



# A guide to fundraising from trusts and foundations

This guide is designed to support you to get the most from trusts and foundations. Trusts and foundations can be a great source of funds for guiding at all levels. They can contribute towards the cost of unit equipment, trips, hut refurbishment and access projects. The possibilities are endless!

## What are trusts and foundations?

Charitable trusts and foundations encompass a wide range of organisations. Most of these organisations derive their income from an endowment given by a wealthy individual, family or company. Some trusts receive their income from other sources, like fundraising appeals; examples include Children in Need and Comic Relief.

Grant-making trusts and foundations are charities themselves and they achieve their charitable objectives by funding other charities to deliver work. Applying to trusts and foundations is largely about demonstrating how your particular project or work can help them to achieve their aims and objectives.

Trusts and foundations come in all shapes and sizes and give grants for a wide variety of causes. Some are focused on particular geographical areas, others concentrate on a well-defined community, and some are interested in funding for particular areas of work or general themes. Relevant trust priorities for Girlguiding include: children and young people, girls and women, community cohesion, your local area (you're very likely to find trusts dedicated to your region/city/county/town/village).

The advantages to applying to trusts and foundations include:

- Their only reason for existing is to give money to good causes
- You can develop long-term relationships with them

The disadvantages include:

- It can take a very long time to learn the outcome of an application
- Funding is usually restricted to one project or area of work

## How to find local, regional and national trusts and foundations

Here is a list of some resources to help you find trusts and foundations to apply to:

Name	Coverage	Details	Website link / contact number
NAVCA	England	There are many voluntary advice organisations which operate under the umbrella of NACVA (National Association for Voluntary and Community Action). These organisations differ in name and services but most of them offer funding advice including potential sources of funding.	<a href="https://www.navca.org.uk/">https://www.navca.org.uk/</a>  Call 0114 2786636

		Check out the members section on their website for a link to your local organisation.	
WCVA	Wales	The Welsh Council for Voluntary Action does as above in Wales.  Check out the funding page on their website	<a href="http://www.wcva.org.uk/">http://www.wcva.org.uk/</a>
NICVA	Northern Ireland	The Northern Ireland Council for Voluntary Action offers free advice and paid access to a database (£10 a day, £40 a month and £145 a year).  Check out the resources section of their website.	<a href="http://www.nicva.org/">http://www.nicva.org/</a>
SCVO	Scotland	The Scottish Council for Voluntary Organisations offers an online funding data base with email updates.  Check out the running your organisation section for funding advice.	<a href="http://www.scvo.org.uk/">http://www.scvo.org.uk/</a>
Community foundations	UK	There are 46 community foundations across the UK which distributes local funds for charities.  Follow the link on their website to find your local foundation.	<a href="http://ukcommunityfoundations.org/">http://ukcommunityfoundations.org/</a>  Call 020 7713 9326
Local council	UK	Many local councils have an area of their website dedicated to the voluntary sector. Some provide a list of local trusts and foundations, others send out regular newsletters.	
Funding Central	UK	Searchable funding database free to charities with a turnover of less than £100,000 a year and £100+vat per annum for others (2016 figures).	<a href="http://www.fundingcentral.org.uk">http://www.fundingcentral.org.uk</a>
Trustfunding.org	UK	Subscription- based funding database (costs start from £315 excluding VAT per year).	<a href="http://www.trustfunding.org.uk">http://www.trustfunding.org.uk</a>

## Which trust or foundation should you apply to?

Once you have done your research you may find yourself with a large number of potential trusts and foundations to apply to. This section will help you decide which ones to apply to by asking yourself some key questions.

### Is the fit right?

You need to be sure that the trust's criteria fit exactly with what you want to do. It may seem obvious, but trusts and foundations often receive - and reject - many applications which do not fit their criteria.

### How much money does this trust or foundation give to my kind of project and what is the most common amount awarded?

If the trust or foundation does not tell you this, you may be able to find out by looking at their annual accounts which you will find on the [Charity Commission for England and Wales](#), the [Charity Commission for Northern Ireland](#) or [the Office of the Scottish Charity Regulator](#).



### Is there time?

Check a trust's deadline to see if you can put together an application in time. If they do not state a deadline, assume it will be around six months before you hear the outcome of your application.

### Have any other guiding groups received money from this trust or foundation?

You could ask around locally or post a question on the Girlguiding Fundraising Network on Facebook.

### Can we cope with the requirements of receiving funding?

Most trusts and foundations will require you to have a bank account with at least two unrelated signatories. They may also require you to report back on how the money was spent and how it made a difference. Make sure you know what they need before you apply and that you are confident that you will be able to fulfil their requirements.

### Could we manage with only a partial funding offer?

Is the project able to go ahead if you aren't able to raise all the money? If not, have you considered other forms of funding? Trusts and foundations often like to see that you are trying to raise money from elsewhere.

## Applying to trusts and foundations

Trusts and foundations have different application processes but they generally either to get you to fill in an online application form or to "apply in writing to the correspondent". If they ask for the latter, this is best done in the format of a cover letter (one page) and a proposal (about two pages). Sometimes the trust or foundation will suggest what they want you to tell them but often it will be up to you what to include. Check the relevant Charity Commission website (links above) to find out who to address your letter to.

### Application tips

- You can apply for funding towards your existing costs. For example, your rent, camp site or building maintenance costs. **Remember, Girlguiding is a charity and even day-to-day costs enable charitable activity that make a difference to girls and young women.**
- Use effective storytelling. For example, instead of saying "we need £5,000 for building maintenance", say "we need £5,000 to secure our venue and help girls build friendships, learn new skills and contribute to their local community."
- If you're lucky enough to have your day-to-day costs covered you could apply to trusts and foundations to do something new like partner with another community organisation through a special event or to take the girls on a trip.
- Try to avoid jargon and fully explain any specialist terms or abbreviations that you cannot avoid, e.g. explain what a unit, division and district are.
- Ensure you have included any documents required.
- Give the trust a call before applying to them if possible. This will give you a chance to run the project by them and to get a steer on whether it is a good fit.
- Create templates that you can adapt and use again. For example, you might create one about your unit generally, one about your capital campaign and one focusing on building maintenance. Even if some trusts require you to use application forms, you can use your templates to help you fill these in.



- Personalise your application a bit. Even one line explaining how your project meets their priorities can be really persuasive. E.g. “We share the XXX Trust’s commitment to providing outdoor opportunities for young people in the North East.” Use their language where possible as it shows you’ve really done your research.
- Add urgency - why do you need the money now?
- Ask someone to proofread your application - preferably someone outside of Guiding so they can tell you if it’s easy to understand and whether there is any jargon that needs removing!
- When deciding how much to apply for make sure you do not ask for more than the trust or foundation’s usual or maximum grant.
- Improve appearance and readability by using shorter paragraphs, headings and sub-headings, indented tables and bullet points rather than continuous prose.
- If you have a charity number, include it in the footer of your cover letter. If you don’t have a charity number, ask if you can use your district’s/division’s/county’s.

For an example application letter and email [trusts@girlguiding.org.uk](mailto:trusts@girlguiding.org.uk) to request a template.

### Application letter

The first paragraph should thank the trust or foundation for any previous support or introduce your organisation if you have not worked with the trust or foundation before. It is generally good practice to make it clear from the beginning that you are looking for funding.

The main section of the letter should contain a brief overview of your project and outline the difference it will make.

Towards the end of the letter you should tell the trust how much you are applying for. A great way to round off your letter is with an invitation to contact you with questions and, if possible, an invitation to see you at work, e.g. at a unit meeting or local event.

### Composing a proposal

The proposal is your chance to expand on what you have put in the covering letter. Here are some tips about what to include and how long it should be:

- The need - why your project is important to girls and young women. You can include evidence here e.g. deprivation in your local area, stats on outcomes of girls and young women locally/nationally and quotes from girls, parents or volunteers.
- Your organisation - some information about your unit, district or division.
- The project - your solution to the problem. Include outputs here - what you will do.
- Outcomes - what difference will your project make - who will benefit and what are the long-term benefits.
- Evaluation - how will you know if the project was a success, e.g. will you count those attending an event or collect quotations at the end of the project?
- Budget - for small projects, this can be just the total cost, but you may want to break it down for larger projects. Highlight any money you have already raised here.
- Conclusion - a short summary including a request for a specific amount.



- Extras - include some appropriate quotations that fit your project if you have them.
- Photos - an appropriate photo is good for breaking up the text.

## Girlguiding selling points

When writing to trusts and foundations, it is important to highlight why your organisation or need is different from other organisations and their needs. The following statements highlight what makes Girlguiding unique and as such should help with your applications.

- Girlguiding is the leading charity for girls and young women in the UK.
- We are for all girls.
- We give girls their own space.
- We empower girls to have a voice.
- We change as the lives of girls change.
- We are girl-led.
- We have years of experience behind us.
- We have over 100,000 adult volunteers.
- Our vision is an equal world where all girls can make a positive difference, be happy, safe and fulfil their potential.
- We offer every girl the very best opportunities to develop their potential and make a difference in the world.

## What to do when your application is successful

Congratulations, your application paid off and you've been awarded a grant! It's crucial that you maintain a good relationship with your funder. Make sure you:

- Thank the trust in a timely manner.
- Sign and return the grant agreement if applicable and make sure you fulfil all of its requirements e.g. some trusts may require you to put their logo on promotional materials, whilst other might wish to stay anonymous.
- Invite the trust to visit your project or your unit.
- Send them a report if they require it. Even if they don't require it, it's nice to send them an update 6 months later. This could include photos and quotes from girls.

## Further support

If you have questions about fundraising from trusts and foundations email [trusts@girlguiding.org.uk](mailto:trusts@girlguiding.org.uk) and we'll be happy to help. Although we can't proofread your applications, we can offer advice and chat through problems you might be having. We can also send you a template cover letter and proposal if you get in touch to request this.

You might also find information and statistics from [Girlguiding's annual report](#) and the [Girls' Attitudes survey](#).