

Fundraising Strategy 2008/10 – Outcomes Fundraising Working Group

Current Situation

Existing funding comes from Harrow Council, which has been the main source of funding for Harrow Agenda 21 for a number of years. This funding traditionally comes to an end in March each year. Current Harrow Agenda 21 fundraising timescale starts when the local authority application process starts in August. This would change if additional funders are approached by Harrow Agenda 21 for projects, campaigns and development.

Harrow Agenda 21 aims to increase the amount of people engaged in creating a sustainable community both locally and globally.

Harrow Agenda 21's unique characteristics includes sustainable development, specifically harrow orientated, increasing greener living and environment awareness also that it is open to every resident in harrow and effects everyone. In more detail the areas of work for Harrow Agenda 21 are environmental, economic and social with an emphasis on interconnectedness of these areas, this might not be recognisable to all funders (including general public making donations). It may be more favourable at times to highlight Harrow Agenda 21 to funders as an organisation working for local community development and education.

Recommended fundraising priorities for 2008/09

- Schools newsletters
- Awards (Anne Swain Sustainable Youth Award) and expanding this to groups of young people and prize money amount
- Running costs (website, telephone, stationary, postage, volunteer expenses and volunteer training)
- Allotment costs

The fundraising working group was not able to consider the action groups aims to suggest possible activities for fundraising and made the recommendation that:

- Action Groups should be asked by the Executive Committee to consider their aims and objectives for the forthcoming year and to put forward two projects or campaigns that they would like to fund over.

The fundraising working group also recommended that research could be done on other Local Agenda 21 groups the activities and aims which could be used as model by Harrow Agenda 21 and Action Groups.

Estimated amount of funding that needs to be raised

The group estimated the amount needed for core costs:

2008 / 09 £10,000

2009 / 10 £15,000

Methods to be used for raising funds

- Activities in public spaces and ask for donations
- Organising interactive stalls where people can get involved in an activity or make something which can be exchanged for a donation
- Have a presence at events where there might be a sympathetic audience, for example at horticultural shows
- Sign up to information networks for email and postad newsletters, information, funding calendars, funding alerts. For example, BRAVA (brent newsletter with fundraising news)
- Attend 'meet the funders' events organised in Harrow and North West London Area to find out more info about them and build relationship with funders
- Internet research to search for funders and fundraising
- Make use of fundraising databases to find funders (Funderfinder, Grantfinder, DSC Trustfunding.org). A service is available at HAVS to use a fundraising database and some information is available online.

Possible fundraising activities

- Creating local practical activities

Some examples are provided by the Fundraising Working Group:

- Making recycled textile bags on our stalls at shows and selling them (wider scope for people bringing their material and people make them on the stall, power for sewing machine could be renewable, if needed.)
- Sell t-shirts with "think local, act global"
- Sponsored walks, sing songs, recycling (points for bringing in things you can recycle)
- Treasure hunts and raffles
- Fashion show (in conjunction with TRAIID / Oxfam / M&S)

- Statutory funders

Some examples are provided by the Fundraising Working Group:

- *Local authority, Primary Care Trust, National Government, DEFRA*

- Charitable Trusts

Some examples are provided by the Fundraising Working Group:

- *Co-operative Divided, Community Development Foundation, Big Lottery – Awards for All, Gannett Foundation, City Bridge House, Prince of Wales, Jack Petchy Foundation, Edward Harvist Trust, John Lyons, Cafébank, Lloyds TSB Charitable Trust, Tudor Trust, Community Development Foundation, Police Property Fund, The Masons Charitable Trust*

- Businesses

The Fundraising Working Group made recommendations that:

- Businesses can be canvassed for fundraising purposes for both volunteering time and money
- Also that business sponsorship should be ethical. In fundraising from big businesses the ethos of the company should be considered. In research the more ethical should be considered prioritised. Emphasis should be

placed on getting funds and support from local businesses primarily. Keeping a local focus.

It was agreed by the Fundraising Working Group that Harrow Agenda 21 could approach a number of levels of funding from a variety of funders.

- Landfill tax credit scheme
- *Biffaward, SITA Trust, Veolia Environmental Trust, Cemex, St Mowlem Environment Trust*

Responsibility for fundraising with HA21

A fundraising core group will be created. Member(s) of this core group will liaise with Action Groups when Action Group Chairs identify an idea for a project or a campaign. For now there should be no set core group meetings but The group will come together at specific meetings when there is a funding application to be made and they want to work together.

The group should report via one trustee or a written report to HA21 Executive Committee. The Treasurer should constant member of this group.

The members of this core group should have expertise, skills or just a willingness to be trained in aspects of fundraising.

A spreadsheet of funders with their deadlines should be created and kept updated. With a member of the core group keeping the spreadsheet updated with information which other members of the core group forward and from communication networks. (SF volunteered to do this)

Evaluation and review

This strategy should be reviewed every six months to take account of developments of Harrow Agenda 21. Evaluation should be carried out at the end of the financial year.