

## Trust fundraising

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Trusts were set up to donate money to particular causes, sometimes within clearly defined localities.

Any charity can apply to a trust but however good or worthwhile the cause or application, the trustees will only give money to applicants whose activities fit their particular criteria, which can sometimes be very specific. It is a waste of time and effort to apply if you cannot fit the trust's criteria.

The trust fundraising team at Francis Crick House applies to most of the national and major trusts but they can also provide details of local trusts in cases where it is more effective for branches and groups to apply – often because the trust will only donate within a defined locality or to local groups.

Your Regional Fundraiser can provide you with details of the appropriate trusts for your branch or group. The list is not always exhaustive, and you may know of trusts that are not in the team's list – but do check with your Regional Fundraiser first just in case the trust fundraising team is already involved with the trust concerned.

Most trusts consider applications on fixed dates each year (usually six monthly or annually) so you need to make an application at the right time.

The secretary to the trust is usually a very useful and influential contact, so in some instances, a call to them to introduce yourself and ask for clarification of details can be useful, however make sure you're prepared with information about your proposal. Do note however, that many trusts prefer not to receive telephone calls, so it's important to do your research beforehand. Does anyone you know sit on the board of a trust or know someone who does? A personal introduction always helps.

Most trusts want to fund a clearly defined piece of equipment or project which will make a difference to people's lives. They will need to know exactly how you identified the need, what you plan to do, how you will do it, what each part will cost and the difference that it will make – this is the outcome and is vital to most funders. Don't forget to cover all of the costs e.g. VAT.

Most trusts will request/expect feedback about your project and the better the feedback, the more likely the trust is to help you again. Feedback can be in many forms and some trusts will tell you what they require, otherwise letters, invitations to project events, photographs or summaries of the project's success will work.

If you find it difficult to identify projects, look at what you already do and see if it could become a project for example the provision of four open meetings in the year to enable people with MND and their carers respite/to participate within their local community. Include the hire of the venue, refreshments, cost of transport, entertainment, admin costs such as invitations, postage etc. Your Regional Fundraiser can advise you.

Always ask someone outside your group to read your application. Do they understand what you do? Do they understand what you plan to do?

Most trusts are oversubscribed and therefore are unable to support every application - expect rejections and keep a note of the date that they will allow you to reapply. If the need is urgent you should think about applying to more than one trust. If you are offered the opportunity, ask for feedback about your application and why it was not successful, it will help your application next time.

Some parish, borough and county councils/councillors give money to local charities at the beginning of their financial year. This is generally a small amount of money but requires a well worded letter explaining some of the massive difficulties facing people with MND and how the branch/group make a difference. Some will provide a form to complete and some look for a specific project to fund. This can be especially effective if there is a member of their parish/ward living with MND.

Trust fundraising suits those who like research and manipulating words. It can be very rewarding both personally and for the branch or group. Some trusts once they have formed a relationship with you will continue to support you for many years to come.

## Useful websites:

Charity Commission website: [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)

Association of Charitable Foundations website: [www.acf.org.uk](http://www.acf.org.uk)

Funding Central: [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)

## Other sources of information:

You can also approach your local CVS or local authority who often have details of small local trusts.