

# FUNDRAISING ADVICE FOR GREAT BIG GREEN WEEK ORGANISERS

## Funding for Great Big Green Week activities

Great Big Green Week events can vary in size, focus and cost. This guide will walk you through the different ways you could fund your Great Big Green Week activities, and much of this guidance can also be applied to searching for funding for other community projects and initiatives.

When thinking about sources of funding for your Great Big Green Week events, there are three main avenues to consider: **grants, individual donations and crowdsourcing**. These are covered in the following sections of the guide, along with some top tips, examples of Great Big Green Week activities that have been funded in the past, and information on where to start looking for funding opportunities.

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## Grants from funding organisations

Applying for funding through grants can be a very valuable and effective way of supporting your Great Big Green Week project or event. While it requires some research, planning and preparation, if you are successful, a single grant could be sufficient to support your project.

For example, [The National Lottery](#) runs the Awards for All scheme, which is their flagship funding programme, providing small grants to community organisations, whilst [ActionFunder](#) connects community groups with relevant funders for free.

Each funder will have its own specific priorities and funding criteria, which you should consider carefully. You can find some general guidelines of how to approach applying for grants below.

## Applying for Grants: Top tips

Some of the following seem obvious, but you will be surprised at how many funding proposals fail because they haven't followed these simple steps.

### Know your funder

- Research funders in your sector and region and draw up a list of those that align with your planned project
- Be sure that you **understand their mission**, how what you want to do fits with this. Look at examples of what they have funded in the past
- If possible/feasible, talk to the funder before applying

### Follow the application guidance

- Read their website, guidance notes etc very carefully and **make sure you answer all the questions** in the application form carefully and accurately

### Timing

- Allow plenty of time to research background and write/ prepare your application
- Ensure you have the financial and legal information needed for your application to hand
- Allow time for others to make their input, and for someone to proofread the final draft

### Tell a compelling story

- What is the problem/challenge you are tackling? Why is it important? Back this up with data if possible
- How will your proposal help to solve/address the problem?
- Keep your language clear and free of jargon (if funders can't easily understand your message it won't get their full attention)

### Teamwork

- Proposals written by a team of people have higher success rates than those written by one person (particularly when it was written a few hours before the deadline!). So recruit colleagues, friends and/or family to help write your application
- That way you can capture many good ideas and different perspectives, anticipate problems and strengthen your proposal

### Get feedback

- Getting a 'friendly critic' to provide feedback on a draft is enormously helpful and can head off negative feedback and address omissions in your proposal
- Use a checklist to ensure that you have provided all the key information needed (clear statement of what you plan to do, why, who will be involved, any financial information requested, main contact details, etc)

### Submission

- Ensure you submit your application in advance of the deadline. Don't leave it to the last minute - funder websites have been known to crash under pressure of high volumes of last minute applications!
- Don't submit identical applications to multiple funders - each application needs to be tailored to the mission and vision of the funding organisation you are applying to

### Persistence pays off

- It may take a while to achieve a successful funding application and if you are not successful the first time, try again, or try other funders!

## Funding through individual giving and crowdsourcing

Fundraising through **individual giving or crowdsourcing** are powerful and sustainable ways to support your Great Big Green Week activity or other community projects. Connecting with individuals who share a passion for your cause can also create a strong foundation for ongoing financial support.

### Individual Giving

**Individual Giving is a person giving a charity or organisation a donation.** These can take a number of forms - a one off donation, a regular donation e.g. a monthly direct debit, or even a gift in their will which is also known as Legacy Giving.

Many of the same rules as for grant funding apply to individual giving, including having a clear mission statement and a compelling story for your organisation or project. In addition, you will need to reach out to your target audience, communicating this story to them in a way that draws them in: in other words, you need an effective marketing strategy.

### Key steps to building an individual giving campaign are:

- Have a compelling story to tell
- Develop a user-friendly, informative, and visually appealing webpage to tell your story

- You can use online donation platforms, such as [JustGiving](#), to make the giving process seamless. They will provide you with the platform to create a webpage and receive donations, and you'll just need to fill out the relevant sections
- Use social media platforms to share updates, success stories, engage with your audience and build an online presence

Once your online presence is set up, be sure to **maintain and build the connection with potential supporter:**

- Acknowledge and appreciate your donors through personalised thank you notes, updates on the impact of their contributions, and recognition on your webpage or social media platforms. Make donors feel like valued partners in your project
- You could provide diverse giving options, including one-time donations, monthly subscriptions, and opportunities for major gifts. Offering flexibility allows donors to choose the method that best aligns with their preferences and financial capacity
- Where appropriate, organise fundraising events, both in-person and virtual, (webinars, workshops, and social events) to engage with potential donors. Use these opportunities to share your mission, showcase impact, and directly appeal for support
- Provide regular updates: keep donors informed about the progress of your project and the impact of their contributions. Transparency builds trust and encourages ongoing support
- Thank your donors: regularly express gratitude to donors, both publicly (via social media etc) and privately. Show them the direct impact their contributions are making and remind them of their crucial role in your project's success

By following these steps, you should be able to create a solid foundation for fundraising through individual giving. Remember, building strong and lasting relationships with your donors will help to provide longer term support for your organisation and its mission.

## Crowdsourcing

**Crowdsourcing has become a popular and effective way for individuals, charities and creative projects to secure funding.** Crowdfunding platforms, combined with the use of social media publicity campaigns (see Individual Giving above), offer a powerful way to connect with a wide audience and build financial support. Below we have outlined some key steps to generating funding through crowdsourcing.

As for individual giving, you will need to have a clear objective and a compelling narrative for your project. You should also bear in mind the following:

- Choose an appropriate crowdfunding platform - one that aligns with your project or organisation. Popular platforms include [GoFundMe](#), and the [Aviva](#) platform provides an opportunity for matched funding
- Consider factors such as fees, target audience, and the type of projects the platform supports
- Set Realistic Funding Goals: determine a realistic funding goal based on your budget and the scope of your project
- Consider that backers are more likely to support campaigns with achievable goals
- Plan a Marketing Strategy (see Individual giving above)
- Launch your campaign with a bang. Ensure your campaign page is polished, with clear messaging and eye-catching visuals
- Regularly update your supporters on the progress of your campaign and share success stories and milestones. Respond promptly to comments and messages from backers
- Foster a sense of community by involving backers in your project's development process, making them feel involved

And finally, make sure you fulfil your promises. Keep your supporters updated on the milestones towards achieving your goals so that they feel fully engaged with it. Remember, effective and frequent communication and a compelling story are key elements to captivate your audience and turn them into enthusiastic supporters.

### **Some other funding avenues to consider**

We've covered some of the main ways you can acquire funding for your Great Big Green Week activities and other community initiatives and projects, but there are still more options to consider.

In this next section of the guide, we'll cover Corporate Sponsors, Local Authorities and Community Foundations.

#### **Corporate support**

Corporate organisations can support your activities in a number of ways. One way is for them to sponsor your event. A corporate sponsor is an organisation that could support your event, activity or group financially or through the provision of products or services.

For example, a corporate sponsor for a Great Big Green Week event could be a local business that can provide you with a chunk of funding for your activities, and in return you could offer to put their logo on posters, flyers and other promotional materials, like a programme if you produce one.

## Local Authorities

Local authorities are administrative bodies in local government, and include bodies such as town, county and district councils. **Many local authorities will offer funding and grants for different reasons.**

The priorities of local authority grant schemes will reflect the needs of the local community, and their policies and priorities as described in their strategic plan (these are usually available on their website). So it is important to familiarise yourself with these before applying.

Below you can find **two examples of funding schemes from local authorities** across the country and give an idea of the type of activities local authorities may fund.

### London Borough of Barnet Community Grants Fund

The fund is available to community-based groups, who want to support people within the borough of Barnet with grants of up to £5,000 (one-off grants for specific events etc), or up to £10,000 for new services and activities. Groups must be legally constituted and have a bank account, with two, unrelated, signatories into which payment can be made. The fund will support innovative ideas or building on and further developing existing programmes. Applicants will be required to show how their project will support improved outcomes for one or more of the priority areas as described in the [Barnet Corporate Plan](#).

**Priorities include ‘Caring for the Planet’ (Journey to net zero, Enhancing the local environment, and Enhancing green spaces) and the borough is particularly interested in proposals that support residents in parts of the borough with poorer health outcomes.**

Applications are considered 3 times a year (January, March, October) and applications are made by completing the form on their [website](#).

Many local authorities provide funding to community groups, sometimes through an infrastructure levy on new developments, for example:

### Bristol City Council

Bristol provides [funding for local community projects](#) through the Infrastructure Levy and Section 106 agreements (funds raised when developers have to give money to the council to pay for improvements in the area where their development is happening).



These are awarded on a local area basis. Councillors work with the local communities in their wards to help them identify and prioritise neighbourhood improvements to fund with the CIL and S106 money that's available to them. Decisions are then made by Local Area Committees.

**Reach out to your local authorities to enquire about funding opportunities and schemes.** You can also find opportunities in England and Wales on the [Government website here](#).

## Community Foundations

**A community foundation connects philanthropic people with local causes that matter to them.** It's a charitable organisation focused on supporting a defined geographical area by building endowments and generating funds to support community needs and local organisations making a difference. Community foundations offer a **variety of grant-making programmes** funded by donations from individuals, families, businesses as well as grants from local authorities and the Government.

The [UK Community Foundations](#) supports a network of 47 accredited foundations [across the country](#), who together distribute over £1 billion per year, making it the fourth largest funder in the UK. Their vision is for every community across the UK to have access to an agile community foundation focused on identifying local needs and helping communities to thrive. This support is provided through vibrant local philanthropy, sustainable charitable funding and local partnerships.

Each Community Foundation will have its own priorities, for example:

- The [London Community Foundation](#) prioritises projects that support women's financial resilience
- The [Manchester Together](#) foundation supports all kinds of grassroots community projects (from junior football teams, disability groups and older people's support groups to food banks, dementia support groups, drug and alcohol misuse support groups, knit and natter groups – and everything in between)
- The [Heart of England Community Foundation](#) supports a wide range of community initiatives including the £1m [Community Environment Fund](#) to revive nature and boost climate resilience.

Use their [search tool](#) to find community foundations near you.

## Great Big Green Week events and further support

We want to support you as much as possible in getting the potential funding you need to get involved with Great Big Green Week, and for other projects you may have.

On the funding page of the [Great Big Green Week website](#), you can find relevant funding opportunities and information on how to apply.

We'd recommend watching our [training session all about how to apply for funding for your community events and initiatives](#), including Great Big Green Week activities. Hannah Picken, the founder of a not for profit organisation Wild Earth Movement, shared her **experience of taking part in The Great Big Green Week and sourcing and applying for funding for their events**. We then heard from three **funders, who shared their guidance and advice on applying for funding** – Conor Rowden, Network Coordinator at Warm This Winter/Uplift UK, Perrine Rauzy, Community Manager at Action Funder and Melissa Eaglesfield, Deputy Director UK Portfolio at The National Lottery Community Fund.

To sign up for other training sessions, visit [greatbiggreenweek.com/training](https://greatbiggreenweek.com/training).

We will be updating this resource and the support available on at [greatbiggreenweek.com/funding](https://greatbiggreenweek.com/funding), and we welcome your feedback and suggestions as to what has worked well for your organisation in attracting funding. If you'd like to share something with us, please get in touch by emailing [contact@greatbiggreenweek.com](mailto:contact@greatbiggreenweek.com)