

# **FUNDING AND FUNDRAISING FOR COMMUNITY HALLS**

## **Written by Mark Wright for Dunedin City Council Community and Recreation Planning**

*In the modern economic environment fundraising is something that non-profit organisations need to be working at constantly. These range from the likes of grants and donations to sponsorship and fundraising events. This leaflet sets out to give a range of basic pointers on the types of options available.*

### **GRANT FUNDING**

*Funding for your project may be available from a range of charitable trusts, government and local government organisations. A list of possible funding sources are included at the end of this section.*

#### **Lists of Grant Sources**

'Fundview', The Funding Information Service Database – available for use at the Internal Affairs Link Centre, NML Building, corner George St and the Octagon, Dunedin.

*Funding for Community Groups and Individuals* is a useful publication put out by the Dunedin Council of Social Services. It contains a run-down of nation-wide and Otago-based charitable trusts, the sort of funding they offer, and application information. It is available from the DCOSS office P O Box 5222, Dunedin. Ph: 471 6150.

#### **Making An Application**

First step is to make a short list of potential funders and then make initial contact with them, by phone, letter or even in person. Briefly outline your project, and ask their advice on whether it would fit their criteria, and what form your application should take.

The sort of application required will vary from funder to funder, but whoever you are dealing with it is important to show that you have planned ahead and know your timeframes, are well organised, and have the credibility to carry out the project.

You need to be able to clearly describe what it is you are setting out to achieve. You need to show that there is a need for what you are proposing and that you have the support of the local community.

Be prepared to give a clear picture of what the project involves and who you will be working on it and what sort of local community input there will be.

You will be asked to submit a budget. This should show all direct and indirect costs, from materials and administration costs to the likely value of volunteer input.

Most funders will also expect you to supply part of the funding for any project. This can include volunteer input and donated goods and materials. Be as accurate as possible and don't pad your budget.

If you are required to fill out a form, it is important you answer all the questions clearly and concisely. If you don't feel you can in the space provided include attachments, but try to keep them relevant and to a minimum. Keep it as tidy as possible.

If you are required to make your own application keep it as brief and as straightforward as possible, but make sure you include the sort of details outlined above. Put your proposal into sections such as Purpose, Timetable, Programme, Budget etc.

**Follow-up:** If you are not successful it is worthwhile finding out why not. It may simply be a case of not enough money to go around or there may be ways you can improve future applications.

### **Possible funding sources for Community Halls.**

*The following organisations are possible sources of funding, particularly for capital work and improvements to your hall. You may be able to find others using the Fundview database at Internal Affairs.*

### **DCC Community Grants Scheme**

Contact: The Community Adviser, DCC. Ph 477 4000.

### **Lottery Grants Board**

Dunedin contact: Steve Bennett, Internal Affairs, Ground Floor NML Building, Cnr George Street & Octagon. Ph 479-6509.

### **The Community Trust of Otago**

Contact: Carol Melville, Donations Assessor, PO Box 5751, Dunedin. Ph 479-0994.

### **The Alexander McMillan Trust**

Contact: Linda Van Turnhout, Cook Allan Gibson, PO Box 143, Dunedin. Ph 477-7312.

### **Sargood Bequest**

Contact: Aynsley Munro, Secretary, PO Box 5546, Dunedin. Ph 474-0900.

### **Pub Charity**

Contact: Applications can be made through local hotels and taverns which are members of Pub Charity Inc.

### **Lion Foundation**

As with Pub Charities this is administered by local hotels. Phone local establishments to see if they are members.

**N.B.** Lion Foundation and Pub Charities are "competing" charities so hotels and taverns will be a member of one or the other.

*Community Halls in rural areas may also be able to apply for funding from:*

**Rural Communities Trust**

Contact: Secretary, PO Box 715, Wellington. Ph (04) 473-7269.

## **CORPORATE SUPPORT AND SPONSORSHIP**

On the face of it, corporate support may seem beyond the realms of possibility. One thing you need to remember is that you are unlikely to get something for nothing. That is, your corporate supporter will expect something in return, from free tickets to your event to naming rights. Looking at it the other way around, you have a tradable commodity - your fundraising event or the project you are trying to fund - and it may be in the interests of some businesses to support it.

### **Putting a proposal**

Work out which businesses may benefit from your project or from supporting the work of your community hall. This may be because of:

- geographic proximity
- an already established personal/business relationship with the company
- the company's involvement in similar areas, for example your hall is used a lot for sports groups which the company already supports.

The bottom line is that you will have to offer them something which will help enhance the company's sales and/or public relations goals.

When writing your proposal try to think things through from the target company's point of view.

- i) Start with a introduction of what you are proposing.
- ii) State the benefits they would get from providing sponsorship. This may include:
  - putting their name on signage, noticeboards, stationery, advertising flyers and newsletters
  - allowing some form of temporary or long-term display in the hall
  - promoting their name during fundraising events through display banners, advertising, PA system announcements and name association in all press releases
  - a prominent space during any fundraising event where they could advertise their products/services and give demonstrations.(You could even place a dollar value on each of these.)
- iii) Give them details about how the sponsorship money is to be used.
- iv) If you have a specific project, give them a budget.

- v) Give them background to your community hall. What sorts of groups use it, the importance of its place in the community and the calibre of the people on the committee.
- vi) Future developments planned for the hall.

Send an accompanying letter in which you summarise the proposal, and indicate you are prepared to look at alternative ideas as well. Retain the initiative by saying you will contact them in the near future.

When you come to meet with them be prepared to take along further information which will be useful, for example photographs and samples.

Remember the follow-up. Whether you are successful or not make sure you write a thank you letter. If you are successful remember this is now a business deal and you must keep to your end of the bargain. Keep your sponsor well informed about what you are doing and keep them informed of the results and successes. Make sure they get to see promotional material with their name on it before it is sent out.

## **PRIVATE CONTRIBUTIONS/DONATIONS**

As a general rule of thumb, appeals for support for projects or programmes are more effective than requests for help to meet an organisation's general needs or a financial predicament.

### **The Six Principles of Philanthropic Giving.**

*Many of these points apply just as strongly to giving by businesses and charities.*

1. People give money because they want to. It's not an act of arm-twisting.
2. People don't give unless they are asked. Contributions seldom come out of the blue.
3. People give money to people. Person-to-person relationships are an important part of the equation.
4. People give money to opportunities not needs. Helping an organisation achieve a goal is more appealing than bailing it out.
5. People give to success, not to distress. The request for support must support achievement not despair.
6. People give money to make a change for the good. They give because they can see results.

These principles help explain why people give and they also provide pointers for how you should ask.

- Remember that ego is deeply involved in all giving; ego must be respected and even played upon.
- Because people tend to give emotionally rather than rationally, they need to be offered hopes and visions.
- The decision to make a gift is rarely made on a first asking.
- Few give major gifts at first so wise askers gratefully nurture a small gift into a later larger one.

- When the donor of a major gift denies interest in recognition, take care. Frequently that's exactly what they want.
- Many major donors are already part of the organisation so recruiting potential major donors to the organisation is a must.
- Assume partners both share in the gift-making decision so include both in your approach.
- Use the person most highly respected by the donor to make the approach - not necessarily a friend or colleague.
- Children of prospects are generally not good askers; it is too easy for the parents to say no.

### **Your Public Profile**

It helps if you can develop a positive public profile before you begin seeking contributions. This can be done through positive, successful activities and events at your hall, and good community relations which help develop awareness of the role your facility has in the community. A simple brochure about the hall, what it has to offer, the sorts of groups using it and how people can or organisations can hire it would help raise a positive profile and also be a useful marketing tool. Awareness attracts interest which can then be cultivated into involvement.

Remember, people give money to make a change for the good so it is important to get across the message that your hall is an important community asset.

### **FUNDRAISING BY SPECIAL EVENTS**

Even in the modern world of corporate sponsorship there is still plenty of room for more traditional fundraising methods.

There are plenty of options such as: quiz nights; auctions; dances/concerts; fairs; sweet sales; car washes; raffles; fun runs; garden tours; casino nights and housie.

### **Publications**

The Dunedin City Council has a number of helpful booklets. *Funding and Fundraising for Community Groups* goes into the issues covered in this leaflet in more detail and includes a very good bibliography of other publications available from the Dunedin Public Library. For a copy please call 477 4000.

### **For Further Assistance**

There are several advisory services available who can help you with advice and support.

Dunedin City Council Community and Recreation Planning  
6th Floor  
Civic Centre  
DUNEDIN  
Community Adviser 477-4000

Link Centre, Community Advisors

NML Building

George Street

DUNEDIN

Ph 479 6505

(includes Lottery Services and Community Organisation Grants Scheme advisory staff)