

READ Consultancy

Top Ten Tips for Fundraising from Trusts & Foundations

1. Every Trust & Foundation is different. Research each one thoroughly before applying – read everything on the website
2. Be clear about what you do and why you are special – put your head above the rest
3. Collect hard facts and statistics on your work – prove you can deliver
4. Tell some real stories in case studies that demonstrate your success, and the need you fulfil
5. Know everything about your project and aims before applying – the best person to write an application is one who understands the context, audience, need and track record
6. Don't disregard smaller Trusts & Foundations for smaller projects – the paperwork is often simpler and your chances improved if the funder is more obscure
7. Collect testimonials, thank you's, positive emails and press coverage as you go – keep them in the fundraising file
8. Only apply for the amount you need, and what fits the criteria. Each Trust or Foundation can address a different part of your project if necessary – not just all or nothing
9. Keep copies of all applications, particularly those you submit online – type text in a document, then cut and paste if necessary – you'll need it
10. Apply well ahead of the project happening. Some Trusts & Foundations can take months and months to go through their process, especially if your project is complex.