

# The Basics of Fundraising

## A guide to Fundraising



Above is a picture of a hand clutching some £20 notes

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## **Section 1 - Introduction and Overview**

Across the country Disabled People's Organisations (DPOs) are amongst hundreds of thousands of voluntary and community groups that are making a difference to people's lives. From small groups of volunteers working in local neighbourhoods to large, complex national charities, all have something in common: all are carrying out vital work and activity, independently of government, without profit as the main concern.

The Thriving and Surviving Report published as part of the research that fed into the data and information that eventually led to setting up Disability LIB identified funding as one of the major problems facing DPOs. Many DPOs are over reliant on public funding and with the current huge budget deficit it is inevitable that there would be huge cuts in public spending in the immediate future.

The lack of adequate funding and how it is sourced, to the lack of sound fundraising strategies is a vicious circle currently being experienced by many DPOs. The fact that DPOs are also competing with a diverse number of other community organisations makes it even more difficult to raise adequate funding. The result is that DPOs are closing down and the existing ones are not operating to their optimum potential.

One of our mandates at Disability LIB is to address this issue. We, therefore, in conjunction with United Kingdom Council of Disabled People (UKDPC), DIAL UK and the voluntary fundraising team at Scope organised a series of free workshops across the country on trust fundraising and statutory funding. The workshops were designed to be accessible and feedback we got was largely positive. We recognise that many DPOs, due to lack of adequate funding, are not always able to attend seminars and workshops (even when they are free) because they simply cannot afford to leave their offices. For this reason this information pack was created. It is a compilation of the handouts and presentations made at these workshops. Our thanks also goes to the Disability Hackney that gave us copies of some of the organisation's grant applications as practical example of applying and filling application forms. We have used only one of such examples in this pack because we are conscious of not overloading you with too much information.

## **Section 2 – Let's Get to the Basics**

### **What is fundraising?**

Fundraising is the process of soliciting and gathering contributions as money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.

### **The Law according to Fundraising**

If your organisation accepts funding or is involved in fundraising activity you must comply with relevant laws.

It is essential to be seen to be managing incoming and outgoing money legally and transparently. This includes meeting your legal obligations with regard to:

- Fundraising activities and grant aid funding, including rules on public events, collections, lotteries, data protection (when using a database of supporters for fundraising), insurance and risk assessment
- Accepting legacies
- Any requirements imposed by funders
- Work undertaken under a contract or service level agreement
- Requirements made by regulatory bodies.

### **Developing the Right way to Fundraise**

Developing the right way to fundraise for your own DPO is very crucial to your success of raising funds. You need to determine the right strategy of fundraising for your organisation.

A good way in adopting the right strategy is to organise a meeting with your team (Management Committee members/Trustees, Chief Executive) to discuss your funding strategies for the short, medium and long term. Ideally a fundraising plan should form part of the organisation's business plan or added as an appendix. At this meeting you need to ask the following questions:

- What is the purpose of your organisation?
- What do you want to achieve and by when?
- What money are you going to need and by when in order to achieve your plans?

- What are your funding options?
- Who are your potential supporters?
- What resources do you currently have available for fundraising?

Some of the very important topics you should also discuss are:

### **1. Financial Planning**

There is a need to have a financial plan in place. This plan should give you an idea of how much money you need and by when.

The plan should also show a clear understanding of income you already have coming in over a certain period and where the gaps are.

Finally the plan should provide for what you want to do with reserves. It is good practice to develop a policy on the appropriate level of reserves your organisation should have.

### **2. Identifying Potential Supporters/Partners**

Joint working or partnership working is becoming increasingly popular amongst DPOs. This method of delivering outcomes has benefits and sometimes not so good results. The benefit could be applying jointly for a particular pot of money, pooling resources together and sharing each other's burden. A downside to partnership working is where there is a mismatch or where the partnership distracts your organisation from its core values and vision. However you must remember that before you think of working in partnership you must ask whether your governing document (constitution) allows it.

### **3. Networks**

Another issue that is important in your fundraising activity are the networks your organisation has.

- Who do you know, who do they know? – cultivate relationships and maintain them.
- Consider the wider benefits that potential relationships can bring in terms of access to networks, skills and resources as well as cash

It is good practice to list out individuals or organizations (public or private) that are in your network. For example, the individuals you relate with (or the people you support). They just don't have to be beneficiaries or clients; they can also help in spreading the word about your organisation to their families and friends. If you employ staff or volunteers encourage them also to spread the word for you. Individuals

you work with or support are valuable assets to your fundraising activities.

There are also larger organisations and public bodies. Your Local Authority is a rich source of funding if you can develop a good relationship with them. Always form a habit of making enquiries about what is going on or whether they are inviting organisations to tender. Most of them are no longer grant giving but offer contracts through a tendering process. If you also happen to be on a partnership board, use that opportunity to sniff around.

Other organisations that are valuable sources for your fundraising activities are:

1. Local Trusts – as will be discussed in section 3, trusts are grant making charities regulated by the Charity Commission with the objective of awarding grants for charitable causes. In most regions of the UK there are trusts that fund specific causes or general charitable causes. Some support capital projects others do not. It is good practice to approach a local trust and arrange to speak with a grants officer. Where they have provided telephone numbers, call them up and introduce yourself to them.
2. Local Businesses – businesses in your local communities are also good sources of funding. Most businesses have policies on what it means to have good corporate social responsibilities. The key to getting businesses involved is showing them how their businesses will profit through supporting your cause. For example you could print flyers that will have the supporting business' logo on them or where an equipment or vehicle was acquired you could give the business credit by stating that the equipment was purchased by the generosity of the supporting business. Be creative, most businesses will support causes that will raise their profile and draw more customers.
3. Local Mayors' Office/Local Authority - are also sources you can explore. Book an appointment and tell them about the good work your organisation is doing, you will be surprised what may come out of such meetings.

#### **4. Other Strategies of Income Generation**

A) Direct Marketing – this involves talking to supporters so they end up responding with a donation. The response may not be immediate but it has to happen for it to be direct marketing.

There are several ways of talking to supporters, the main four are these:

- Mail (often called direct mail)
- Telephone
- Email
- SMS text.

When direct marketing fundraising is good, a relationship builds between the supporter and the organisation that gives enormous pleasure to the supporter and a good income for the organisation. If the relationship is really good then, in time, the supporter could well leave a legacy when they pass away.

B) Events – can form an important aspect of an organisation fundraising activities if properly planned and well thought out. Small-scale events have been a staple of fundraising for decades. However running them can be time-consuming and possibly risky. Successful events depend on having the right skills and know-how as to what works, having the appropriate resources to plan and manage them and marketing the event effectively to the target audience

Whether large or small, the common objectives in running events are generating income and raising awareness of a particular message or area of work. To be successful an event needs an underlying strategy and clear objectives for what it should achieve. It is essential to be absolutely clear about the purpose of the event. Funding raised is usually unrestricted.

C) Major Donors – is about identifying and building relationships with people who will give large donations. The process involves building relationships and looking after your donors and ensuring that it will get to a point where they naturally want to make a difference by the level of their donations. However it is important to check if your organisation is ready to launch a major donor campaign and that the right culture exists to embrace this approach. Serious donors need to feel ownership of the organisation's mission and will expect an inside track to your future plans, goals, achievements and challenges. They may expect to have regular contact with your CEO and Chair and at times they can be challenging and demanding but this can often be because they are passionate about the cause.

Other sources are legacies, National Government funding, e.g. Big Lottery Fund (see section 4) and public service income which involve procurements and commissioning.

## **The Rule of Don'ts and Do's of Fundraising**

### **Don'ts ✖**

- Compromise the purpose of your organisation by seeking funding that doesn't provide a fit with what you want to achieve
- Focus all of your efforts behind one source of funding

### **Do's ✓**

- Seek funding that is unrestricted
- Choose the funding streams that best suit your organisation

- Prioritise your resources behind them
- Seek funding that is sustainable
- Develop the right set of skills through staff and volunteers to support your chosen methods of fundraising

### **Developing a Fundraising Plan**

Our discussions so far show that there are many ways to raise money. However choosing the best methods for your organisation is not easy. It takes thought and planning.

Don't be rushed into individuals' enthusiasms on the lines of "what I think we should do is ..." unless they agree to do it all! And even then be sure they are able to and prepared to do all the work. When thinking about the most appropriate methods make sure you involve all or a committee of your management committee. You should ask questions like; how are we going to take this forward? What skills/resources do we have available in our organisation? Have we considered our local CVS? And what are we going to do and when?

## **Section 3 – Introduction to Trust Fundraising**

### **What are Charitable Trusts?**

They are funds established to give money for charitable purposes. A charitable trust may also be a type of purpose trust in that it promotes a purpose and does not primarily benefit specific individuals. There is estimated to be about 10,000 charitable trusts in the UK distributing funds to the tune of about £4bn yearly.

As a general rule trusts and foundations follow their own direction rather than being led by the Government of the day. They have a view on what they want to achieve and how that will benefit local communities. They don't deliver work on the ground. Instead they give grants to community groups and charities that do, reaching the people they want to reach, achieving the outcomes they are looking for. Applying to trusts and foundations is largely about demonstrating how your particular project can help them achieve their purpose.

Trusts give money from as little as £5 to over £1m, depending on their size and trust deeds.

There are different types of charitable trusts in the UK. They can be local, national, private, family, company or community grant making trusts.

### **The Trust – DPO Chain**

The Donor → Constitution → Trustees → Administrative staff → Applicant

1. The Donor(s) - at someone's death, someone during his/her life sets it up by donating a start off purse or as a part of a trust or will at death, as testamentary.
2. Constitution or Trust Deed – governing document which not only sets up the trust but also gives details on how the trust will be run and its objects.
3. Trustees – they run the trust and make decisions on whom to give the trust's money to. Their decision on which organisation to support is usually final.
4. Administrative staff – the grants officers, the personnel that you may call and ask about what the trust funds etc the people behind the scene.
5. Applicant – your DPO, the organisation that needs the funding for projects or even capital expenditure.

### **What will a Trust support?**

- Kick starting funding - to get a project off the ground

- Revenue – to cover running costs, including salaries
- Capital – to pay for building costs or equipment
- Project funding – to pay for a mixture of items within a project budget, sometimes including a contribution towards overheads and management time
- Core/long-term funding – there are a few trusts who provide this kind of partnership funding over a number of years
- Small grants – trusts of all sizes often have a small grants programme which involves less paperwork and a faster response time. This is often a good way of getting to know a trust and establishing a working relationship with them.
- New ways of doing things
- Targeting disadvantaged people
- Unpopular causes.

### **Why might a Trust support my Organisation?**

1. They are interested in your work, perhaps they have some knowledge of your track record
2. The trust supports work in your locality; most local trusts restrict themselves to the areas where they are based.
3. There may be a personal connection
4. Your work meets its priorities and objectives

### **Research is Key**

You can never underestimate the importance of conducting thorough research. It is better to have a small number of well researched and tailor made applications than having a wide ranging begging letter to every trust. Remember some trusts provide detailed guidelines on what they will and won't fund. It is good practice to always check (where available on a trust's website) examples or names of organisations previously funded and the criteria they used.

A small number of trusts issue application forms, to ensure you provide precisely the information they are looking for. Some are happy to chat through your project ideas on the phone – to see if it is worth your while applying. It is worth investing time in finding out as much as possible about the trust... after all you're trying to find the perfect match between the outcomes of your project and what the trust wants to achieve.

### **Questions to ask during Your Research**

When looking into what a trust is prepared to fund, ask yourself the following questions:

- What problems or needs is the trust particularly interested in?
- What type of activities is the trust prepared to support?

- Are there any particular ways of working that the trust is keen to support?
- What types of funding is the trust prepared to consider?
- Are there any restrictions on what the trust will fund?
- What geographical area does the trust focus on?
- What are the size of grant and the duration of grant?
- Are there any policies on financial matters that might affect whether or not you can apply?

### **Preparing your Application**

Before you start writing your application or in most cases filling an application form, you need to think about 5 things:

1. Clarify what funding you are seeking and why – including size and type of grant
2. Have any trusts supported you in the past?
3. Do you or your trustees have a personal connection to any trust?
4. Identify which trust may support you.
5. Where the trust provides a phone number, call them and ask to speak to a grants officer, explain also to them your access requirements.

**Case for Support** – is a statement or explanation on why it makes sense to support your organisation or project. Your case for support should say where your organisation has been. Where it is going and how all of this relates to the organisation's mission. Your case for support should describe how your efforts benefit your community and do it in way that perpetuates positive thought. Other information you should include in it are;

- What is the need you are addressing
- How imaginative or innovative your work is
- How your organisation involves the people it supports in its work
- How the organisation involves volunteers
- Emotional impact

### **Making the Application**

- Specific guidelines – some trusts have guidelines on what they want you to write, some have word limits ensure as much as practical you stick to any guidelines given by a trust.
- Short letter – you will always need to write a short introductory letter even where the trust provides an application form.
- Detailed proposal.
- Application form.

## **Contents of the Application**

1. Who are you and what do you do
2. Key achievements
3. What do you want to do now
4. Why – what is the need
5. Who will benefit and how
6. How much will it cost
7. How much do you want the trust to give
8. Where will the rest of the funds come from
9. How will the project work – how will it be monitored and evaluated
10. How will the project continue in the future

## **Detailed Proposal**

- Start with a summary if the document is long
- Use headings and give more information
- Outline aims and objectives of the organisations including key achievements
- Outline your programmes and describe the methods you will use
- State how you think it will benefit your community and outcomes
- Describe how you will monitor and evaluate the project

## **Application Forms**

As mentioned earlier some trusts provide application forms either to download from their websites or to be sent in the post, the important thing you need to remember is;

1. Answer all questions.
2. Read and check before submission – try and get another person (trustee or volunteer) to go over the application form for you.
3. Make sure you send all specified documents, for example your accounts etc
4. Send a cover letter.

## **Documents that are usually attached to Applications**

- Most recent annual accounts
- Project budget
- Annual report
- Any additional information requested

## **Section 4 – The Big Lottery and Other Statutory Bodies**

### **Introduction**

The Big Lottery Fund (BIG) gives out millions of pounds from the National Lottery to good causes. They give to different causes ranging from disability issues to environment issues. The seven values that underpin their work are as stated on their website are; fairness, accessibility, strategic focus, involving people, innovation, enabling and additional to Government. You can download BIG's values for each of the four countries that make up United Kingdom at <http://www2.biglotteryfund.org.uk/index/about-uk/missionvalues.htm>

*Awards for All* is one of the most popular funding from BIG to small and grassroots community organisations. "Awards for All England" is a simple grants scheme making awards of between £300 and £10,000. The programme aims to help improve local communities and the lives of people living in those communities.

Below are simple points you need to remember if you want to apply for an award for all grant or any available grant from BIG and other statutory bodies.

1. Check their website
2. Make sure you are eligible ( that you qualify)
3. Download application guidelines and application forms
4. Read carefully before you apply
5. Observe deadlines – they are very strict on this.
6. Check signatory requirements – you may be asked for references
7. Make sure your record keeping is first class!

### **The do's when you are applying to BIG**

- ✓ Do your research very well.
- ✓ Confirm that you qualify.
- ✓ Make sure that the giving criteria match your work.
- ✓ Emphasize benefits of the project.
- ✓ Be brief but succinct.
- ✓ Think through project and budget.
- ✓ Answer all questions.
- ✓ Check grammar, spelling and punctuations.
- ✓ Be clear, easy to read and understandable.
- ✓ Check budget and timetable are realistic.
- ✓ Insist that they must meet your access requirement as stated in the law.

## **The Don'ts**

- \* Do not use jargon.
- \* Do not enclose too much material at the application stage.
- \* Do not send mass produced mailing.
- \* Do not ask for emergency funding.

## **What's important in Lottery and Statutory Applications?**

- Eligibility criteria.
- Meeting donor priorities.
- Being aware of local, regional, national strategies in area of work and how your project will enhance / complement these.
- Demonstrate that you know what else is happening in your area and how your work fills a gap, is unique, or is innovative as the case may be.
- Statistical information that demonstrates need.
- Consultations with beneficiaries / community.
- Specific outcomes that are measurable and time bound.
- Risk assessment.
- Project management.
- Sustainability and exit plan.
- Detailed budgets.
- Applications can be a 2 stage process: shorter outlines and then invitation to full submission.
- Decisions can take up to 4 – 5 months from submission for larger amounts of funding.
- Reporting - can be quarterly, six monthly or annually. Both narrative and financial reports will be required.
- Usually need to show lottery and statutory grants separately in accounts.

## **Section 5 – Follow Up and House Keeping**

Applying to charitable trusts and statutory bodies like the Big Lottery Fund involves time and resources. The process does not also stop when your application is successful and you have received some funding. Indeed for BIG the relationship stops only when they say it has ended. In some cases they may still ask you for certain documents months after the funding has ended. But for all granting bodies whether trusts or statutory bodies the following steps and processes are important to take to maintain a good name and reputation and for future applications.

1. Keep records of applications made and research done and all communications
2. Always thank them promptly
3. Ask for feedback where unsuccessful but do not argue with the refusal
4. Comply with any reporting conditions
5. Keep the trust or statutory body updated with your work
6. Invite trustees of the trusts to appropriate events
7. Always apply again – don't give up!

## Section 6 - Budgets

- Check what the donor will fund and only include those costs (known as eligible costs)
- Items of expenditure that you may include in a budget are: staff costs, travel, running costs, publications and materials, training, volunteer costs, project activity costs, equipment, overhead costs, evaluation costs etc.
- Make costs realistic and include assumptions about how a budget is put together as this helps explain the need for costs to a donor – i.e. proportionate to the amount of money available. For instance when including salary costs provide a breakdown 1 person x 2 days per week.
- Direct project costs are all the project costs that are clearly and directly incurred as result of the project. For example, the salaries of project staff, their travel and subsistence, project materials, and all other costs easily identifiable as part of the project
- Overheads are costs which are necessary for the organisation to operate, but do not relate specifically to one project. They tend to include overall management, administration and support, and premises costs that relate to the whole organisation. These costs are also referred to as indirect, core, central or support costs.
- Some donors follow the principle of Full Cost Recovery (FCR). This means securing funding for (or recovering) all your organisation's costs, including the direct costs of your projects and all your overheads. In full cost recovery your organisation's overheads are shared among your organisation's different projects. The full costs of the project (that you want funding for) are the all the costs directly relating to the project plus the project's share of the overheads.

*Another way of explaining FCR is;*

Full cost recovery means recovering or funding the full costs of a project or service. In addition to the costs directly associated with the project, such as staff and equipment, projects will also draw on the rest of the organisation. For example, adequate finance, human resources, management, and IT systems, are also integral components of any project or service.

Information on how to calculate full cost recovery is available from both the Big Lottery Fund and Acevo, both of whom have

a template / guidelines. These can be found at on their websites below. The Acevo template version 1 is available for free whilst the newer version 2 has a cost:

[http://www.biglotteryfund.org.uk/full\\_cost\\_recovery.htm](http://www.biglotteryfund.org.uk/full_cost_recovery.htm)

Or

[https://www.acevo.org.uk/index.cfm/display\\_page/publications/control\\_contenttype/publication\\_list/display\\_open/publications\\_1519](https://www.acevo.org.uk/index.cfm/display_page/publications/control_contenttype/publication_list/display_open/publications_1519)

- Not all donors accept full cost recovery and will accept a percentage cost for overheads or management costs. These can vary depending on what a donor might fund and often are between 6-12% of direct project costs
  
- Capital costs are the costs of buying equipment, premises, furnishings or other items that cost substantial amounts and that will last for several years e.g. computers, a minibus or new premises. All other costs are revenue costs
  
- Revenue Costs are cost incurred on the day to day running of organisation and its projects. These can be overhead or direct project costs and can include items like rent, stationery, heat and lighting, phone bills and materials
  
- In instances where a general ask is being made and no budget provided, it is a good idea to give some examples of costs or a shopping list e.g. last year the cost of running the service was £890 per week which amounted to around £46,000. We think this provides excellent value for money: at a cost of just over £15 per person, our help transforms people's lives

## Signposting.....

### Useful information sources and websites

#### Trust Resources & Websites

- <http://www.trustfunding.org.uk/Search.aspx> a subscription website listing 4,400 grant making trusts, and all those listed in the Directory of Social Change publications. Subscription from £225pa
- <http://www.charitycommission.gov.uk/index> is the central register for all charities in England and Wales. Most Trusts can be searched here, or via the advanced search option.
- <http://www.knowhownonprofit.org/funding> the knowHow Nonprofit website is a place for people in the non profit sector to learn and share what they have learnt with others.
- [http://www.guidestar.org.uk/gs\\_advancedSearch.aspx](http://www.guidestar.org.uk/gs_advancedSearch.aspx) generally brings back loads of results, but can be useful if charity commission is not being helpful
- <http://www.acf.org.uk/> - Association of Charitable Foundations - worth a read, and a scan every now and then. Has its own list of application do's and don'ts and guides on seeking funds.
- <http://www.thinkresource.org/> fundraising research community and news, email info is quite good too
- [http://uk.groups.yahoo.com/group/trust\\_fundraising/](http://uk.groups.yahoo.com/group/trust_fundraising/) An online network of helpful trust and statutory fundraisers, and email list/help group
- <http://www.communityfoundations.org.uk/> Links to regional and county community foundation websites, which list locally run or managed grants programmes

#### Government & Lottery Funding Sources Information

- [www.governmentfunding.org.uk](http://www.governmentfunding.org.uk) - gives details of local government, regional government, central government and European Union Funding. Subscription based.

- [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk) – a free resource that gives details of government and non government funding although a little complicated to use
- [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk) – information on all funding schemes currently open
- [www.sportengland.org/funding](http://www.sportengland.org/funding) - lottery sports funding information
- [www.artscouncil.org.uk](http://www.artscouncil.org.uk) – government funding for the arts
- [www.thirdsector.co.uk](http://www.thirdsector.co.uk) - provides useful information on the sector, including news on funding trends and funding opportunities as they are announced
- [www.capacitybuilders.org.uk](http://www.capacitybuilders.org.uk) – manages a number of funding schemes for government departments
- [www.futurebuilders-england.org.uk](http://www.futurebuilders-england.org.uk)- manages some grants and loans for government departments
- [http://www.cabinetoffice.gov.uk/third\\_sector/funding\\_finance\\_support.aspx](http://www.cabinetoffice.gov.uk/third_sector/funding_finance_support.aspx) - has information on Office of Third Sector funding opportunities

For both types of funding Google is an invaluable tool!

Disability LIB Funding Information Desk –  
<http://www.disabilitylib.org.uk/>

#### **Disability / Statistics Links:**

- <http://www.csci.org.uk/default.aspx?page=1896&key> report into transition
- <http://www.poverty.org.uk/summary/disability.htm>
- <http://www.disabilitynow.org.uk/>
- <http://www.officefordisability.gov.uk/research/pdfs/eedp-exec-summary.pdf>
- [http://www.bbc.co.uk/ouch/?section\\_id=754](http://www.bbc.co.uk/ouch/?section_id=754) the BBC's disability pages, can be interesting
- [http://www.statistics.gov.uk/census2001/profile\\_home.asp](http://www.statistics.gov.uk/census2001/profile_home.asp) breakdowns of UK population

## Appendix-

Below is copy of a grant application made by a disabled people's organisation based in Hackney London. The application was successful and we have used it to show in practice how some applications forms look like and the information required to fill them.

LC REF:		45 Westminster Bridge Road London SE1 7JB Tel: 020 7021 4204 <a href="mailto:london.catalyst@peabody.org.uk">london.catalyst@peabody.org.uk</a>
Received:		
Acknowledged:		
<b>GRANT APPLICATION FORM</b>		

<b>BEFORE COMPLETING PLEASE READ THE GRANT GUIDANCE</b> Please use this form to <b>OUTLINE</b> your proposal. You may attach further information if necessary. You will be asked to provide more detail at a later stage especially for <b>Special Interest Grants</b>
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Tick which type of Grant you are applying for:	<b>SPECIAL INTEREST GRANT</b>	<input checked="" type="checkbox"/>	<b>SMALL GRANT PROGRAMME</b>	<input type="checkbox"/>
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<b>1 ABOUT YOUR ORGANISATION</b>						
Name of Organization:		Disability Hackney Limited				
Full Correspondence Address:		Howard Road Community Centre, 6A Howard Road, London			Postcode:	N16 8PX
					Position:	
Main Contact Name: (Title, forename, surname)						
Tel:	020 7249 7849			Fax:		
E-mail:				Web site:	(Under construction)	
YEAR ESTABLISHED:	2003	CHARITY NUMBER:	1129724	Company number is 05005176	IF NOT A REGISTERED CHARITY:	

<b>2 REFEREE</b>			
Name	x		
Position/Prof.			
Tel:		E-mail:	
How do you know this person? X is our local Councillor who was a strong advocate for the establishment of our organization to represent the interest of disabled people and facilitate statutory consultation with them. He has special interest in health and social care issues affecting disabled people. He supports this application because he believe helping disabled people to takeover the management of their personal care provisions will give them choice and control over their lives.			
<i>(The referee must be someone who knows your organization in a professional capacity and is not an employee, management committee member, volunteer or someone who has a family or personal connection).</i>			

<b>3 AIMS &amp; ACTIVITIES</b>	
Summarize - why your organization was established, its main activities, core clients	
<b>Why we were established</b> Disability Hackney was created as a pilot project in 1998 because of local concerns about the lack of an effective	

body to coordinate disability equality issues across the borough. In a feasibility study commissioned through Greater London Action on Disability (GLAD), it was established that in a local authority where there is no such umbrella organisation, services for disabled people would be poorer, because public service providers would encounter difficulties in consulting with them.

**Main Activities**

- 1) Provide information, advice and guidance on disability equality issues in general and access to public services in particular;
- 2) Represent disabled people in local strategic committees set up by local statutory agencies;
- 3) Lobby and campaign for the rights of disabled people and their carers by advocating on their behalf;
- 4) Provide training, work placement and apprenticeship in office admin and disability rights advocacy for unemployed disabled people.
- 5) Facilitate statutory consultations with disabled people and their carers using focus group interviews, seminars, conferences and questionnaires.

Our core clients are people with disabilities, regardless of their impairment and their families. We also work with public service providers giving them advice and guidance on disability equality issues in general and access to services in particular.

<b>4</b>	<b>THE PURPOSE OF YOUR PROPOSAL (Summarize – try and limit to &lt;500 words)</b>
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What do you plan to do and why?
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We want to transform our self into a CIL (Centre for Independent Living) in partnership with other user-led organisations and statutory agencies. The main aim of the activities proposed is to develop our capacity in the provision of services required of CIL. Therefore, our activities are:

- Payroll services to support Direct Payment (DP) users as employers of their Personal Assistants (PA);
- Promote the take up of direct payment and individual budget;
- Establishment of CIL Development Partnership Board involving groups representing other forms of impairments such as mental health;
- Establishment of Direct Payment User Forum to facilitate peer advocacy support for service users;
- Advocacy support by helping users of direct payment with form filling for services including benefits;
- Mediate between service users and their carers in the event of conflict;
- Recruitment and management of PAs.

### **Importance of Our Project**

LB Hackney has a population of 202,824, of which 41% considered themselves as BME on the ground of race and language; 34% were born outside the UK and 7% (14,198) are reported to be sick or disabled and economically inactive (National Census, 2001). This illustrate that Hackney has significant proportion of disabled people experiencing not only language but also cultural barriers to understanding rights, systems and procedures.

The Community Care Act 1996 gives Local Authorities the mandate to offer support service users cash payment (DP) as alternative to direct provision of social care. This scheme has created two-tiered social care systems. This implies DP is widely used by service users who are articulate and educated to independently manage their social care provision. Service users who do not have those attributes are still relying on social services for their social care provision. The later group is getting no satisfaction and no control over their lives or services.

Every locality in the UK are required to have CIL in the form of user-led organisations to support and advocate for DP users, particularly those who are not capable to independently manage their social care provisions. Unfortunately, the provision of advocacy services in Hackney is inadequate (Disability Hackney, 2007). The service user-led providers, who are independent and accessible, are under resourced. Therefore, they manage demand by putting users on waiting lists, which could take them five weeks to see an advocate. The mainstream providers, which are well resourced, are not independent because they are either funded or part of the value chain of the local statutory agencies, whose policies they have to challenge when advocating for disabled people.

More Detail: Include how the need was identified, provide supporting evidence, identify the role of partner agencies

The needs reported above were collated from the following sources:

- 2001 national census;
- An independent feasibility study (on advocacy service provision in Hackney) commissioned by Disability Hackney in 2007;
- LB Hackney's Advice and Information Strategy;
- House of Common Public Administration Select Committee's report (2007-2007);
- British Journal of Social Work, by Leece and Leece (2006);
- The Office of Disability Issues report.

Partners will be involved in the project steering group that will oversee the development of the CIL. They will be also engaged in the delivery of advocacy services by sing posting certain clients to them. They will be encouraged to refer beneficiaries to each other instead of putting them on waiting list.

## **5 OUTCOMES & IMPACT**

What do you expect to achieve at the end of the project?

- 200 people will be able to exercise choice and control over the provision of their social care using direct payment and other consumer directed support programmes;
- A CIL will be established to give people voice over issues affecting there lives;
- Access to advocacy services will improve and time spent waiting to see advocate will reduced to five working days;
- A CIL Development Board will be established to oversee the establishment of a CIL;
- Service users will be able to advocate for their peer group through Direct Payment Service User Forum;
- 200 disabled people will be able to exercise choice and control over their own lives in relation to housing, social care provision and so on.

How and what will you record to demonstrate the project has made a difference?

### **The project will be monitored using**

- Beneficiary satisfaction questionnaire which beneficiaries will have to completed at the end of every encounter;
- Beneficiary enrolment form and action plan will be completed when we are approached for assistance. This record will be monitored and reviewed regularly using a review form to determine the outcome of every casework;
- The Caseworker (Advocate) will have a monthly appraisal meeting with the Managing Director (MD) to evaluate the quality of how individual casework are been handled;
- The MD will prepare a bimonthly progress report of the project for the CIL Development Partnership Board and Disability Hackney Trustee Board to monitor milestones;
- End of project evaluation will be carried out using a questionnaire to determine the overall difference the

project has made to the life of our beneficiaries.

**Variables we will monitor in our monitoring are:**

- Intake of Direct Payment
- Beneficiaries' demographic in terms of race, gender and so on,
- Outcome of every casework;
- Number of beneficiaries;
- Time spent by beneficiaries waiting to see advocate.

<b>6</b>	<b>FUNDING YOUR PROJECT:</b> (PLEASE ATTACH A BUDGET AND SUMMARISE BELOW)		
<b>(a) Please provide an accurate and clear breakdown of the costs.</b> (Use actual costs)			
<b>ITEM</b>	<b>COST</b>	<b>ITEM</b>	<b>COST</b>
Basic Salary for Direct Payment Support Officer (SO2 scp £ pro rata, 3 days a week)	£		£
	£		£
	£		£
<b>TOTAL</b>			<b>£x</b>

**(b) Who else have you approached, or plan to approach, for funding and what has been the outcome?**

Awards for All has been approached for funding to consult with key stakeholders about our CIL Development Strategy. The post of the Director responsible for the facilitation of the CIL development is jointly funded by the City Bridge Trust and Lloyds TSB Foundation.

**(c) Total Grant Requested from London Catalyst:     £x**

**PLEASE TICK ONE BOX IN EACH OF THE FOLLOWING CATEGORIES**

<b>7 WHO WILL BENEFIT?</b>									
Children/Young people		Adults		Older People		Families		Other :	Disabled people

<b>8</b>	<b>IDENTIFY YOUR TARGET USERS -</b>		
Long term limiting or debilitating illness or condition	<input checked="" type="checkbox"/>	Terminal/life threatening illness or condition	
Learning disability/difficulties	<input checked="" type="checkbox"/>	Mental ill health	<input checked="" type="checkbox"/>
Physical disability	<input checked="" type="checkbox"/>	Unpaid carer	<input checked="" type="checkbox"/>
Drug, alcohol, other substance dependent		Multiple health & social needs	
Other:			
<b>9</b>	<b>FURTHER DETAILS:</b>		
What % of the project users are on low income, receiving state benefits and could be described as living in poverty?			95 %

<b>10</b>	<b>ETHNIC GROUP:</b>								
If no single category reflects all your users add a % in the appropriate box to indicate the main users									
White British	10	Indian	10	Other Asian background	5	Other Black background	5	Other Minority Ethnic Group	3
White Irish	5	Pakistani	10	African	15	Chinese	2		
Other White background		Bangladeshi	10	Caribbean	20	Mixed Heritage	5	No Majority Ethnic Group	

<b>11</b>	<b>REFUGEES OR ASYLUM SEEKERS</b>	No	<input checked="" type="checkbox"/>	Yes	Country of Origin
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<b>12</b>	<b>IN WHICH LONDON BOROUGH DO YOU MAINLY OPERATE?</b>								
Barking & Dagenham		Ealing		Havering		Lewisham		Tower Hamlets	
Barnet		Enfield		Hillingdon		Merton		Waltham Forest	
Bexley		Greenwich		Hounslow		Newham		Wandsworth	
Brent		Hackney	<input checked="" type="checkbox"/>	Islington		Redbridge		Westminster	
Bromley		Hammersmith & Fulham		Kensington & Chelsea		Richmond/Thames		City of London	
Camden		Haringey		Kingston upon Thames		Southwark		<b>London-wide</b>	
Croydon		Harrow		Lambeth		Sutton			

<b>13</b>	<b>OUR AIMS</b>	
London Catalyst seeks to make a difference through its grant making. Which of the following do you feel your request might help to improve?		
<input type="checkbox"/>	the health and well being of your users	
<input type="checkbox"/>	the access to and availability of health services and facilities	<input checked="" type="checkbox"/>
<input type="checkbox"/>	help to remove people from poverty	<input checked="" type="checkbox"/>

**YOU MUST ENCLOSE THE FOLLOWING DOCUMENTS**

	The most recent ACCOUNTS (and Annual Report if a separate document). To include a list of the names and positions of your MANAGEMENT COMMITTEE
	If you do not have audited accounts add a copy of the <b>page or section</b> of your CONSTITUTION describing its purpose (not the whole document please)
	An ORGANISATIONAL DIAGRAM which shows the names of staff and use of volunteers and their respective roles and responsibilities
	A RECENT PROMOTIONAL LEAFLET (if you produce one)

**YOU MAY POST or EMAIL THE COMPLETED FORM & ATTACHMENTS.  
IF EMAILING PLEASE SEND A **SIGNED COPY** IN THE POST**

As part of the application process London Catalyst may collect other information, seek verification of the information provided and from time to time share information with other grant providers and external agencies to prevent fraud and as part of our external auditing requirements. Furthermore under the Freedom of Information Act 2000 we may be required, subject to any exceptions, to disclose information requested under the Act.

**DECLARATION**

**To the best of my knowledge, all the information I have provided on this application form is correct and I have the authority to sign this request on behalf of the named organization.**

**I give my consent for the information used on this form to be processed by London Catalyst for the purpose of monitoring and assessing grant applications as stated and that it may be retained, stored and processed by London Catalyst for this purpose.**

<b>Signature</b>			
<b>Name (please print)</b>	Mr. x		
<b>Position</b>	Managing Director	<b>Date</b>	2009.

PREVIOUS APPLICATIONS - OFFICE USE ONLY

Year		Report Received/Notes	
Year		Report Received/Notes	
Year		Report Received/Notes	