

MAXIMISING YOUR INCOME



Attracting external funding is becoming an increasingly competitive process, so how do you increase your chances of being successful?

Do you know where to look for sources of grant income?

This is available through European, governmental, charitable and trust fund sources. SUSTAIN's email alerts can help you to identify some of the available routes – just email addmein@solihull-sustain.org.uk if you are not already on the mailing list. You can also do your own searches on funding websites.

BIG Lottery funding is an especially good source of Third Sector income, from which you can access a broad range of finance.

How can you ensure that you have evidenced the need for your project?

Most funders will require you to evidence the need for them to invest in your proposal. This will vary from project to project and be interdependent on geographic location, target group and the identified needs.

In order to define this, you will need to think of the nature of the problem you are seeking to resolve, how widespread it is, why it is important, what the consequences would be of doing nothing, who the beneficiaries will be and what impact your project will have.

A good starting point (aside from consulting and speaking with those intimately involved in the area) is to look at policies, plans and strategies as these are generally put together following a process of rigorous consultation to determine community needs. www.solihull.gov.uk/policies details relevant local policy from which you can usually glean information on sub-regional, regional, national or European policy.

Where can you find more information about your local neighbourhood to justify investing in it?

www.neighbourhood.statistics.gov.uk/dissemination is an excellent start.

Here you can get a summary of your local neighbourhood backed up by useful statistics. Don't forget to state the source of your information in your bid, which should be inserted in brackets after the relevant facts.

It is also worth having a look at the West Midlands Regional Observatory web site at www.wmro.org. The Observatory has been the source of West-Midlands research, data and intelligence since 2002. The data it holds can help you to evidence a need for financial support for your project activities. You can also register for updates on your areas of interest.

Funding websites

www.grantsnet.co.uk
www.j4bcommunity.co.uk
www.access-funds.co.uk
www.governmentfunding.org.uk
http://ec.europa.eu/grants/index_en.htm

Big Lottery funding

www.biglotteryfund.org.uk
www.sportengland.org
www.artscouncil.org.uk
www.ukfilmcouncil.org.uk
www.hlf.org.uk
www.awardsforall.org.uk

