

# Ready, Steady, Funding!

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# Funding Readiness – what is it?

It's the **state of development and suitability** of an organisation to secure funding. It's not just having a great idea and mission, it's demonstrating your organisation is at a stage where it can make **effective use** of a grant.

This includes:

- ✓ having **good housekeeping**
- ✓ having a **fundraising plan**
- ✓ understanding what makes your organisation **uniquely placed to deliver**
- ✓ having clear **evidence** about how your work makes a difference



# Good housekeeping

Funding readiness includes considering how your organisation would fare when funders do their **due diligence checks**.

Distinction between **eligibility** and **due diligence**.



- Compliant with regulators
- Governing document
- Annual accounts
- Policies
- Risk assessment
- Financial controls
- Insurance
- Communications

# Good housekeeping - compliance



**Companies House / Charity Commission records** – have accounts and annual returns been submitted on time? Trustee details, registered address, funding history.



**Governing document** – shows your organisation's charitable aims and objectives, beneficiary group, geographical area, membership, at least 3 unrelated trustees, dissolution clause for transfer of assets. When was it last reviewed?



**Annual Accounts** – diversity of income, reserves policy and unrestricted reserves available.

# Good housekeeping - policies

Policies reviewed in the last 2 years e.g. Safeguarding, Health and Safety, Equality, Diversity and Inclusion, Data Protection / GDPR, Whistleblowing.

Signed / dated  
and next review  
date included

Links to other  
policies

Policy statement  
and definitions of  
abuse

Safeguarding policy

Contact details for  
external  
organisations

Designated  
Safeguarding  
Lead contact  
details

Clear procedure  
for reporting  
safeguarding  
concerns

# Good housekeeping – risk, controls, insurance



Risk assessment  
policy / statement

How you assess  
and mitigate  
organisational risks



Financial controls

Budget,  
management  
accounts, bank  
statement



Insurance

Employers liability,  
public liability,  
professional  
indemnity

# Good housekeeping - communications



- ✓ Is messaging **consistent** across all communications?
- ✓ Is information **up-to-date** and in line with the mission and aims?
- ✓ **Who's involved** – senior leadership and their expertise?



Getting Funding Ready guide is being prepared and will be available on CTA website soon!

# Fundraising Plan

	<b>Contents</b>
1	Introduction
2	Fundraising history and SWOT analysis
3	How much funding is needed and for what purpose
4	Funding already in place
5	Potential income streams and funding sources
6	Resources needed to support the fundraising activity
7	Action Plan for Year 1 with a review

## 3 documents to consider

**Accounts** – answers the question ‘where has our income come from in the past?’

**Business Plan / Strategy** – answers the question ‘what do we plan to do over the next 3 years?’

**Budget** – answers the question ‘how much will it cost to do it all?’



# Fundraising Plan

## The prospect onion

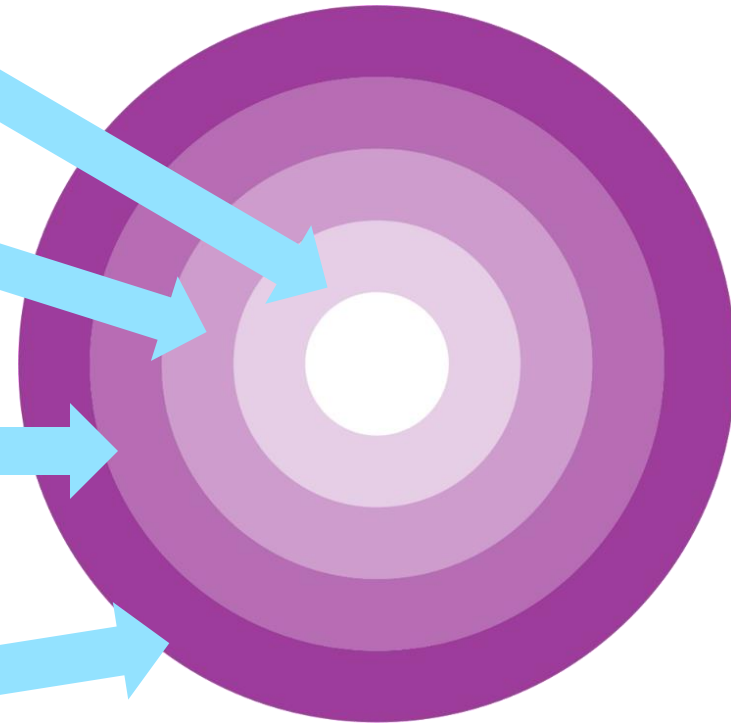
Start with the most likely prospects in the centre then work outwards (through the layers of the onion) to explore other prospects

**Current funders** – is there potential for continuation funding with them?

**Funders who have given in the past** – can you renew contact to update them and explore new funding proposals?

**Likely funders** – who are interested in the work you do (social isolation, community cohesion, climate change)?

**Prospective funders** – who is funding your 'competitors'?



# What makes your organisation unique?

Create a simple document capturing your organisation's strengths

- ✓ Strengths on the Board or amongst senior staff
- ✓ Entirely volunteer-led organisation or **volunteer involvement**
- ✓ Track record of successfully managing projects
- ✓ Award-winning e.g. CTA Awards, Charity Awards
- ✓ Quality mark schemes such as Investing in Volunteers
- ✓ Customer service
- ✓ Key stakeholder within local partnerships
- ✓ Strong focus on identifying and sharing **learning**

# Impact of your work

Annual passenger survey e.g. percentage feeling less isolated

High street spend, savings to NHS and similar

Statistics, such as number of passengers supported

Case studies of volunteer drivers and passengers

Your partners and stakeholders feedback about your impact

ECT Social Value Toolkit or similar

# Some tips for strong applications

'Show me, don't tell me' principle

Our work is innovative

How is it innovative?

**Describe** those aspects of your work that are innovative

- ✓ What are other organisations doing and how does your approach differ?
- ✓ What prompted you to try something different – e.g. did you do a pilot project or research or have specific insight / expertise?
- ✓ Why aren't other organisations doing similar?
- ✓ What makes you confident this different way of doing things works?

# Some tips for strong applications

We co-develop  
our services

**Show** your track record of involving people who use your services

**Describe** how they are involved in genuine and meaningful ways

- ✓ Do some of your trustees, staff and volunteers have lived experience of the issues your passenger face?
- ✓ How do they use this experience to make your work more impactful?
- ✓ How have you gathered and acted on passenger feedback previously to improve your activities?
- ✓ What mechanisms do you have in place to listen to people's views eg. passenger forum, interviews, representatives on the Board?

# Some tips for strong applications

We have excellent leadership

**Describe** who is involved in running your organisation and why this should give a funder confidence

- ✓ What specialist skills or experience do your leaders bring to the organisation?
- ✓ Have they previously worked for other well-known or specialist organisations in the sector?
- ✓ Do they have particular achievements that could be highlighted?

# Some tips for strong applications

Our service is needed now more than ever

**Show** what that need looks like and how you know it exists

- ✓ Do you have data from independent sources eg. Indices of Multiple Deprivation, Local Authority reports or relevant research?
- ✓ Can you include key statistics from your own internal monitoring such as the growth in demand over the past few years and current unmet need?
- ✓ Do you have testimonials from credible organisations / stakeholders that refer to the need and how your organisation addresses it?

# Summary



Consider what practical actions you can take so your organisation is well placed to secure funding

- 1 Check your **governing document** – does it need reviewing?
- 2 Check your **policies** – are any missing or do any need updating?
- 3 Ask some stakeholders to **review your website** and social media content
- 4 Do a **good housekeeping sweep** eg. internal financial controls, risk assessment
- 5 Revisit or introduce a **fundraising plan**
- 6 Create a document covering what makes your organisation **unique**
- 7 Review whether you can gather other evidence of your organisation's **impact**
- 8 Create a document covering the **need** for your work, including statistics, research, reports



# Thank you!



- ✓ Resources on CTA website
- ✓ Development Officers
- ✓ Local CVCs / CVSs
- ✓ Training e.g. SCVO
- ✓ Share expertise