

# OUR RIGHTS, OUR COMMUNITIES



## FINANCES TOOLKIT

# RAISING FUNDS FOR COMMUNITY ORGANISATIONS



## *Project Summary*

[Our Rights, Our Communities](#) is

a new project,  
running from

October 2022 to

November 2022. We

want to empower and  
increase equality and rights for New  
Scots women.

The project is a partnership  
between the Govanhill Baths  
Community Trust (GBCT), and New-  
Scots led Community Organisations  
Milk café and Unity Sisters.

At the heart of the project is a  
series of advocacy training sessions.

By having advocacy done by New Scots women for New Scots women in our own communities, we create our own power to change things we want changed.

To find out if this project is successful, we created a peer-research group.

This project helps us to share knowledge and build stronger relationships between our groups and our communities.

Our Rights, Our Communities is currently funded by the New Scots fund - Scottish Government, European Union, COSLA, University of Glasgow.



The project is part-funded through the European Union Asylum Migration Integration Fund. Making management of migration flows more efficient across the European Union.

**MILK CAFÉ** is a Social Enterprise. We hold space for refugee and migrant women in Glasgow to develop their power. We have several activities, including women's groups, English conversational classes, IT classes, and a cooking group.

**UNITY SISTERS** is a self-organised support group for asylum-seeking women, refugees and their children. We do not have a hierarchy and want to provide a safe space to support women who have similar experiences. We have several events and meetings in Langside Parish Church and Kinning Park.

**GOVANHILL BATHS COMMUNITY TRUST** is a grassroots organisation supported and developed through active involvement by members of the local community. It is responsible for running the baths' community wellbeing, arts, environmental and heritage projects, as well as education and training. We run a social enterprise project and upcycling project Rags to Riches. We also run the People's Pantry, a membership-based project aimed at reducing food poverty and food waste.

## ***Why have a Financial Guide?***

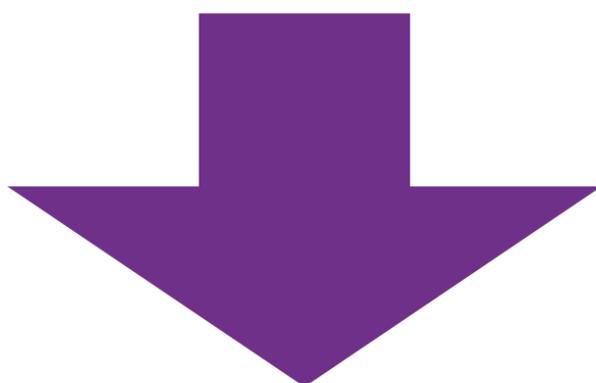
We learned a lot through our project, and we want to share this experience with other organisations.

Using our budget as an example, we hope others can benefit from the lessons learned.

This guide also shares tips to apply for and get funding – including fundraising – and suggests ways of choosing the right structure for your organisation.

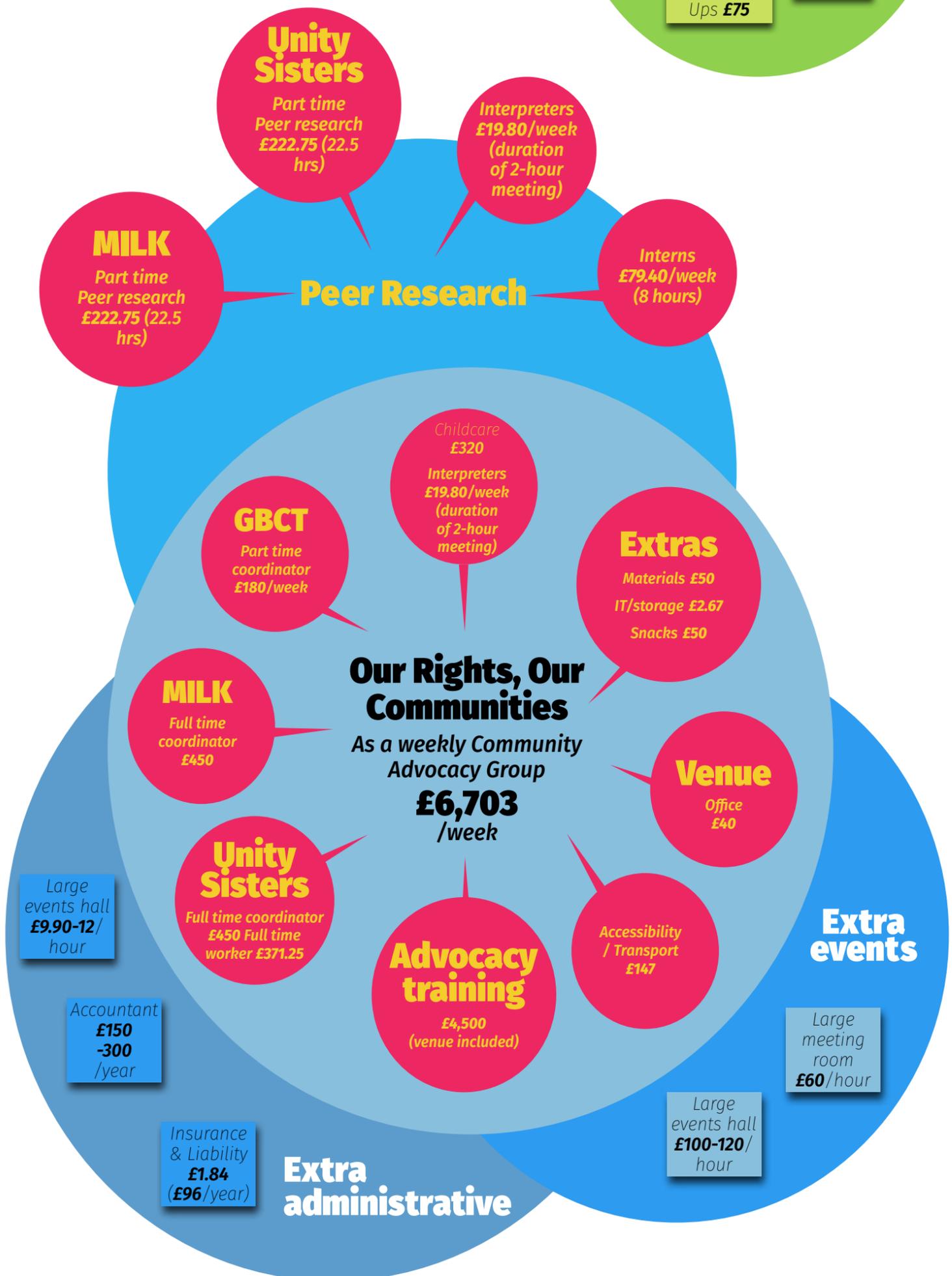
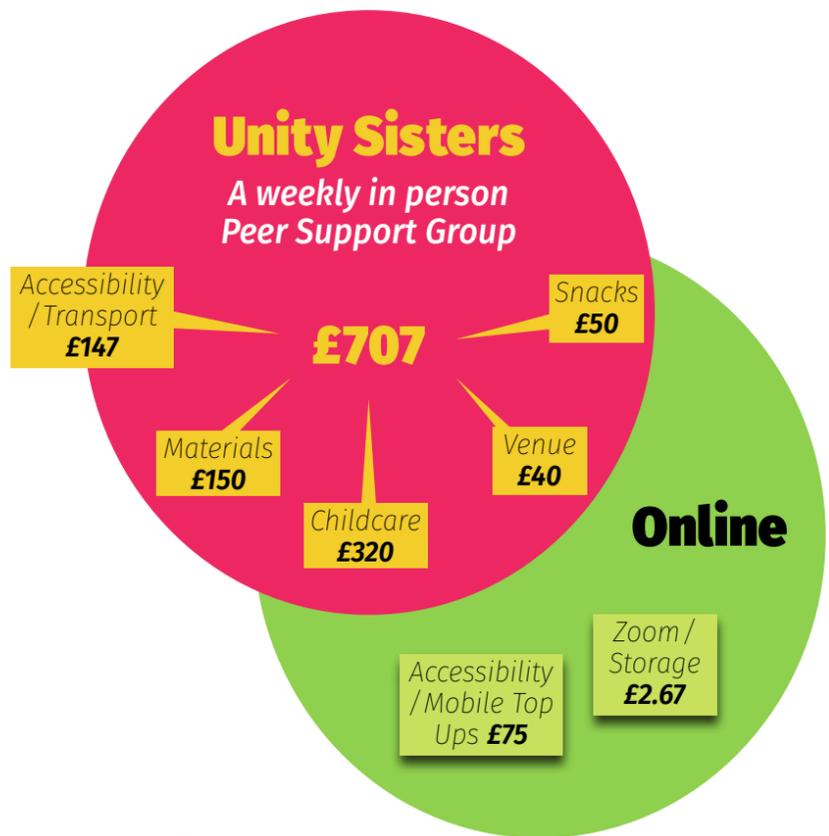
We hope this guide will be helpful for other grassroots organisations thinking of setting up similar projects.

See this example budget for a peer support and peer advocacy project



## Example budgets from Our Rights, Our Communities

Prices calculated per week, unless stated otherwise, for 15 women and 15 children (childcare). All prices from August 2022



There are many different ways for you to get funding, but they can be divided into two categories: fundraising and applying for funding.

## *Applying for funding*

Projects need money to start or continue their work.

Applying for funding is an important source of money to pay for large costs such as staff and venues.

### Finding the right funder

- Before you choose a funder it is important to find out what funders exist. Most funders want to fund specific projects. To get the funding your project must be what they are looking for.



- Check what funders are used from other organisations and projects that are similar to yours - you can check who funds them on their website. You can also choose a funder and check what projects they have funded in the past. You can call them and ask to speak to an adviser directly - this helps to understand what the funders want and how they work.
- After you research funders, you can make a list and add their deadlines to your calendar.
- Build a relationship with funders: attend events run by them, ask to call or meet them, and ask for their feedback.

## *Showing the needs of your community:*

● Your application needs to start by answering three questions:

→ What does your organisation do?

→ What makes you different from others?

→ Why are you doing what you are doing?

● The most important thing for funders are the reasons behind your project:

→ What is your cause?

→ Why does your work matter?

→ What is the story of your project or organisation?

● Think about social issues and news such as:

➔ Post covid recovery

➔ Rising cost of living

➔ Social isolation

➔ Mental health and wellbeing

➔ Climate change and sustainability

➔ Skills development in your community

● Does your project fit with these?

● Does your project cover issues from the Council's policy?

## ***What's the NEED for your work?***

You need to show that there is a need for the funding you are applying for.

Show that you are involved in your area or community and know what their needs are, as well as the reasons behind their issues.

In order to show their needs you can use:



- ➔ quotes
- ➔ statistics
- ➔ the number of people who are interested in specific activities
- ➔ responses to questionnaires and other surveys
- ➔ previous project reports
- ➔ case studies

- focus groups
- partner statements
- social media that shows engagement with your community

## ***What ACTIVITIES will you do to meet these needs?***

You need to show that you can do something to meet the community needs.

Show what you want to do, and who it is for.

Meet with your team to plan the project including:

- who you want to engage with?
- the number of people you want to engage
- what activities you

want to deliver?

- ➔ a time schedule for the activities
- ➔ how much delivering the activities will cost?
- ➔ how much income do you already have to help this out?

## ***What DIFFERENCE or IMPACT will your activities make?***

You need to show how your activities will impact people.

Show how many people you want to engage with and how.

- ➔ what is the difference that your activities will have on people?
- ➔ how do you know that this difference is happening?

# *How to track your project*

● If your project is new you need to show how you will measure its impact. If your project has started and you need funding to continue it, show its impact so far.

● Your goals:

→ should be detailed so that you can plan for them



→ show how you are going to measure your goals

→ should have a time schedule

● You should track your project to see if you meet your goals. This should be part of all your activities rather than just at the end of your project.

● To track your project you can use

→ surveys after each event

- case studies
- social media
- quotes from interviews
- numbers and statistics:  
How many participants have engaged? Are they still involved? How have they benefited?

● Numbers are important for funders. But you should show the difference your project is making in people's lives. You can show how the impact has improved people's emotions and mental health.

● This can be done through interviews and asking them how they feel after events and workshops, but also through videos and photos.



## **CASE STUDY:**

In 'Our Rights, Our Communities' we use peer research to track how well our project is doing and if participants are enjoying it.

When this is done by participants and not an outside source, it makes it more democratic and collaborative.

It also helps share knowledge and skills with your participants.

- You also need to prove the funding will be well managed, so you need to identify who will be responsible for this.
- You need to regularly contact your funders to keep them updated on progress but also to let them know if you'll be unable to meet a goal for any reason.

# ***Working with other organisations***



- When you apply for funding you should show that other organisations, sponsors or local businesses support you. This can be with money, but it can also be ‘in kind’ support, such as free services, letting you hire their venue for free or giving you equipment or transport. It is good to have this in writing eg. “I (organisation) will give this amount of time or budget towards this project”.
- Think about working with other organisations for your project to reach more people and more communities. You can also use each other’s strengths and resources.
- If your organisation does not cover everything the funder

wants, you can work with another organisation which does. This can help to divide time and skills when writing the application. The biggest organisation can apply and manage the funding.

- Funders like partnerships as it shows other organisations trust you and you have a big network. To show this you can ask for letters of support from key partners.



## ***What funders look for***

- Your project must fit their funding goals: they need to show that by giving you funding they reached their goals.
- Funders need to prove that their funding will provide a maximum of good for a maximum of people. This means the money you are asking for should be less than the difference your project will make.

- Projects that have simple, 'human' aims: don't be too academic!
- Funders don't fund activities! They fund ideas, projects, outcomes. You need to show them how your project will have an outcome they can measure.

## ***Top tips***

- You shouldn't leave funding applications to the last minute. Spend some time every few months to research and do funding applications.
- Be creative – different funders can fund different parts of your project.
- It's better to do a few things well, rather than try to do too many things at once.
- Leave time to read your

application and make it better. Send it to others so they can tell you what they think.

○ Read your application as if you were a funder:

→ Would you fund your project?

→ What do you need to improve?

→ Would they trust you with their money?

○ Funders receive more applications than they can accept so normally only one in five grant applications gets the funding. You will need to apply to several different funders at the same time.

○ If you get rejected, don't lose hope! Just make sure you ask them what to improve.

# HAVE A LOOK AT THIS TIMELINE FOR AN IDEA:

- Planning your project
- Setting goals for activities
- Researching funders
- Writing application
- Submitting application
- Start date of project
- Hiring staff
- Starting project and communications
- Ongoing monitoring and evaluation of impact
- Reporting to participants and the community
- Reporting to funders
- End date of project

# *Fundraising*



Fundraising includes various ways to raise money for your organisation. If you are a smaller organisation and you need less money, it is easier and faster to raise money through fundraising than applying for funding.

You can also fundraise if, for any reason, your organisation can't apply for funding. This can be because your members cannot work in the UK or because you are a community group and not an official organisation.

There are many different ways you can fundraise, including:

● Donations for the organisation.

You should have proof of what they will be used for and how

they will be managed so that donors stay involved with your organisation. You can let them know how much you are spending and for what. You can also create a donor wall to show the names of the donors - this can be either at your office or a virtual one on social media.

● Donations for the charity. You should have proof of what they will be used for and how they will be managed.



● Donations of objects such as software, laptops, equipment.

● Selling crafts from sewing workshops or upcycled jewellery. You might find it useful to create a brand and social media to sell more items.

● Crowdfunding (platforms such as [Gofundme](#)) are useful if you need something within a timed period.

● Events such as club nights, open mics, community meals, community events and community markets.



● Although you can sell food there are some things you will need. This includes where to store food but also depending on the event you might need a [food hygiene certificate](#) and a [risk assessment](#). If you need some help there's lots of information out there on [safety guidelines](#) for community food. Have a look [here](#)!

● Selling your skills such as training courses, services or giving advice. You can run workshops on the skills you learnt during your

project such as fundraising, working with partners, establishing goals. For example, Our Rights, Our Communities could charge for training on how to conduct peer research.

- You can get sponsorships but be careful who sponsors you and what their values are.
- Taking opportunities in events and activities held by other organisations, for instance with stalls. Useful organisations that run these are [G42 Pop Ups](#), [Rags to Riches](#), and [Glasgow Autonomous Space](#). Ideally you should include a few fundraising methods, but with so many options to choose from, it's best to focus on doing a few things really well.

## ***Thinking about the future of your project***

It is important when setting up your project to think about its future.

Some questions to think about are:

What do you want your project to look like in 3,5 and 10 years?

Will the same organisations be involved or new ones? If you would like to continue working with the same organisations it would be good to ask them to promise this in writing.

Before your funding runs out, you need to think about other ways to get money and ways to run your activities without applying for funding all the time. Think about what is the minimum amount of money you need to run the project. You should cover this through fundraising activities and not funding applications.

**TOP TIP:** A good way of doing this is by creating a calendar that will show you all the periods covered by the funding, and periods you don't have funding. You can add important dates for your organisation: big events, celebrations, school holidays, etc - when you know that you will need more money to pay for the extra activities. This will help you to plan ahead.

It's important that everyone in your organisation is treated equally. This means paying people a fair wage for their labour. Don't rely too much on volunteers - this is not sustainable. Make sure you have enough money to pay all your staff and interns, including participants who are doing peer research. You should also have enough money if people need to work more hours than their contracts, as it is not fair for staff to be working more than they are paid.

## ***Should I create a charity?***

If your project is a partnership, you could create a new charity organisation. This charity will be managing the budget, grant applications, evaluation and monitoring. This can be good for the future of the project. Before you apply for charity status it's important that the individual organisations in your partnership have the resources, time and money to handle this change. You also need to think about whether they will continue to exist or join.

This is just one option - you do not need to become a charity or registered group to continue your project. It can be helpful for opening a bank account and receiving funding, but it can also create a lot of work. If this sounds like something that will benefit your project there is a lot of support out there.

## ***Resources for funding applications:***

Glasgow Council for the Voluntary Sector: Offer weekly [newsletter](#) about available funding. Organise [training](#) sessions such as 'Online fundraising' and 'Better grant applications'.

Short videos are available on their [website](#), as well as [resources](#) such as a grant application template for small organisations in the voluntary sector. They can also look over application drafts, and stay in contact during the application process.

Scottish Council for Voluntary Organisations: Every Voluntary organisation is able to join [SCVO](#).

They have a funding advisory service and also send regular emails highlighting each week upcoming funding opportunities.

Keep an eye on websites for funding from your local authority eg: <https://www.glasgow.gov.uk/glasgowcommunitiesfund>

Regular funders: [Community Fund](#)

To search for grant-making trusts and foundations, sign up for a free account with Funding Scotland. They provide excellent information about grant funding in Scotland: <https://funding.scot/>

***Resources for becoming a charity:***



<https://www.smallcharitysupport.uk/index.php/example-policies>

<https://www.oscr.org.uk/becoming-a-charity>

<https://voluntarycentreservices.org.uk/groups/downloads/2/>

<http://www.acorncoopsupport.org.uk/>

# ***Resources for Project Building***

The Speed Boat Retrospective

<https://miro.com/guides/retrospectives/how-to-run-sailboat-retrospective>

Hopes and Fears: <https://spin.atomicobject.com/2018/08/02/design-thinking-hopes-fears/>

Challenge Axis (in radical toolkit: <https://knowmium.com/radical-toolkit/#toolkit> )

Logic Model Workbook: [http://innonet.org/media/logic\\_model\\_workbook\\_0.pdf](http://innonet.org/media/logic_model_workbook_0.pdf)

SWOT analysis <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/swot-analysis/main>

## ***Extra Links/Support***

Community Tool Box 'Developing a Plan for Financial Sustainability'

<https://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources/financial-sustainability/checklist>

Small Charity Support: <https://www.smallcharitysupport.uk/index.php>

Voluntary Centre Services: <https://voluntarycentreservices.org.uk/groups/downloads/>

Templates and Downloads for:  
Volunteer Management, Setting up a Community Group/Charity, Grant Funding & Fundraising Resources

Radical Toolkit: <https://knowmium.com/radical-toolkit/#toolkit>

# ***Find out more about Govanhill Baths Community Trust***



**[www.govanhillbaths.com](http://www.govanhillbaths.com)**



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