

**Newsletter Number 3**

**28 April 2020**

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I want to start to by acknowledging and thanking all the people and organisations who have been working hard to offer advice and support as well as links to funding opportunities

These include

* Arts Fundraising @artsfundraising
* Association of Charitable Foundations @ACFoundations
* Charity Commission @ChtyCommission
* Charity Excellence <https://www.charityexcellence.co.uk>
* Grants on line <https://www.grantsonline.org.uk/>
* Ian McLintock @ian\_mcl
* Institute of Fundraising@IoFtweets
* Institute of Fundraising Cymru @IoFCymru
* Mark Phillips @Markyphillips
* NCVO @NCVO
* Small Charities Coalition @sccoalition
* ThirdSector @ThirdSector
* UKFundraising <https://fundraising.co.uk/>
* WCVA @WCVACymru

And my apologies to anyone we have missed!

The government is also providing guidance for charities and social enterprises

<https://www.gov.uk/business-and-industry/charities-and-social-enterprises>

 @S4C is offering free advertising airtime to #charities that are based, or operate in #Wales, and offer support to people during the #crisis. The channel is also offering reduced rates to companies in Wales in order to promote their Covid efforts.

<http://www.s4c.cymru/en/advertising-on-s4c/>

**Consultancy services**

We offer a range of consultancy services providing customised support for not for profit, third sector, good and public causes in a range of areas including:

* Fundraising
* Business Planning
* Feasibility studies
* Strategic Development
* Organisational Reviews
* Staffing Reviews
* Governance Reviews
* Change and Risk Management

If you would like a conversation about your needs in any of these areas, or if you are planning to submit an application, then please contact us for a new fee, no obligation chat.

richard@richard-newton.co.uk

Fundraising

As well as the emergency funding opportunities, many funders are continuing to accept applications and appeals for ‘business as usual’. Now is a good time to look at funding in for later in the year when we will all – hopefully – be back to normal.

Small trust campaign

We can write to funders on your before to make a generic appeal for small grants which are unrestricted towards your organisation. There are often hundreds of funders who have the capacity to make small donations (£500 to £5000) to your organisation – and this can be an effective way to raise a meaningful sum to towards your core costs.

**Emergency Funding Opportunities**

Keep an eye on our twitter account where we post opportunities when they open

@RNewtonConsult

Aviva Community Fund

Inviting applications for projects that enable causes to adapt or continue their vital services by covering core running costs, so they can help their beneficiaries and communities during this time of need.

https://www.avivacommunityfund.co.uk/start-crowdfunding?utm\_source=Newsletter&utm\_medium=CharityExcellence&utm\_campaign=ACF#criteria

Deadline for applications is the 5th May

Arts Council of Wales

has launched a £7milliuon fund to support freelance artists & organisations affected by coronavirus in Wales

## The Stabilisation Fund for Organisations is for arts organisations working in the not-for-profit sector in Wales who are experiencing immediate financial difficulty due to Coronavirus.

 Deadline for applications is the 8th May

**The Moondance Foundation (Wales)**

Covid-19 Relief Fund

The Covid-19 Relief Fund has been created to help Welsh charities continue with their operations during the Covid-19 crisis. Funding is available to registered charities working in Wales to help with any of the following: Staff Retention; Current activities and services in jeopardy; Evolution of services to adapt to the current crisis. Moondance encourages only those who are truly in need to apply.

<https://www.moondancecovid19relieffund.com>

Mental Health Providers Affected by Coronavirus (England)

The Department of Health and Social Care has made £5 million available to support voluntary and community sector (VCS) mental health providers which are experiencing an increase in demand for their services due to coronavirus. Through the Coronavirus Mental Health Response Fund, small and large grants of between £5,000 and £50,000 are available to help increase mental support for people with and at risk of developing mental health problems. This might include befriending support, support or advice workers, peer support, and practical help including support whilst in self-isolation. Funding can cover costs such as core and capital costs, and direct project costs such as staff and volunteer training. Applications can be made at any time and will be assessed every two weeks for an anticipated eight to ten weeks.

<https://amhp.org.uk/mental-health-response-fund/>

CAF CORONAVIRUS EMERGENCY FUND: PAUSED

Applications for this round of funding are now paused

But check on their website and twitter account for news  about when the fund reopens

@Caf

<https://www.cafonline.org/charities/grantmaking/caf-coronavirus-emergency-fund?mc_cid=a95a6b912e&mc_eid=632812c4e8>

Ufi VocTech Trust

Another organisation that seems likely to open up funding again

<https://www.ufi.co.uk/funding-rounds-2020>

**Other Funding Opportunities**

There are many medium sized funders who continue to offer regular funding opportunities

For example

1. The Dulverton Trust

Single year grants are typically between £25,000 and £35,000.

<https://www.dulverton.org/what-we-fund/>

Next deadline for applications - May 2020.

1. The Steel Charitable Trust

The five current funding priority categories are Arts & Heritage, Education, Environment, Heath, and Social or Economic Disadvantage.

<https://steelcharitabletrust.org.uk/grants/application-process/>

Next deadline for applications - June 2020.

£15 Million Tampon Tax Fund (UK)

https://www.gov.uk/government/publications/tampon-tax-fund-application-form-2020-2021-funding-round

The aim of the Tampon Tax Fund is to fund projects which directly benefit disadvantaged women and girls, tackle violence and support their mental health and wellbeing. Charities that successfully bid for funding are expected to distribute these grants through their networks to support women and girls and to organisations that offer small and medium- sized onward grants.

Deadline for applications is the 31st May 2020.

Yorkshire Building society Charitable Foundation

Are you, or is someone in your organisation, a member?

The Charitable Foundation has two priority areas:

1. Alleviating poverty

2. Improving health / saving lives

The Charitable Foundation supports these priorities by making donations of up to £2,000 to UK registered charities, recommended by the Society’s members and colleagues.

The Trustees decide which applications to approve based on the need of each charity and how much funds are available.

https://www.ybs.co.uk/your-society/charitable-foundation/index.html

Deadline for applications 30 June, 30 September and 31 December annually.

Joseph Rowntree Charitable Trust - Rights and Justice (UK)

https://www.jrct.org.uk/rights-and-justice

The Funding priorities for this scheme are the protection and promotion of human rights and their enforcement in the UK; promoting rights and justice for minorities who face the most severe forms of racism; and the promotion of rights and justice for refugees and other migrants. The Trust makes grants to a range of organisations including registered, excepted or exempt charities across the UK.

Deadline for applications is 1st September 2020.

**Reviewing and adapting the way to do things**

Charites and not-for-profit have had to adapt as a result if the impact of the pandemic along with all sectors of the UK.

COVID-19 crisis breeds innovation in Welsh voluntary sector by Judith Stone of the WCVA

<https://wcva.cymru/views/covid-19-crisis-breeds-innovation-in-welsh-voluntary-sector>

This is a good time to take stock of what has worked that you want to continue doing and also to look at what else could eb improved.

Do you need support with business planning, or with creating or reimagining your fundraising strategy in light of Covid-19? We would be happy to talk through your issues and concerns with you.

There are some key areas you could consider.

* Fund raising

Mark Philips has written a great article

*Our research amongst donors is showing a seismic change in the nature of charity/donor relationships. Many donors are questioning who they support and why. New charities are being adopted and old ones discarded. It is essential to get your message right.*

In particular he highlights that

*….it looks like that we won't return to business as usual at the end of this. People still feel a level of loyalty to favoured charities but please don't take that for granted. Lifelong relationships are changing!*

Is this the time to think about your current mix and approach and see if you need a reboot? What part does legacy giving play in your fundraising strategy?

Organisations are reshaping their offer in order to capitalise on the situation e.g. the social media video platform TikTok has launched a new in-app donations feature.

There is a lot of advice circulating and it can be hard to know what the best route forward is.

How is giving changing during the coronavirus crisis?

<https://www.institute-of-fundraising.org.uk/blog/how-is-giving-changing-during-the-coronavirus-crisis/>

Online one-off donations see volume increase of 26% in a year

https://fundraising.co.uk/2020/04/28/online-one-off-donations-see-volume-increase-of-26-in-a-year/?utm\_source=dlvr.it&utm\_medium=twitter

# How to get more donations through your website from @ten4design

<https://www.ten4design.co.uk/insights/how-to-get-more-donations-through-your-website>

* Working digitally

This covers a whole range of aspects from working from home, zoom calls for trustee meetings through to virtual fundraising events

One critical element is the digital offer that supports your aims and objectives –how you are promoting that through the landing/home page of your website?

Young Devon @YoungDevon

Introducing our NEW Coronavirus Resource Hub!

https://youngdevon.org/coronavirus-resource-hub

How can thinking digitally help transformation?

* Communication externally and internally to inform and reassure people involved
* Managing fundraising and fundraising events digitally
* Providing services differently
* Digital strategy
* Digital engagement
* GDPR compliance

This can be a daunting prospect – but can be simplified if you think about

* What data?
* Why?
* How can I keep it secure?
* How long do I keep it for?