



Funding Your Response to Coronavirus

With the NCVO predicting that charitable income will drop by 30%, around £4 billion, in the next quarter¹, the future looks unstable for many small organisations. However, money is available to support those responding to the coronavirus crisis. Here's our advice on how church-based projects and small charities can tap into it.

Trust and Foundations



The data is encouraging for those seeking funding from charitable trusts and foundations:

- 92% of foundations are more flexible about reporting
- 61% are realigning their funds in response to the crisis
- £700 million of National Lottery funding is available for the coronavirus response.²

If you want to access funding from trusts and grants, you'll need to consider the following:

1. **Match your work to the criteria** – although some trusts have relaxed their criteria, you still need to make sure you tick all the boxes.
2. **Show you are financially robust** – even if you're facing financial challenges demonstrate how you plan to mitigate them.
3. **Demonstrate collaboration** – trusts and foundations expect you to show how you are working with others to respond in the most effective way.
4. **Be specific** – funders want to know exactly what you're doing and how much it costs – so get into the nitty gritty as much as you can.
5. **Show how you're supporting volunteers** – volunteers are key, and funders want to know how you are using them, and supporting them.

Useful Websites

Directory of Social Change Coronavirus: Funding Updates

<https://www.dsc.org.uk/content/coronavirus-funding-updates/#>

Charity Excellence Framework Covid-19 Funder List

<https://www.charityexcellence.co.uk/Content/UserGuide/COVID19%20Funder%20Toolkit%208.pdf>

NCVO Knowhow (now free to access): Funding and Income pages

<https://knowhow.ncvo.org.uk/funding>

Stewardship Covid-19 Updates and Guidance- <https://www.stewardship.org.uk/information/covid-response>

¹ <https://www.itv.com/news/2020-03-31/charities-funding-coronavirus-donations-hit-lose-out-government-select-committee/>

² <https://www.acf.org.uk/news/covid-19-the-crisis-in-charities-and-the-response>



Local Authority Funding



Government have invested £1.6 billion to help local authorities respond to the coronavirus crisis.³ The majority of grants available are between £1,000 and £10,000. If you work across multiple areas then you can apply to the local authorities in each.

Things to consider when applying for local authority funding:

1. **Partnership is key** -Local authorities want to know how you are working with others – i.e. other churches, small charities or community groups – to deliver a response.
2. **Willingness to be highly visible** – They'll want to direct people to you for help, so you'll need to be happy to have details of your organisation and the work you do shared through the local authority's communications.
3. **Access varies** – There is no standard application. Most local authorities have set up support hubs to manage the grants. You'll need to take a look at their website and community foundations to see what's on offer. Some aren't advertising the funding at all, so you'll need to reach out directly.

Useful Websites

Link to local authority COVID-19 funding allocation

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/876273/Covid-19_additional_funding_allocations.pdf

Volunteering best-practice

<https://www.ncvo.org.uk/ncvo-volunteering/i-want-to-volunteer/volunteering-coronavirus>

³ <https://www.gov.uk/guidance/coronavirus-covid-19-guidance-for-local-government>

Individual Giving



The wave of goodwill across the nation is palpable. While many individuals are facing incredible financial strain, others are actively seeking ways to support the nation's response to the pandemic.

Top five things to consider in communicating with individual donors:

1. **Ask!** It may sound obvious, but many want to respond, but just haven't been asked. Of course you'll need to approach your request with sensitivity.
2. **Show them what you're doing** – You can't presume that donors will know how your work is making a difference. So, to bring things to life, use stories and quotes from front line teams and those you're helping.
3. **Demonstrate agency** – Supporters want to feel that they are contributing to something tangible. What exactly will their £20 donation do? Try to be as specific and personal as you can.
4. **Have a comms plan** – Make sure you're gathering data of the number of people you're helping and the difference you're making and schedule in email, website and social media updates to share this information with your supporters.
5. **Think about legacies** – This area of fundraising is at the forefront of many people's minds at the moment. While it's not appropriate to do a legacy campaign, it's worth having legacy information prepared and available on your website for those who ask.

Information for the nations

Scottish Council for Voluntary Organisations:
<https://scvo.org.uk/>

Wales Council for Voluntary Action - WCVA/CGGC:
<https://wcva.cymru/coronavirus-statement/>

Northern Ireland Council for Voluntary Organisations:
<https://www.nicva.org/covid19/funding-and-fundraising-covid19>



Managing Existing Funding



It's possible that projects you've received funding for have had to be postponed or radically changed. This will have implications on funding, so you'll need to check to ensure that you still meet the criteria.

Here's what you need to if a project you're running needs to be postponed or adapted.

- 1. Listen to your funders** – Funders are aware that things have changed – but don't presume that means you can do whatever you want with their money. Be aware that many funders are struggling with capacity themselves and may not have time to look into your specific situation – so check out their website and social media to see if they've updated their guidelines.
- 2. Communicate with your funders** – If your project has changed, you will need to tell your funder exactly what's happening. You may be postponing it, adapting your approach or completely rethinking what you're doing. It's important that you communicate any risks that you're facing and how you plan to mitigate them.
- 3. Ask for further support** – Funders who currently support you, or have supported you in the past could provide you with extra funding right now. You'll need to be really specific about what it's, how you plan to spend it and why you are the right organisation to respond.

Institute of Fundraising Resources

Institute of Fundraising: Information for fundraisers about Coronavirus

<https://www.institute-of-fundraising.org.uk/news/information-for-fundraisers-about-coronavirus/>

Institute of Fundraising free webinar: Why, right now, the supporter experience matters more than ever

<https://www.youtube.com/watch?feature=youtu.be&v=wjEutr97YBw&t=39&app=desktop>

*We hope the website links we've shared will be useful to you. It's worth just mentioning that we're not responsible for the information and don't endorse the organisations in any way.