



New Options for Funding

County Wicklow PPN

Presented by © Liam Scollan 22nd Sept 2020

Carmichael.

Session overview

Re-adjusting operations

Knowing your position in the world of funding

Getting ahead on application preparation

New approaches to fundraising

Crowdfunding

Sources of grants and loans

Your funding plan



Re-adjusting



Estimating financial implications

Covid related

New needs

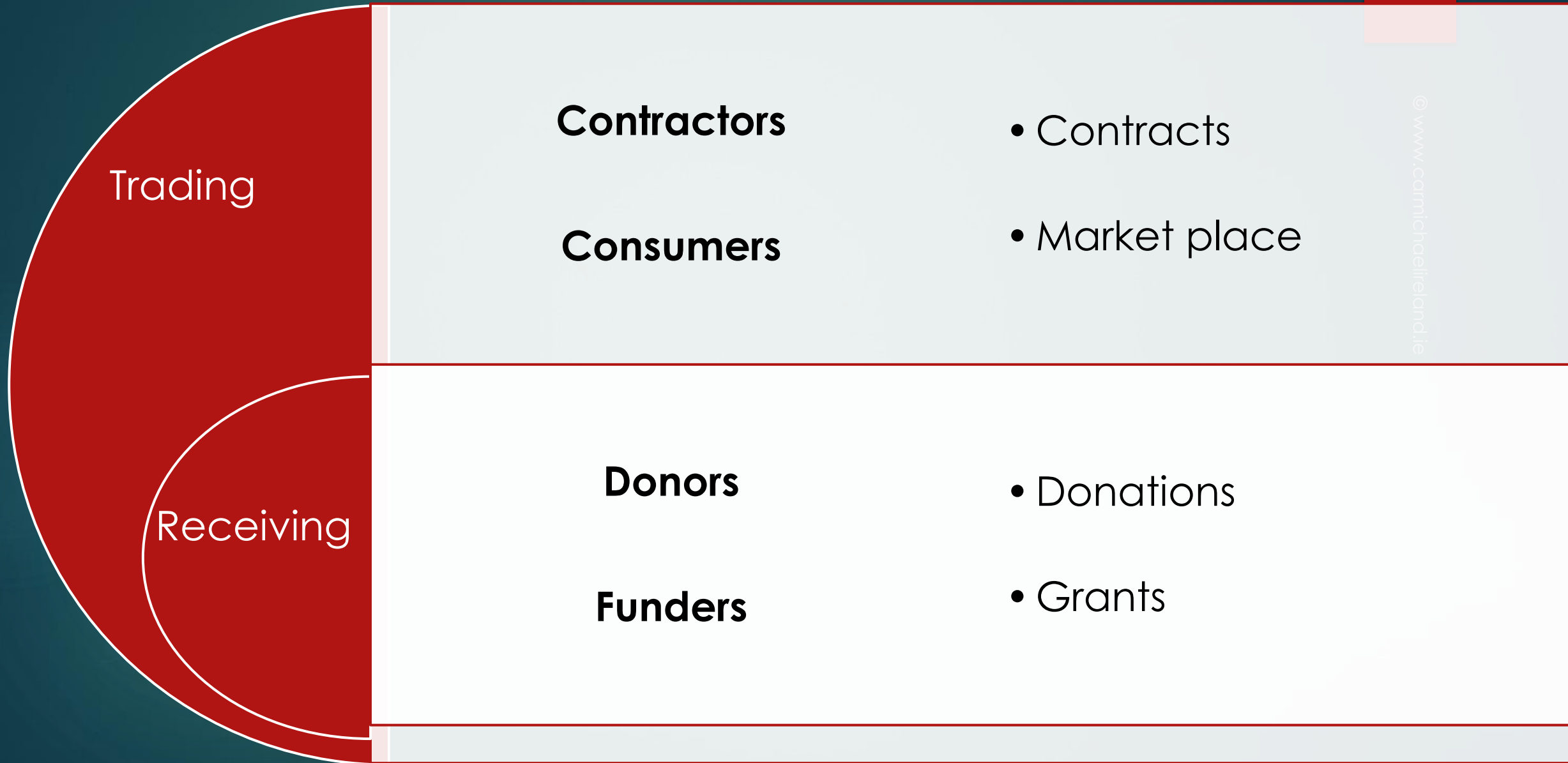
New goals

Previous goals

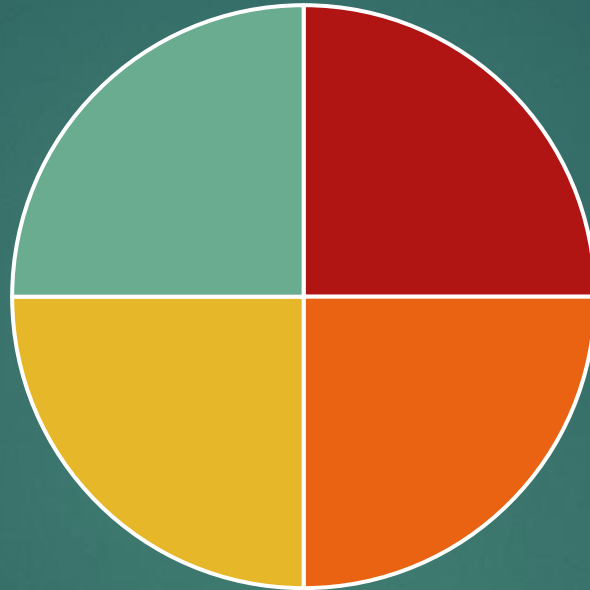
Governance

- ▶ What is changing for next 12 months?
- ▶ What is changing in the needs of our users?
- ▶ More or less employees?
- ▶ More or less volunteers?
- ▶ How much does all this add or subtract from our current running costs and income?
- ▶ What now are our capital spending priorities?
- ▶ What is the total impact on overheads and capital spending

Your funding relationships?



Are your relationships changing?



■ Contracts ■ Customers ■ Donors ■ Funders



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Preparation

20 answers on the ready



- ▶ Legal
- ▶ Type of organization
- ▶ Governance (6)
- ▶ Project (8)
- ▶ People, networks and communications (4)

Legal form

Which of these structures describe you?	Tick here
Company limited by guarantee	
Designated Activity Company limited by guarantee	
Designated Activity Company limited by shares	
Industrial and Provident Societies	
Organisation established by Statute	
Partnership	
Private Company Limited by Shares	
Private Charitable Trust	
Private Unlimited Company	
School Board of Management	
Sole trader	
Unincorporated Association	

Type of organisation

Type of organisation	Tick here
Community development project	
Community or voluntary organisation	
Statutory -Citizen Information Service	
Sport and recreation	
Education Pre-school	
Education Primary School	
Education Secondary School	
Education Further Education and Training	
Education Third Level	
Family Resource Centre	
Local Development Company/Partnership	
NGO Non-Governmental Organisation	
Private enterprise	
Revenue Commissioner	
Social enterprise	
Statutory – City/County Childcare Committee	
Statutory - Local Authority	
Statutory - ETB	
Statutory - Health	

How is your governance?

- ▶ Principle 1 Advancing of charitable purpose
- ▶ Principle 2 Behaving with integrity
- ▶ Principle 3 Leading people
- ▶ Principle 4 Exercising control
- ▶ Principle 5 Working effectively
- ▶ Principle 6 Being transparent and accountable



You and your project

Who are you?



Where are you?

Why this project?



Your concrete objectives?

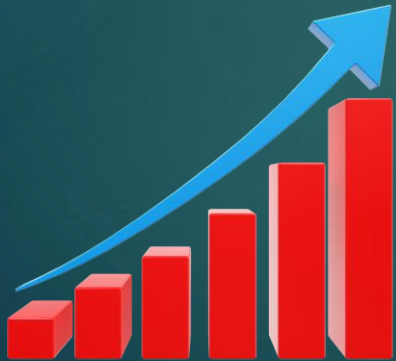
... You and your project



How are you going to do the project?



When is it going to happen?



Who is going to manage the project and how are they going to manage it?

People, networks and communications



What are the key policies that are being addressed by your project?



Complementarity, relationships, co-ordination and non-duplication?



How are you communicating?

Questions about money



How much do you want?



Ability to contribute matching funds?

Your financial status?

Financial projections?





New approaches to raising funds

... 30 options to raise money

Auction

Sell goods donated to you to highest bidders

Jack and Jill Children's Foundation online auction of celebrity items

<https://www.jackandjill.ie/events/auction-thrill-for-jack-jill/>

Create a retail sales or donate page

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Barter

... 30 options to raise money

Celebrity

... 30 options to raise money

Crowd funding

Raising money from a large number of people, typically via the Internet.

Cope Foundation

https://www.idonate.ie/1220_cope-foundation.html

See Crowdfunding chapter in manual. Chose your target amount, chose your internet platform and get your team to share.

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Donate buttons

Insert donate buttons on your website or FB/social media pages

Enable Ireland

<https://www.enableireland.ie/donate>

Install a donate button page on your website

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Event sponsorship:

Invite sponsorship of particular events/projects matching the profile of a sponsoring organization.

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Facility hire

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Gala livestreaming

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Honoring

Honouring a special person from your organisation
Three sisters raise money for Foyle Hospice by making a tribute video for their grandmother.

<https://www.irishpost.com/news/irish-sisters-charity-song-grandma-191341>

Create events that honor people whose stories are respected by your community.

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Income deductions

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Jobbing

Mobilise people to work together or individually to complete a task they believe in

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Kit

Assemble a fundraising kit so that fundraising supporters can avail of the resource to help them raise money effectively.

Mental Health Ireland send fundraising kits to their volunteers

<https://www.mentalhealthireland.ie/help-fundraising/>

Prepare your own guidelines, marketing materials, forms and anything else that makes it easy for anyone to raise money for you.

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Lottery

Create a lottery where people donate regularly and enter a weekly draw NCBI Eye Can Lottery

<https://www.ncbi.ie/ncbi-new-eye-can-lottery-launches/>

Set up direct debit regular contribution and make sure you have and permit

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Membership

Invite people to become fee paying members, in return for information, events and special treatment

Clubs and Co-operatives

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Merchandise

Christmas cards, post cards etc.

Purple house, Wicklow, Community based cancer support

<https://www.purplehouse.ie/product/christmas-cards/>

Come up with a design concept and merchandising plan

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Newsworthy

Focus on an event that is newsworthy

RNLI spotlight rescue of 2 paddleboarders in Galway
and ask for donations

<https://www.facebook.com/rnli/posts/10158023731403999>

Look for relevant news items to link with your story

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Operate differently

Move some services to online support Focus Ireland
providing tenancy support online

<https://www.focusireland.ie/i-need-help/>

See how you can help online

Next Week

15 more options to raise money

Crowdfunding

Next Week

60 sources of grants

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Title	Mixed	Arts/Culture Including Tourism	Children and young people and including education	Enterprise	Environment/ outdoors/local infrastructure	Supported employment	Wellbeing
Colour code	15	9	17	4	8	2	7

Next Week

Your funding plan

Next Week

Tour of New Options for Funding Manual



**Next week session
Tuesday 29th Sept
10.00am**

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Thank you: ©Liam Scollan

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