org.uk
- Have the right expectations** – find out how effectively your Board are using their time and the tasks that can benefit from their strengths
- Be honest** about the amount of commitment that is required
- Agree ground rules** – what your trustees expect from each other
- Have a 'mission moment'** – update your Board on what is happening in your organisation
- Let your board socialise** – for half an hour before meetings begin
- Keep simple stuff short** – to allow more time for strategic decisions
- Educate the Board** about your organisation, for example arranging them to meet service users
- Avoid micromanaging** – deciding what to do rather than how to do it
- Analyse meetings** – find out what would improve them
- Don't tolerate absenteeism** – find out why meetings are missed
- Reward the board** for specific achievements
- Consider the Governance Code** – www.governancehub.org.uk

For more information see www.ncvo-vol.org.uk/vsmagazine/features/?id=6968 and visit Carol's website, www.boardbuilders.com .

From NCVO e-newsletter

IF YOU ARE INTERESTED IN JOINING THE SOUTH WARWICKSHIRE TRUSTEES TOGETHER NETWORK CONTACT MARIE DAWE ON 0845 051 1169 OR E-MAIL MDAWE@CVSWD.ORG.UK



GOVERNANCE PAGES

Governance Pages Governance Pages Governance Pages

The Governance web site will be of interest to the Trustees of small to medium sized Voluntary and Community Sector groups, organisations and Charities.

ARVAC is pleased to announce the launch of *Governance Pages* www.governancepages.org.uk, a new website being developed by ARVAC that aims to present concise and accessible information on governance aimed at committee members of small voluntary organisations.

The website draws on several years of governance research and came out of the recommendations of the report 'A Lighter Touch', published by the Joseph Rowntree Foundation in 2004. This report recognised that there were ample resources aimed at trustees of larger and more formal organisations, but that there was a lack of appropriate material written from the perspective of trustees and management committee members of groups and small organisations. Resources were needed that recognised the less formal and more fluid nature of small groups, where there is often no clear cut distinction between roles, no dedicated resources to support the committee, and many different ways for the committee to accomplish its aims.

Governance Pages aims to address this deficit by presenting information on governance from the perspective of the trustee or management committee member of a small voluntary organisation. The website contains a database of questions arranged logically to cover common questions about governance. There is also a support finder feature that quickly locates appropriate sources of support. A dedicated search page allows you to search for resources and information from a range of hand picked sites greatly increasing the chances of finding what you are looking for.

ARVAC hope that the site will be of use to committee members of small organisations as well as those who advise them. *Governance Pages* will continue to add features in response to demand, and user feedback and ideas are encouraged and welcomed.

The project is funded by the Big Lottery Fund.



To contact them email: info@governancepages.org.uk
Website: <http://www.governancepages.org.uk/index.html>

From Fit4Funding newsletter



THE BIG GIVE – WEBSITE **theBigGive**

- The Big Give website gives UK-registered charities the chance to attract funding for projects requiring between £100,000 and £10m. *helping big donations go further*
- It has been devised by Alec Reed, the founder of the Reed recruitment company and the Reed Foundation, who has pledged to give £1m to promote the site to wealthy individuals, corporate foundations, grant-making trusts and legacy advisers
- The Big Give lets major donors search for projects in their fields of interest by donation amount, geographical location, charitable sector and type of beneficiary
- The objective of the site is to initiate conversation between charities and donors

<http://www.thebiggive.org.uk/results.php>



Kellogg's Active Living Fund

- The aim of the Active Living Fund is to help remove the “barriers” which stop people being active.
- The fund will give small grants to fund projects and activities that directly lead to people taking part in sustained physical activity.
- The fund is open to applications from charities and other voluntary and community organisations. (Schools can apply but the fund will only consider contributing towards extra curricular activities that promote sustained physical activities.)
- Kellogg's will make a grant of up to £1000 but will only fund activities or projects where the grant makes a significant impact (eg. a grant of £1000 to a £2000 project would be considered but a grant of £1000 towards a project costing £10,000 would not).
- Applications will be judged against two key criteria, project type and project beneficiaries:
 - Project Type:
 - Top priority: innovative ways of getting non-active individuals active.
 - Second priority: existing projects or activities that adapt or expand so that they are available to new groups of people or new geographical areas.
 - Third priority: existing projects or activities that need new or replacement equipment, or existing projects that require replacement funding.
 - Beneficiary Type:
 - Top priority: family units, children and adults undertaking physical activity together.
 - Second priority: children aged up to 18.
 - Third priority: adults aged 25 and over.
 - Fourth priority: young adults aged 19-24.
- Grants will **not** be made for:
 - Individual athletes, sportsmen and women.
 - Costs associated with salaries or posts.
 - Activities of profit making organisations.
 - Transport costs, as all projects should be accessible to ensure sustainability.
 - Retrospective applications, where the activity has either taken place or has commenced at the time an application is considered by the Kellogg's panel.
- Applications can be made at any time and are assessed by a panel of Kellogg's employees every two months.



More information, guidance and application packs are available from:
<http://www.kelloggs.co.uk/company/corporateresponsibility/activelivingfund/>



GROUPWISE - FUNDING INFORMATION



RSWT

LOCAL FOOD

Local Food



On 11th September 2007, the BIG Lottery Fund, the largest of the National Lottery good cause distributors, announced the Royal Society of Wildlife Trusts as an Award Partner under its Changing Spaces programme. RSWT will manage Local Food, a new £50 million grant scheme.

Managed by the Royal Society of Wildlife Trusts (RSWT) and 15 consortium partners, Local Food will distribute grants to a variety of food-related projects to help make locally grown food accessible and affordable to local communities.

Communities will benefit from: improved health and well-being through exercise and better nutrition; strengthened local economies through the creation of social enterprises; and more sustainability through the better use of resources.

Grants from £2,000 up to £500,000 will be awarded to not-for-profit groups and organisations in England delivering such projects as growing, processing, marketing and distributing local food; composting and raising awareness of the benefits of such activities.

The fund will open to applications in January 2008. Further details, including application forms and guidance notes will be available from Local Food's website in due course.

To receive an outline of the programme and any updates please email your full contact details to localfood@rswt.org

Please note that they cannot answer specific questions about your project at this time.

RSWT, The Kiln, Waterside, Mather Road, Newark, Nottinghamshire NG24 1WT

Tel: 0870 036 1000 Fax: 0870 036 0101

Email: grants@rswt.org Website: <http://www.rswt.org/localfood/>

From Fit4Funding newsletter

**BIG
LOTTERY
FUND**

BIG Playful Ideas

England

Application closing date:

31 December 2007

**BIG
LOTTERY
FUND**

Minimum grant: £10,000 Maximum grant: £250,000 Total available: £16 million

The Playful Ideas programme will support projects that focus on innovation and new ways of providing for children's play. Projects seeking funding from this programme must display a creative and novel approach to addressing an identified need within the field of children's play.

The programme will be open to voluntary and community groups, the social enterprise sector, and town and parish councils.

BIG will make capital and revenue grants between £10,000 and £250,000 for projects lasting up to 5 years. They can pay for all or some of your project's costs.

If you have any queries about this programme, please contact the BIG Advice Line Tel: 0845 4 10 20 30 where you can also obtain a Playful Ideas pack and guidance notes - or download them using the links on

Website: http://www.biglotteryfund.org.uk/prog_playful_ideas.htm?regioncode=-uk&progStatus=open&status=theProg&title=Playful%20Ideas

From Fit4Funding newsletter



Lloyds TSB Foundation for England and Wales

The Lloyds TSB Foundation for England and Wales has unveiled a new look website (www.lloydstsbfoundations.org.uk) with a clear step-by-step guide to the application process, a range of case studies and reports on current grants, and a new 'Media Guide' to generating publicity.

The Foundation primarily supports small to medium size charities, many without a professional fundraiser and wanted to make it as simple as possible for charities to submit an application by ensuring that applicants have the tools needed to make a successful bid at their fingertips.

Lloyds TSB Foundation want to make the application process very straightforward by providing as much information as possible in advance of the initial call to us, thus maximising charities' use of their time and chances of success. By profiling previously funded charities we hope to inspire other charities through reading about successful work.

The new site incorporates a six-step walkthrough application guide including an eligibility checklist; details of the types of organisation and work which are funded and those that are not eligible; the different funding programmes; downloadable application form and guidelines; and an application check list.

The site is clear, concise and easy to use with the six-step application guide provided.

The Lloyds TSB Foundation for England and Wales supports charities that help disadvantaged people to play a fuller role in the community. In 2006, the Foundation gave grants of £22.1million to 2,616 charities.

Full details are available at
www.lloydstsbfoundations.org.uk
or contact Tel: 0870 411 1223.



An anonymous donor established the Wakeham Trust in 1973.

They provide grants to help people rebuild their communities. They are particularly interested in neighbourhood projects, community arts projects, projects involving community service by young people, or projects set up by those who are socially excluded.

They also support innovative projects to promote excellence in teaching (at any level, from primary schools to universities), though they never support individuals.

They aim to refresh the parts that other funding sources can't reach, especially new ideas and unpopular causes. Because they don't appeal to the public for funds, they can take risks.

Because they are mostly run by volunteers, they can afford to make very small grants, without their funds being eaten up by administration costs.

They favour small projects - often, but not always, start-ups. They try to break the vicious circle whereby you have to be established to get funding from major charities, but you have to get funding to get established.

The Trust does not favour any particular areas of activity.

The best way to understand the kinds of projects they support is to look at the 'Who we support' and 'What We've Done' pages on their website.

You can apply for a grant either by writing them a letter or by filling in the online form.

If you have a choice, they prefer online applications.

**The Wakeham Trust, Wakeham House,
Rogate, Petersfield, Hants GU31 5EJ
Tel: 01730 821748
Email: wakehamtrust@mac.com
Website: <http://www.wakehamtrust.org/>**

From Fit4Funding newsletter



CHARITY BANK



**When grants alone are not enough:
Loan finance as a strategy to furthering your mission**

As funding from other sources becomes harder to raise, a growing number of charities are considering the benefits that loan finance can bring.

Loan finance can be a great way of kick-starting new ideas and projects, and can provide a solution when a third sector organisation is:

- renting when it could be buying
- having cash-flow problems
- experiencing frustrating delays in getting paid
- needing the 'last brick' for a fundraising campaign
- ready to increase the scale of its activities, but needing to invest in resources
- looking to invest in income generation

Charity Bank is leading the way as a specialist lender to not-for-profit organisations, providing tailor-made solutions to match the needs of the charity rather than standardised products.

Offering loans from £5,000 up to £750,000 for charitable purposes, Charity Bank has approved loan finance to almost 600 charitable and voluntary organisations and social enterprise in its first five years.

As a charity itself, it understands the challenges charities and their trading subsidiaries face in obtaining finance. It can offer loan finance to organisations where other banks might be unwilling to lend, and aims to help community organisations maximise the impact of their scarce resources.

Its lending rates are among the most affordable for charitable organisations, with stable interest rates which are not linked to the Bank of England's base rate and no early repayment penalties. Loans are commonly provided without a requirement for personal guarantees from trustees and there is no need to change current banking arrangements.

For an initial chat or to discuss any funding needs contact Charity Bank on 01732 774050, or check out details of its loan portfolio at www.charitybank.org to see how other charities have used loan finance to further their mission.

It also provides deposit facilities for surplus funds, enabling an organisation's reserves to work for the common good, and interested organisations should call 01732 774065.



UNITY TRUST BANK



FUNDRAISING BRIDGING LOAN

Building projects are often delayed whilst charity and voluntary organisations complete their long-term fundraising programmes.

The Unity Trust Bank Fundraising Bridging Loan enables building work to commence with loan repayments being made as your fundraising income is received.

If there is a shortfall at the end of your fundraising programme, this is converted into a term loan repayable over a time period to suit your organisation.

For more information on the Fundraising Bridging Loan either:

Email: us@unity.co.uk Tel: 0800 783 9650

Unity Trust Bank plc, Nine Brindleyplace, Birmingham B1 2HB

Website: www.unity.uk.com/index.cfm?itemid=3734