



RAISE

your fundraising game

Trusts & Foundations - Strategies for Success

08.02.22

Speakers



**Sara Stokes, Grants and Donor Services Manager
The Community Foundation**



**Siobhán Gallagher, Director
The Ireland Funds**



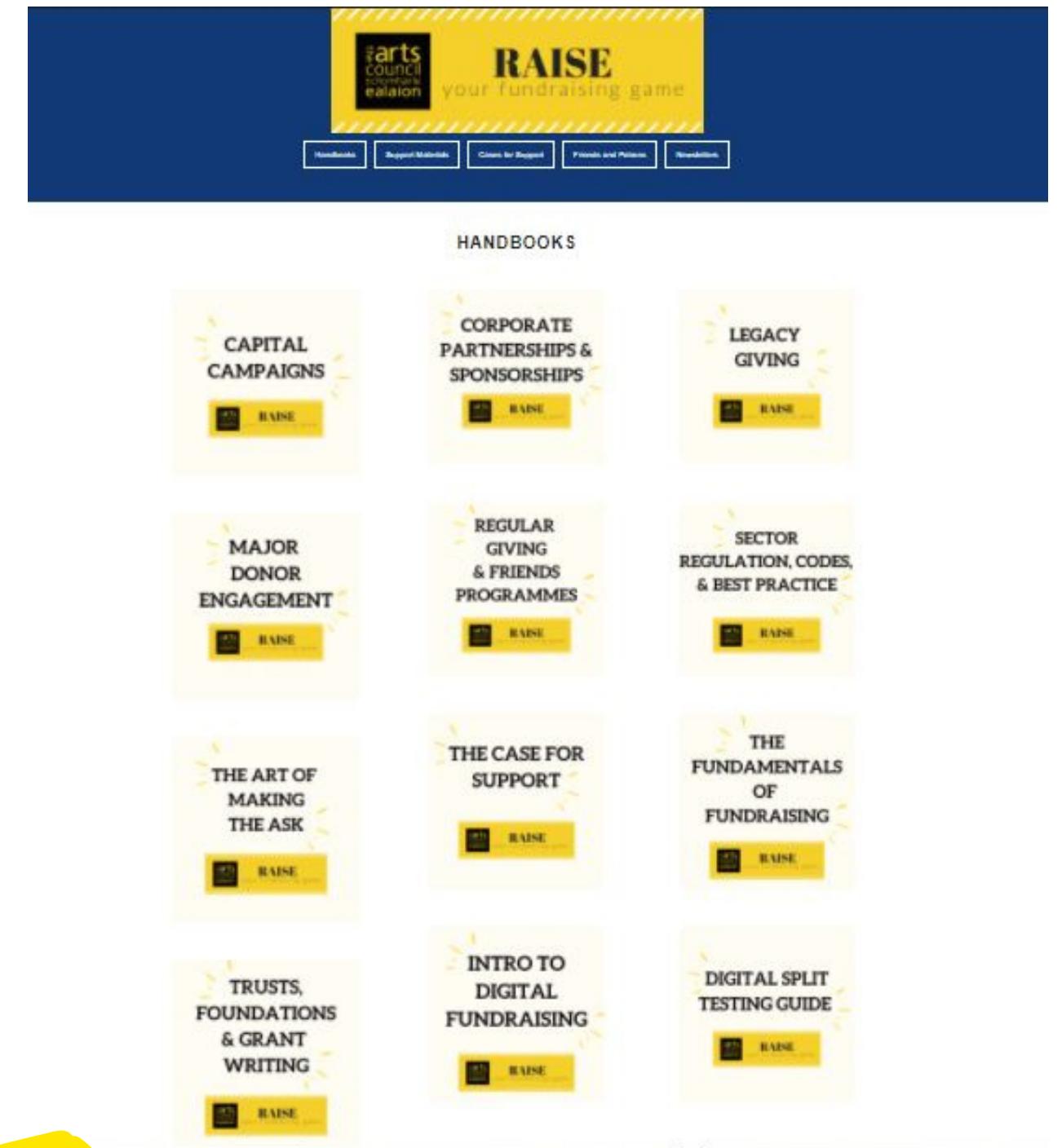
Schedule

**2pm- 2.30pm - Presentation
from Siobhán & Sara**

2.30pm - 3pm- Q&A

3pm - 3.20pm - Practical Tips

**Remember: Link to Trusts &
Foundations Handbook here on
the RAISE Members' Platform**



Trusts & Foundations in Ireland today

- **164 Trusts & Foundations in Ireland (Benefacts, 2021)**
v
- 8,800 Trust & Foundations in UK (CultureHive) with 1,731 registered during the course of 2020 in UK (Cape Partnerships)
- **T&F Approx. 7% of Fundraised income in Ireland (Giving Ireland Report, 2021)**
- 113 of top grant-making trusts receive over **90% ineligible applications** (Source: Director of Social Change).



Impact Map – Philanthropy Ireland, 2021

https://philanthropy.ie/wp-content/uploads/2021/01/Impact_map_Ireland_2021.pdf

Giving Ireland Report, 2021

INTERNATIONAL COMPARISONS

FIGURE 32: IRELAND FUNDRAISED INCOME 2019

Giving Ireland 2021,

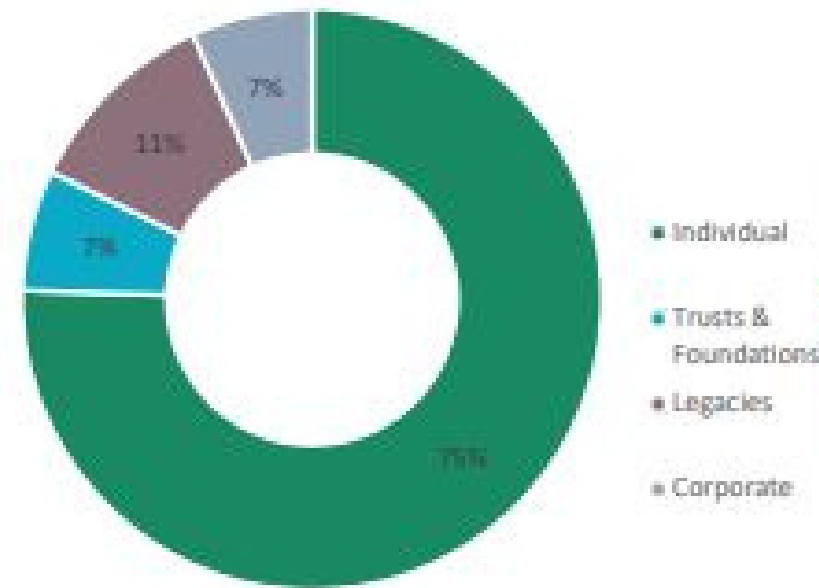
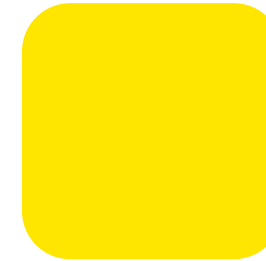
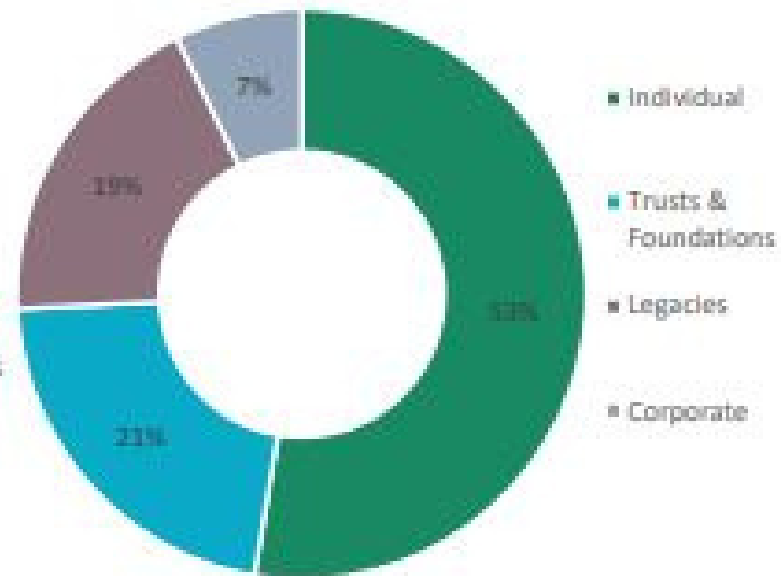


FIGURE 33: UK FUNDRAISED INCOME 2019

NCVO Civil Society Almanac 2021



In 2019, Ireland relied most on Individual Giving at 70%.

FIGURE 34: USA FUNDRAISED INCOME 2019

Giving USA 2020

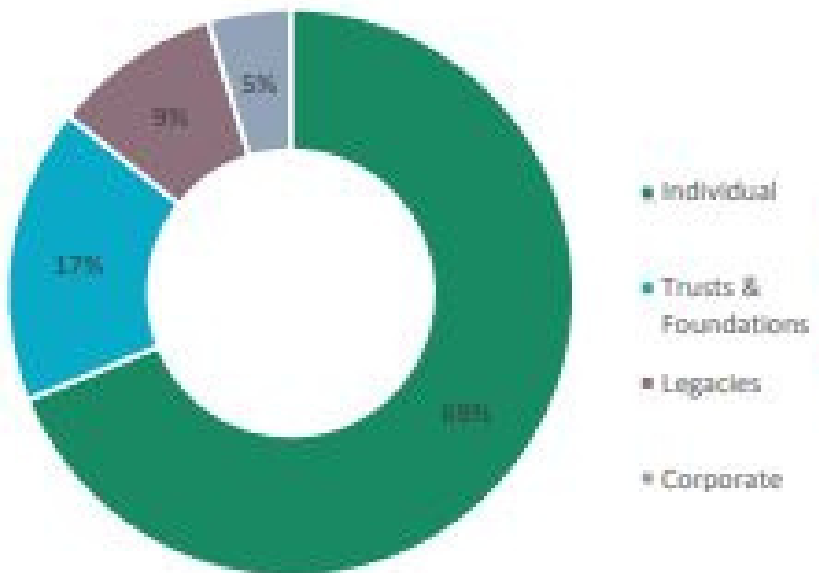
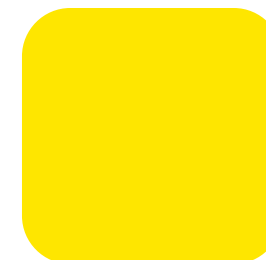
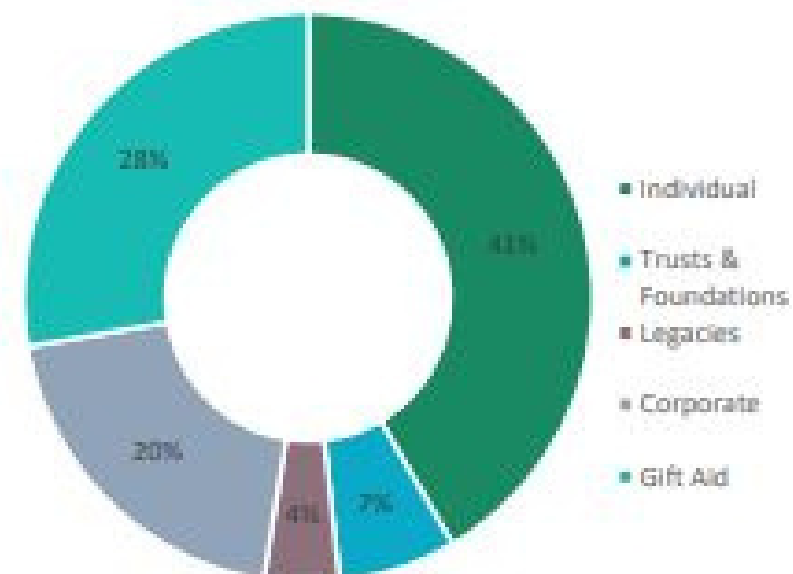
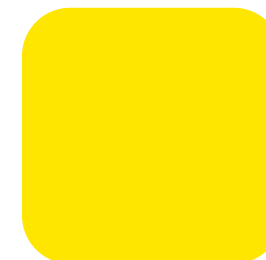


FIGURE 35: NZ FUNDRAISED INCOME 2018*

NZ Support Report, 2020



Trust & Foundations formed 7% of the Fundraising Model



As we can see, T&F income is much lower in Ireland than in UK, US, & NZ

Researching & Applying for Grants



Philanthropy Ireland



Funding Point (accessible via
www.wheel.ie)



Grant Tracker (Northern Ireland)



Business in the Community



Charities Institute Ireland

PRACTICAL STEPS



1. Determine why you require funding

2. Ensure eligibility

3. Research the funding body and previous grant recipients

4. Set some realistic goals and ideas for your application

5. Be clear on monitoring and evaluation

6. Submit ahead of time

BEING CLEAR ON THE CASE FOR SUPPORT

Who is the organisation and what does it do?

What is distinctive about the proposed project?

What is the goal to be accomplished?

How will the funding enable this to be accomplished?

What's in it for the funder?

Why should they grant funds for this project?

Quick Tips for Better Bid Writing →

●
**Spell out
the need**

●
**Differentiate
yourself**

●
**Target
Specific
Projects**

●
**Eliminate
jargon for
your
application**

●
**Tell your
story –
demonstrate
impact**

●
**Focus more
on solutions
than
problems**

●
**Be sure
your
budget
makes
sense**

●
**Before
submitting,
solicit
feedback from
an objective
reviewer**

●
**Don't send
unnecessary
information**

●
**Watch the
details!
(Length,
word count,
margins)**

● Top Tips – Key Takeaways

- Know your funding source – research, research, research!
- Pay special attention to the funders mission statement
- Pick the right grant for you
- Answer the exact question asked!
- Use simple, direct language to answer each question
- Make a compelling case
- Be positive but humble – don't presume a grant is owed to you!
- “Ask not what the grantor can do for you, demonstrate what you will do for others with their money”
- Take advantage of any and all help the grantor offers
- If you receive a grant: celebrate but get to work and remember to manage the relationship effectively!

● How to engage Trusts & Foundations in Ireland...

- **Invite** Foundations to engage in your work first (a production, a programme, a project – let them know who you are!)
- **Share your stories with them** – Organisational Strategies, Annual Impact Reports, Case for Support etc.
- **Connect online** – CFI, Rethink Ireland & The Ireland Funds are very active on Twitter & LinkedIn
- **Board / Subcommittee** – Identify inroads and connections to foster relationships
- **Network** – attend online and in-person events hosted by funders
 - The Community Foundation **'Talk to the Team'** – the 2nd Thursday of every month from 9.30 to 11.30



STEPS TO TAKE TODAY

●
Research Funders that actually support your organisational objectives

●
Build out a Funding Calendar, identifying key points in the year from grant proposals (and resource accordingly)

●
Developing a pipeline of new prospects and factor in % success and % failure in your bids

●
Proactively develop relationships with Trusts and Foundations by submitting requests for support and getting in touch

●
Use your Case as a foundational support document