



National
Trust

Fundraising for Nature Neighbourhoods



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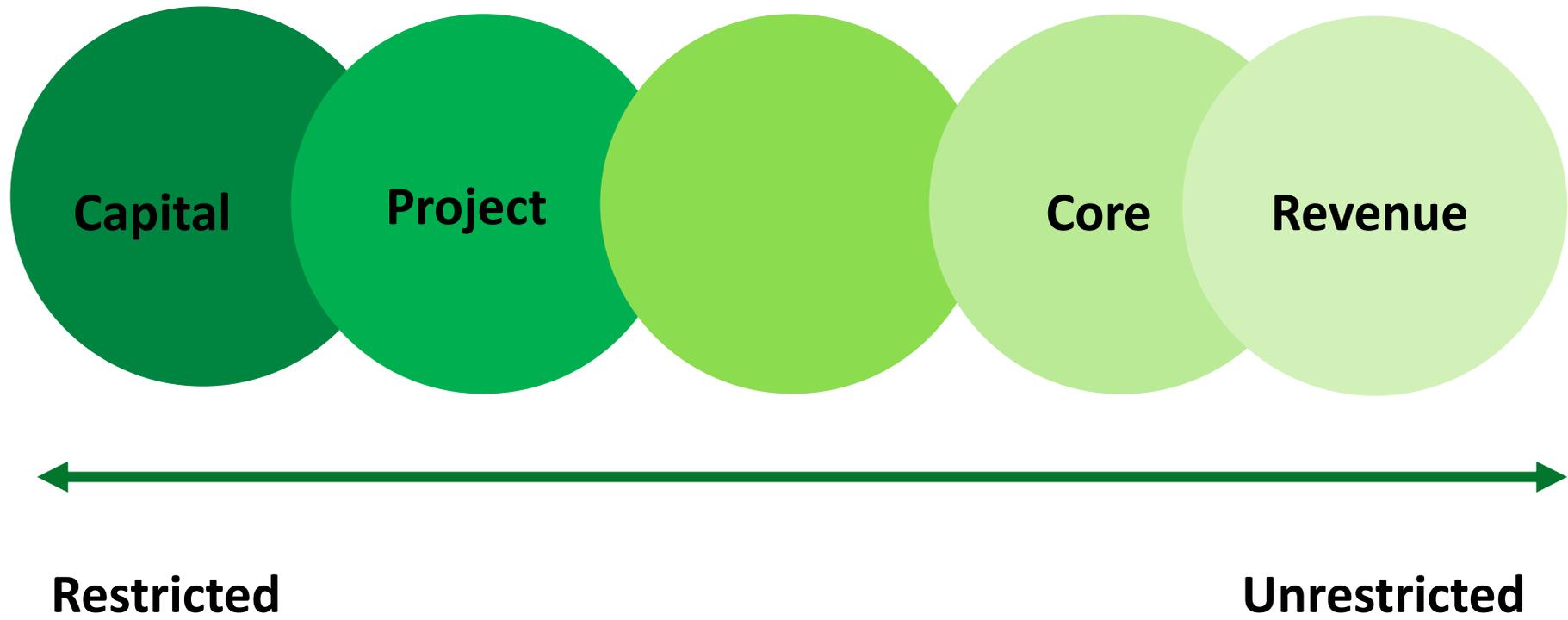
What makes a good fundraising proposition?

What motivates people or funders to give?

- ✓ A strong, compelling case – why is this needed and why is your organisation the right one to deliver it
- ✓ Clear outcomes for beneficiaries
- ✓ A catalyst for future improvement or sustainability
- ✓ A trusted organisation
- ✓ Value for money
- ✓ Make sure you're 'fundraising ready' before making the ask



Types of Funding



Opportunities for different organisational models

➤ **Local Authority**

➤ **Charity**

➤ **Friends Group**

➤ **The role of Gift Aid**



Fundraising streams

Statutory
Grants

Charitable
Trusts

Major
Donors

Legacies

Corporate

Public
Fundraising

Statutory Grants

- Sources
 - Government e.g. Defra / Levelling Up
 - Lottery distributors
 - Landfill community funds
 - National Highways
 - Local government / devolved government
- Restricted income
- Project based, generally up to 5 years
- Can fund ...
 - Buildings / land / green spaces / nature
 - Local infrastructure
 - Activities with beneficiary groups
 - Revenue for new project staff or backfill for existing staff to take on a project role



Charitable Trusts and Foundations

- Set up by families, individuals or businesses for charitable purposes
- Circa 9000 in the UK
- Have specific criteria and application processes
- Search via the Charity Commission website
- Some function in a similar way to statutory grant-makers, and others are more like individual donors



Major Donors

- Significant gifts from individuals
- It's about people and relationships with them
- People are motivated to give if they have an affinity or emotional connection to the cause
- The whole organisation needs to work together – from the CEO and Trustees, to fundraisers and administrators
- Normally involves many engagements with an individual before they are ready to make a major donation
- Can be money given over time or a single donation
- The organisation must have a robust policy and practice in relation to GDPR



Public Fundraising

- Direct mail / Email
- Donation Boxes / Tap to Give / QR Codes
- Challenge activities e.g. sponsored run
- Events and community fundraising
- Second-hand bookshops



Legacies

- Promotion is the key – it generally takes minimum 7-10 years between legacy promotion and legacy gifts
- Can be the largest fundraising income source, so worth promoting it
- Involves administration and legal work
- Difficult to predict when income will come in



Corporate Funding

- Corporate Donations
- CSR
- Corporate Partnerships
- Corporate Sponsorship

- Can be unrestricted or fund specific work
- Proposals usually built on the benefits to the company and alignment to values that they wish to promote



Green Finance

- Carbon Credits
- Biodiversity Net Gain
- Payment for Eco-system Services
- Loans at preferential rates



Other income generation

- Cafes
- Corporate room hire
- Event hire and weddings





Thank you