

Carmichael.

New Options for Funding

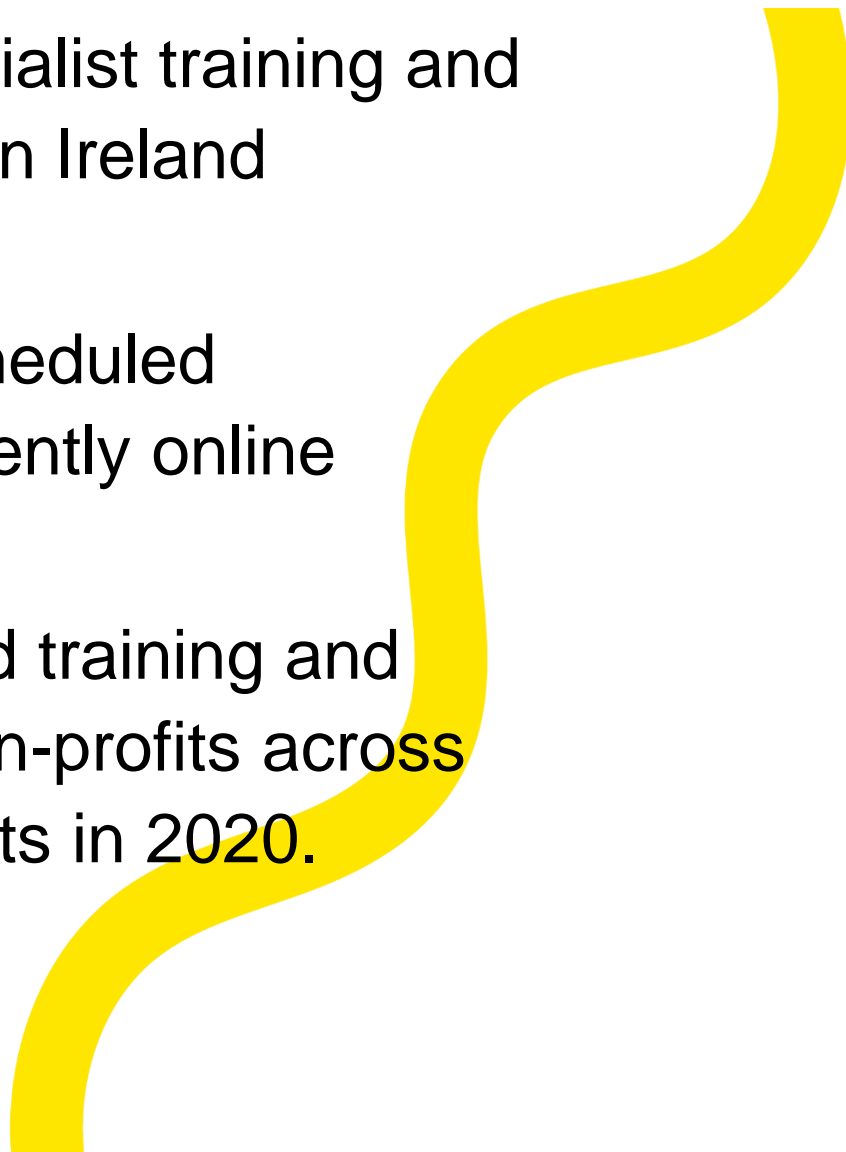
Liam Scollan

7th Oct 2021


Guiding nonprofits
carmichaelireland.ie



About Carmichael

- Carmichael is a leading specialist training and support body for non-profits in Ireland
 - We facilitate about 40-45 scheduled workshops every year – currently online
 - We also provided customised training and consultancy, working with non-profits across 26 counties – 223 such events in 2020.
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About Carmichael

- Carmichael is also an accommodation provider with over 40 non-profits co-locating in a shared space, pooling resources and tapping into peer support and services, enabling them to save time, reduce cost, upskill and thereby, focus more on delivering quality services to their beneficiaries.
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Session overview

Re-adjusting operations

Knowing your position in the world of funding

Getting ahead on application preparation

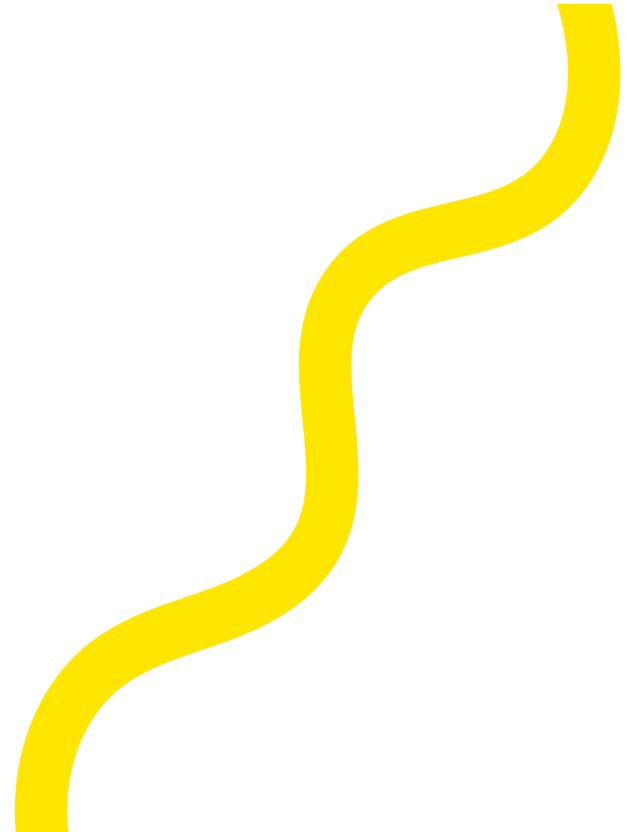
Effective communications

New approaches to fundraising

Crowdfunding

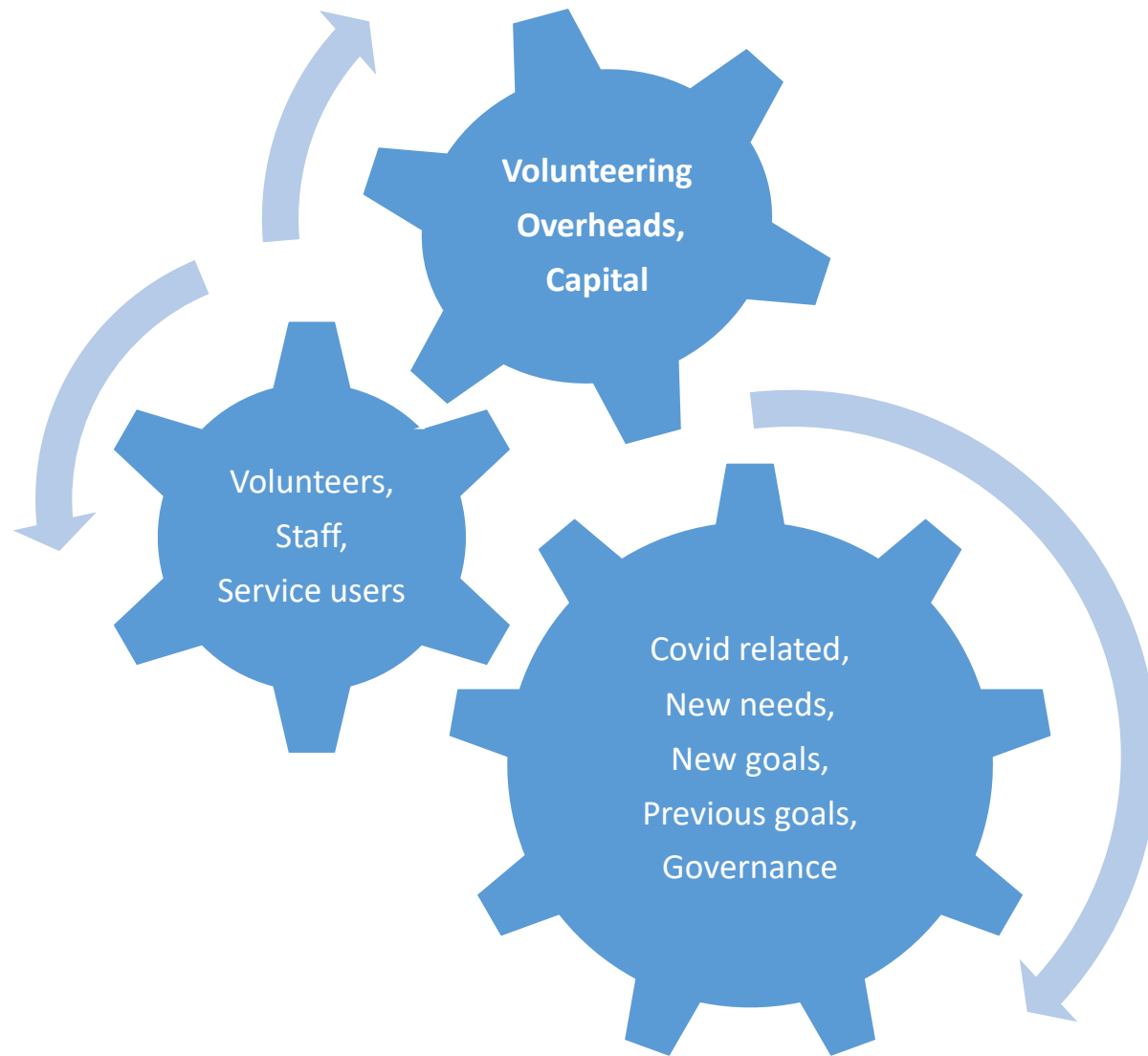
Sources of grants and loans

Your funding plan





Re-adjusting



Estimating your financial situation

Strategic

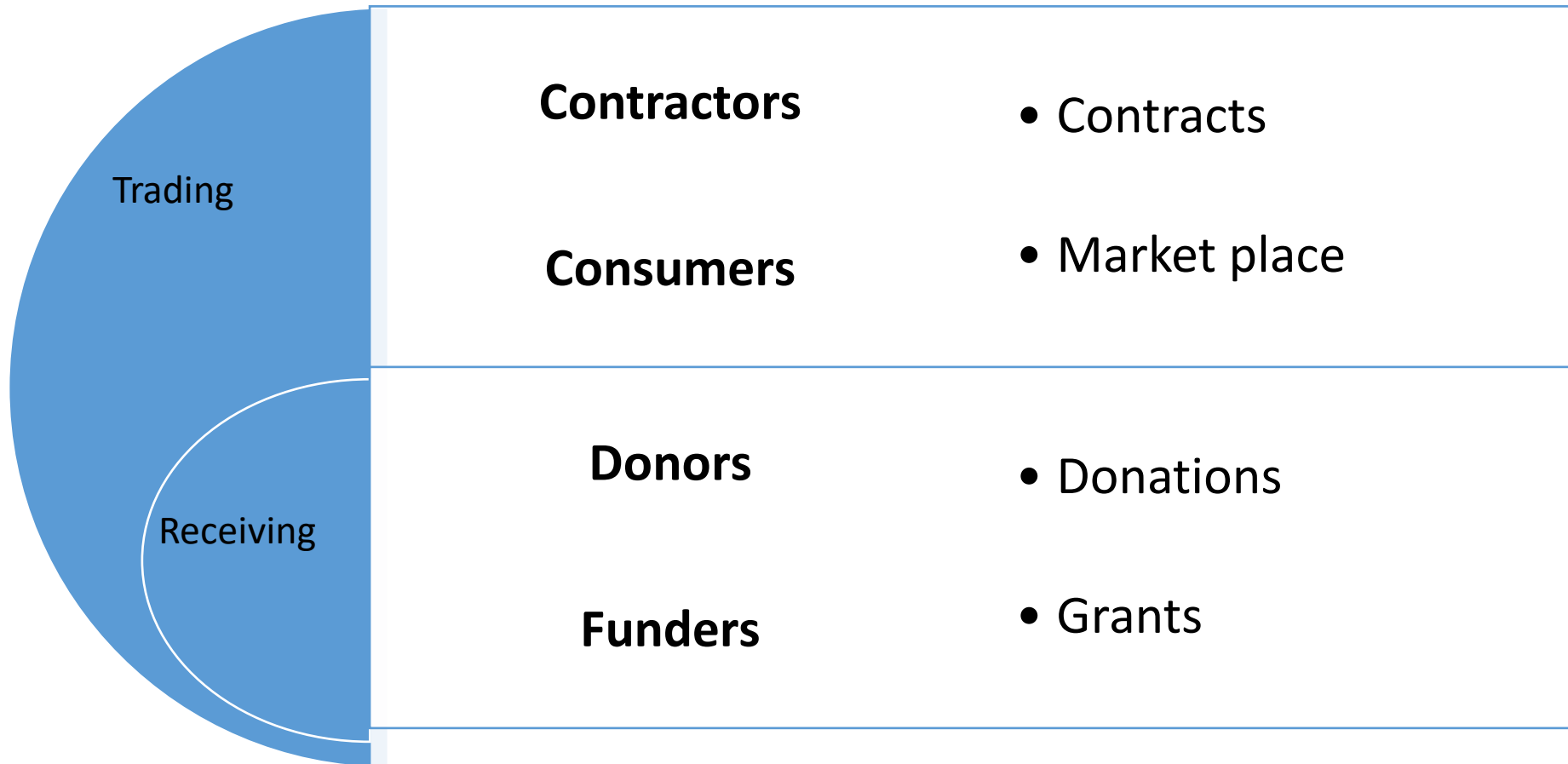
- Covid related
- New needs
- New goals
- Previous goals
- Governance

Operational

- 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

What do the 12 months ahead look like?		Financial impact in or year
Fixed running costs	Commentary:	€
Variable running costs		
<input type="checkbox"/> Covid measures?		
<input type="checkbox"/> More or less activities?		
<input type="checkbox"/> Adjustments to services?		
<input type="checkbox"/> Increases or decreases to staff and volunteer hours?		
<input type="checkbox"/> Any new developments or major purchases?		
<input type="checkbox"/> ?		
Annual running costs 2021		€
Capital		€
Where will the money come from?	Commentary	€
Contracts?		
Market place?		
Donations?		
Grants?		
Annual income 2021		€
Viability: Income less running costs?		?

Your funding relationships?





Are your relationships changing?



■ Contracts ■ Customers ■ Donors ■ Funders





Preparation

20 answers on the ready



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

Legal form

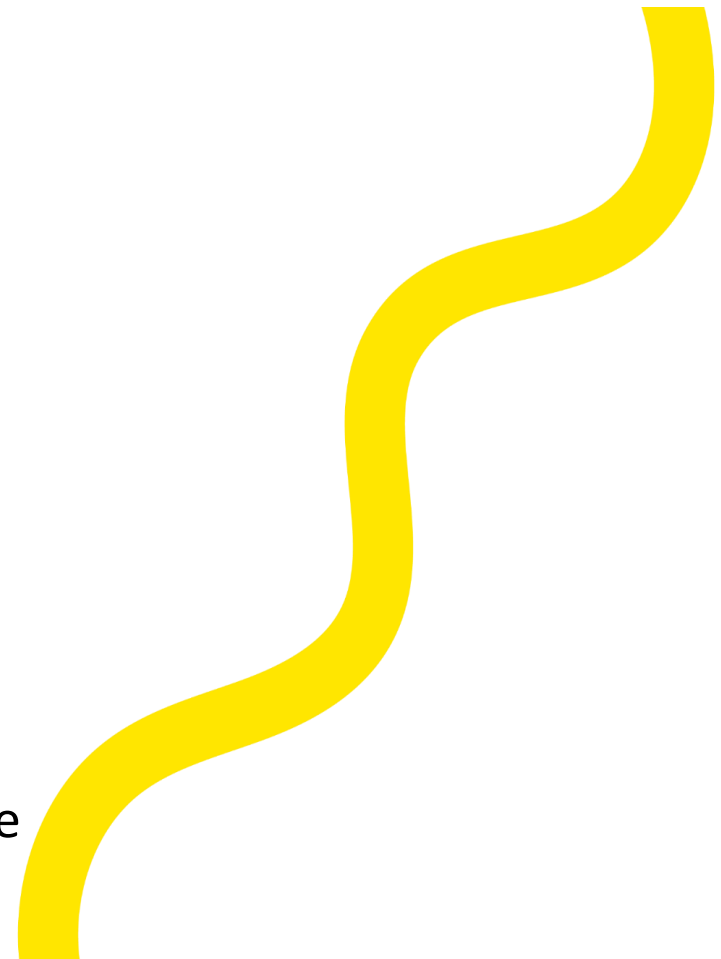
Which of these structures describe you?	Tick here
Company limited by guarantee	
Designated Activity Company limited by guarantee	
Designated Activity Company limited by shares	
Industrial and Provident Societies	
Organisation established by Statute	
Partnership	
Private Company Limited by Shares	
Private 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

New options to raise money

Auction

Sell goods donated to you to highest bidders

<https://scoopfoundation.org/event/the-scoop-art-auction-2021/>

Create a retail sales or donate page

New options to raise money

Event sponsorship:

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

New options to raise money

Honoring

Honoring 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.

New options to raise money

Income deductions

<https://galwayhospice.ie/get-involved/raffles-draws/weekly-draw/>

New options to raise money

Jobbing

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

<https://selfhelpafrica.org/onemilliontrees/>

New options to raise money

Kit

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

NSPCC online resources

<https://www.nspcc.org.uk/support-us/events-fundraising/do-your-own-fundraising/fundraising-materials/>

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

New options to raise money

Lottery

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

<https://www.ncbi.ie/supporting-us/play-lottery/>

<https://www.gov.ie/en/press-release/048ef-minister-browne-announces-the-commencement-of-the-gaming-and-lotteries-amendment-act-2019/>

New options to raise money

Merchandise

Christmas cards, post cards etc.

Purple house, Wicklow, Community based cancer support

<https://www.purplehouse.ie/shop/>

<https://jackandjillstore.ie>

Come up with a design concept and merchandising plan

New options to raise money

Operate differently

Move some services to online support

<https://irishheart.ie/get-support/>

See how you can help online

New options to raise money

Remote product contribution

Annaduff GAA (Leitrim) Buy a Brick to build
Centre of Excellence

<https://www.leitrimgaa.ie/bricks/>

New options to raise money

Tap and donate



<https://www.strikepay.co>

New options to raise money

Wills

X Factor competitions

Yearly special days

<https://www.cancer.ie/daffodildaylaunch>

New options to raise money

Z Generation

Get your local Generation Z to come up with ideas for online fundraising. The Rose Development Corporation adapting to Generation Z

<https://rosecdc.org/community/lents-youth-initiative/>

Adapt your requests and messaging to attract people born between 1996 and 2010

Crowdfunding

www.idonate.ie

www.ifundraise.ie

Crowdfunding



www.fundit.ie

www.gofundme.com

www.gogetfunding.com

<https://www.globalgiving.org>

100 sources of grants & loans

Title	Mixed	Arts/Culture Including Tourism	Children and young people and community education	Enterprise (Mainly social)	Environment/ outdoors/local infrastructure	Supported employment	Wellbeing and sport
Colour code							

Local contact points

Wicklow County Council

<https://www.wicklow.ie>

WicklowPPN

<https://countywicklowppn.ie>

County Wicklow Leader Partnership

<https://www.wicklowpartnership.ie>

Wicklow based grants

(Source Wicklow PPN)

- Community Grant - Wicklow County Council Community Awards Scheme
- Community Pride Scheme - Wicklow County Council Community Awards Scheme
- Estate Development Funding Scheme
- Arts Festival Awards Scheme
- Arts Groups / Organisations Awards Scheme
- Community Involvement Schemes
- Arklow Municipal District Festival Funding Scheme
- Tidy Towns, Estates and Sustainable Development Awards
- Wicklow County Council Tree Grant
- Municipal District Discretionary Fund

Corporate sponsorships

Aldi (Community Support Fund)

<https://www.aldi.ie/love-ireland/community>

Applegreen (Blossom Fund)

<https://www.applegreenstores.com/charity/>

Bank of Ireland (Begin Together Fund)

<https://personalbanking.bankofireland.com/campaigns/begin-together/>

Corporate sponsorships

Coca Cola (Thank You Fund)

<https://www.coca-cola.ie/community>

Ecclesiastical Insurance – (Movement for Good Fund)

<https://www.ecclesiastical.com/movement-for-good/>

<https://www.ecclesiastical.ie>

Energia (Get Ireland Growing)

<https://www.energia.ie/energia-get-ireland-growing>

ESB

<https://esb.ie/acting-responsibly/community-stem-and-the-arts/esb-corporate-responsibility>

Patagonia International environmental grants

<https://www.patagonia.com/how-we-fund/international-grant/>

Community Enhancement Programme

Small scale capital projects that will enhance community facilities i.e. community centres & halls.

Check with your local authority

Community Foundation Ireland Comic Relief – open call for projects

<https://www.communityfoundation.ie/grants/types-of-grants/rte-does-comic-relief>

Connected Hubs Fund

<https://www.gov.ie/en/publication/0cfdb-our-rural-future-5-million-connected-hubs-fund/>

LEADER Transitional Programme

<https://www.gov.ie/en/press-release/779fc-minister-humphreys-announces-transitional-leader-programme-now-open-for-applications/#>

Loans for social enterprises

<https://communityfinanceireland.com>

<https://www.clanncredo.ie>

National Lottery

<https://www.lottery.ie/useful-info/apply-for-good-causes-funding>



Sources of grants

ARTS/CULTURE INCLUDING TOURISM

Arts Council

<http://www.arts council.ie/available-funding/>

Artist in the Community Bursary -

<https://www.create-ireland.ie/programme/artist-in-the-community-scheme/>

CHILDREN YOUNG PEOPLE AND COMMUNITY EDUCATION

Programmes administered by Pobal ranging from individual supports to equipment and staffing at childcare facilities

<https://www.pobal.ie/programmes/>

Community Education Grants

Local Education Training Boards (ETBs)

Irish Youth Foundation

<https://iyf.ie/grants/>

Training Links Programme 2021-2023

<https://www.wheel.ie/traininglinks>

Employment support

Employment schemes

- Community Employment Scheme (CE)
- Community Services Programme
- Community Services Programme Support Fund
- Dormant Accounts Fund Measures to Support and Improve Employment Opportunities for Carers and Persons with a Disability
- Rural Social Scheme
- Tús

Enterprise – mainly social

ARISE

<https://www.gov.ie/en/news/4ddaf-awareness-raising-initiatives-for-social-enterprise-arise-scheme-2021/>

Social Inclusion and Community Activation Programme (SICAP) 2018 – 2022

<https://www.pobal.ie/programmes/social-inclusion-and-community-activation-programme-sicap-2018-2022/>



ENVIRONMENT/OUTDOORS/ LOCAL INFRASTRUCTURE

Community Enhancement Programme

<https://www.gov.ie/en/policy-information/e669d7-community-enhancement-programme/?referrer=/community/community-enhancement-programme>

Town and Village Renewal

<https://www.gov.ie/en/policy-information/01125e-town-and-village-renewal-scheme/#the-2021-town-and-village-renewal-scheme>

16th July 2021

Wellbeing and sport

Wellbeing and sports

• Age and Opportunity	Queens Institute of District Nursing
• Church of Ireland Priorities Fund	Respite Care Grant – HSE
• EIL (Intercultural learning) Seed Fund	St Stephen's Green Trust
• Esther Ireland Covid-19 Response Grant	Safe Food Community Food Initiatives
• Gambling Awareness Trust (GAT)	Seniors Alert Scheme
• Hospital Saturday Fund	Section 39 HSE Grants
• Human Rights and Equality Scheme	Sláintecare Integration Fund
• Inland Fisheries Ireland	Sports and Recreation Partnerships
• Older Persons Fund	Sports Capital Programme

Older Persons Fund

<https://www.communityfoundation.ie/grants/types-of-grants/the-older-persons-fund?fbclid=IwAR3jK2KEtXkMNthnPL1QOOjqdn2OfLMv7Z4a6poIJyJbE8glm2izXycFuOs>

Esther Ireland

<https://www.esther.ie/how-to-get-involved/esther-ireland-grants/>

Hospitality Saturday Fund

<https://hospitalsaturdayfund.org/apply-for-a-grant/>

Queens Institute of District Nursing

<https://www.qidn.ie/apply.htm>

Respite Care Grants

<https://www2.hse.ie/services/national-lottery-grants/national-lottery-grants.html>

Stephen Green Trust

<https://www.ssgt.ie/what-we-fund/>

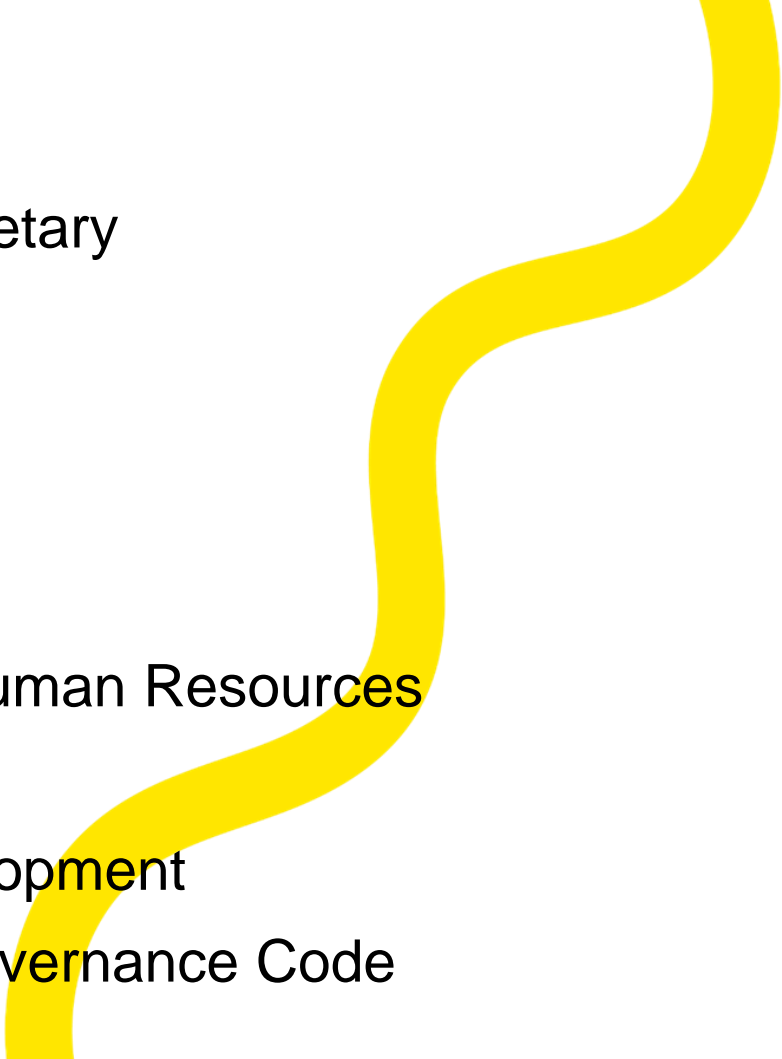
Seniors Alert Scheme

<https://www.pobal.ie/programmes/seniors-alert-scheme-sas/>

Your funding plan

Other supports available from Carmichael at this time:

E-Learning

- GDPR Levels 1 & 2
 - The Role of the Company Secretary
 - The Companies ACT
 - Risk Management
 - Outcomes & Outputs
 - Marketing & Sales
 - Employing Staff & Managing Human Resources
 - Financial Management
 - Business Organisation & Development
 - Governance & the Charities Governance Code
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Thank you. Liam Scollan

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