SHARING THE STORY.

FUNDRAISING PACK

A practical guide for Local Mission Partners – in partnership with Dani Knox, The Fundraising Coach.

CONTENTS

WELCOME

Welcome to this fundraising pack, created to support you as a Local Mission Partner of Scripture Union. Whether you're completely new to fundraising or looking to grow what you're already doing, this guide is designed to equip you with the confidence, tools, and understanding you need to take your next steps.

Fundraising can sometimes feel overwhelming or uncertain, especially when you're already focused on delivering meaningful work in your community. But at its heart, fundraising is simply about sharing the story of what God is doing through your project and inviting others to be part of it. You don't need to have everything perfect or fully formed to begin. This pack will help you build on what you already have and move forward with clarity and purpose.

Created in partnership between Scripture Union and Dani Knox (The Fundraising Coach), this resource is intended to be a practical, one-stop guide to fundraising. It brings together key principles, simple tools, and real-life examples to help you understand different income streams, assess where you are, and take manageable steps to grow your support. From writing a strong case for support, to developing budgets, engaging trustees, and identifying funding opportunities, each section is designed to be accessible and immediately useful.

You don't need to do everything at once. Instead, we encourage you to explore the sections at your own pace, try a few "quick wins," and build confidence step by step.

Our prayer is that this pack will not only equip you with practical skills, but also encourage you that you are not alone. Scripture Union is here to support you as you invite others to partner with the work God is already doing through your ministry.

Dani Knox
The Fundraising Coach

1

PART ONE

"Are we ready to invite others to support this work?"

THE READINESS CHECKLIST

It's not a test to pass or fail — it helps you recognise what you already have, build confidence, and spot a few practical next steps.

FUNDRAISING READINESS CHECKLIST

Fundraising can feel daunting, especially for small local projects, but you don't need to be an expert to do it well. At its heart, fundraising is about sharing your story, inviting others to partner with you, and stewarding the work God has already given you.

This checklist is a simple tool to help you reflect on one question: "Are we ready to invite others to support this work?"

It's not a test to pass or fail. You don't need everything in place. Instead, it helps you recognise what you already have, build confidence, and spot a few practical next steps.

Many supporters are looking for clarity, honesty, and impact, not perfection. As you work through this checklist, you may find you're more ready to fundraise than you think, and where there are gaps, Scripture Union is here to support you.

HOW TO USE THE CHECKLIST

This self-assessment is designed to help you reflect on your current fundraising readiness and identify where you are strong and where you could grow. As you work through each statement, score yourself honestly on a scale from 1 (strongly disagree) to 5 (strongly agree). The aim isn't to get a high score, but to build a clear and realistic picture of where things stand.

Once completed, total your scores for each section. This will help you see which areas are well established and which may need more attention. Used well, this tool can spark helpful conversations within your team and guide your development over time. Revisiting it periodically will help you track progress and continue strengthening the foundations of your fundraising.

1 VISION & CLARITY	1 · 2 · 3 · 4 · 5
We can clearly explain what our project does in 1–2 sentences	☐ ☐ ☐ ☐ ☐
We know who our project is for and why it matters	☐ ☐ ☐ ☐ ☐
We can articulate the need we are responding to locally	☐ ☐ ☐ ☐ ☐
We can describe our main activities in plain language	☐ ☐ ☐ ☐ ☐
We have a clear sense of our future vision	☐ ☐ ☐ ☐ ☐
TOTAL	

2 IMPACT & EVIDENCE	1 · 2 · 3 · 4 · 5
We know what difference our project makes	☐ ☐ ☐ ☐ ☐
We can share at least one real story or example	☐ ☐ ☐ ☐ ☐
We have some way of knowing our work is effective	☐ ☐ ☐ ☐ ☐
We regularly collect or reflect on feedback	☐ ☐ ☐ ☐ ☐
We can explain our impact in a compelling way	☐ ☐ ☐ ☐ ☐
TOTAL	

3 GOVERNANCE & FOUNDATIONS	1 · 2 · 3 · 4 · 5
We know who holds financial and legal responsibility	☐ ☐ ☐ ☐ ☐
We have appropriate safeguarding policies in place	☐ ☐ ☐ ☐ ☐
We can demonstrate basic oversight and accountability	☐ ☐ ☐ ☐ ☐
Roles and responsibilities are clear	☐ ☐ ☐ ☐ ☐
We are operating in a trustworthy and compliant way	☐ ☐ ☐ ☐ ☐
TOTAL	

SCALE 1 = Strongly disagree · 2 = Disagree · 3 = Partly true · 4 = Mostly true · 5 = Strongly agree

4 FINANCIAL AWARENESS	1 · 2 · 3 · 4 · 5
We have a simple budget	☐ ☐ ☐ ☐ ☐
We know what funding we already have and the gap	☐ ☐ ☐ ☐ ☐
We understand our key costs and pressures	☐ ☐ ☐ ☐ ☐
We can explain clearly what we need funding for	☐ ☐ ☐ ☐ ☐
We regularly review our financial position	☐ ☐ ☐ ☐ ☐
TOTAL	

5 FUNDRAISING RELATIONSHIPS	1 · 2 · 3 · 4 · 5
We know who might be interested in supporting us	☐ ☐ ☐ ☐ ☐
We have at least one existing relationship to build on	☐ ☐ ☐ ☐ ☐
We are actively developing relationships with supporters	☐ ☐ ☐ ☐ ☐
We see fundraising as building relationships	☐ ☐ ☐ ☐ ☐
We are confident having conversations about support	☐ ☐ ☐ ☐ ☐
TOTAL	

6 COMMUNICATION & ENGAGEMENT	1 · 2 · 3 · 4 · 5
We talk about the project with confidence and humility	☐ ☐ ☐ ☐ ☐
We can share information digitally	☐ ☐ ☐ ☐ ☐
We understand the importance of thanking supporters	☐ ☐ ☐ ☐ ☐
We communicate regularly with interested people	☐ ☐ ☐ ☐ ☐
Our communication is clear and engaging	☐ ☐ ☐ ☐ ☐
TOTAL	

SCALE 1 = Strongly disagree · 2 = Disagree · 3 = Partly true · 4 = Mostly true · 5 = Strongly agree

7 LEADERSHIP & CULTURE	1 · 2 · 3 · 4 · 5
We have someone responsible for fundraising coordination	☐ ☐ ☐ ☐ ☐
Fundraising is seen as part of our mission	☐ ☐ ☐ ☐ ☐
Our team supports fundraising efforts	☐ ☐ ☐ ☐ ☐
We are open to learning and improving	☐ ☐ ☐ ☐ ☐
We are comfortable explaining our Christian motivation	☐ ☐ ☐ ☐ ☐
	TOTAL

SO, HOW DID YOU DO?

However your checklist looks, know it's completely normal. A page full of '5's suggests you're well placed to start fundraising with confidence. A mix of numbers shows you're on your way. And if you've ticked quite a few '1's, that doesn't mean you're not ready; it simply shows you where to begin.

As you worked through the checklist, you may have found yourself ticking a full range of responses, feeling unsure of some and confident in others. Hopefully, it's been useful in highlighting areas of strength and growth as you move forward with this pack.

The purpose of this pack isn't to judge or overwhelm, but to build on what you already have. Fundraising readiness grows step by step, not all at once. Often, the most helpful next step is to start with one or two of the '1' or '2' areas and work on those first. As those pieces fall into place, confidence follows.

Wherever you've landed, this checklist is a starting point and Scripture Union is here to support you as you take the next steps in inviting others to partner with the work God is already doing through your project.

NEXT *Let's explore further how you can grow each area of fundraising...*

2

PART TWO

INCOME STREAMS

From individual giving to social enterprise — each stream with three growth pathways: starting out, growing, and established & sustainable.

INTRODUCING THE MAIN FUNDRAISING INCOME STREAMS

There isn't one "right" way to fundraise, and no ministry is expected to use all of these income streams at once. Most projects start with just one or two, then gradually build confidence and capacity over time. For small to medium sized ministries, such as yours, focusing on three to five income sources will increase sustainability and reduce over-reliance on one stream building resilience.

Resilience in fundraising means being able to cope with changes or setbacks, like losing a funder, without your work stopping. It's about having the flexibility and backup plans to keep going when things don't go as expected.

Sustainability in fundraising means having enough reliable and varied support to keep your work going over time, not just meeting immediate needs. It's about building consistent income and strong relationships so you're not starting from scratch each year e.g. donations from monthly givers.

Here are nine common fundraising income streams, each with three growth pathways. These pathways recognise that projects are at different stages:

STARTING OUT

Laying foundations and testing what's possible

BUILDING MOMENTUM

Increasing focus, structure and reach

RESILIENT

Maximising reach, building long-term, resilient income

Resist the urge to jump ahead too quickly. Simply notice which stage best describes your project right now, and what a sensible next step might be.

FAITH-BASED GIVING

Faith-based giving comes from churches and faith communities that choose to support charitable work as an expression of their faith. This might include financial gifts, regular partnerships, prayer support, volunteers, or shared mission activity.

For projects connected to Local Mission Partners, faith-based giving can be a natural and relational income stream. Churches often see this support not simply as fundraising, but as shared mission, where generosity, prayer, and partnership sit alongside financial support.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We are supported by one or two churches.	We have ongoing relationships with several churches.	Churches see us as a long-term mission partner.
Support may be informal or irregular.	Churches support us financially and in prayer.	Support includes finance, volunteers, and advocacy.
We haven't clearly articulated partnership opportunities.	We provide regular updates and resources.	Faith-based giving is a core income stream.

GROWTH PATHWAYS

STARTING OUT	Identify churches with aligned vision and values
	Offer clear, compelling resources or talks
	Focus on relationship, not just funding
GROWING	Deepen partnerships through regular updates and prayer
	Invite churches into volunteering or advocacy
	Appoint ambassadors or champions
ESTABLISHED	Develop long-term mission partnerships
	Grow the number and diversity of church supporters
	Integrate financial, prayer, and relational support

COMMUNITY FUNDRAISING

Community fundraising involves events, challenges, and creative activities that bring people together to raise money and awareness. This could include sponsored walks, quiz nights, coffee mornings, or school-based fundraising.

Beyond income, community fundraising helps build visibility, energy, and ownership around your project. It's often volunteer-led and can be a joyful way for supporters to get involved, while also introducing new people to your work.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We run one-off events or respond to supporter ideas. Events are staff-led and time-intensive. Income varies year to year.	Volunteers help plan and lead events. We repeat activities that work well. Events grow our supporter base.	We run flagship or annual events. Volunteers lead most activity. Community fundraising is predictable and scalable.

GROWTH PATHWAYS

STARTING OUT	Run one or two simple events with clear audiences
	Use sponsorship or peer fundraising
	Keep activities fun, achievable, and volunteer-led
GROWING	Train volunteers as ambassadors and organisers
	Target new or untapped audiences
	Encourage supporters to invite others
ESTABLISHED	Run repeat or flagship events
	Build strong volunteer leadership
	Use events to grow both income and supporter base

INCOME STREAM 3 OF 9

VOLUNTARY (INDIVIDUAL GIVING)

Voluntary income comes from individual supporters; through one-off donations, regular giving, or fundraising appeals. This is one of the most significant sources of charitable income in the UK and plays a crucial role in long-term sustainability.

Individual giving is especially powerful because it spreads risk. Rather than relying on one large funder, support comes from many people who believe in your work. Over time, regular donors can become committed partners, providing both financial stability and encouragement.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We receive occasional donations. Giving is often linked to events or appeals. We don't yet have many regular donors.	We actively recruit regular givers. We thank and update donors intentionally. Individual giving provides dependable income.	We have a strong base of loyal regular donors. We personalise communication and appeals. Donor retention is as important as recruitment.

GROWTH PATHWAYS

STARTING OUT	Encourage small one-off or regular gifts
	Use events or simple appeals to recruit donors
	Make giving easy and accessible (including Gift Aid)
GROWING	Develop a clear donor stewardship plan
	Segment supporters for more personal communication
	Encourage regular giving and occasional appeals
ESTABLISHED	Maintain a strong base of regular donors
	Use data to personalise communication and asks
	Build long-term loyalty and retention

INCOME STREAM 4 OF 9

EARNED INCOME

Earned income is money your project generates by charging for services or selling products. This might include clubs, mentoring, training, resources, or small-scale trading activities. Across the UK charity sector, earned income now makes up a significant proportion of overall funding, particularly for organisations working closely with schools, health services, and communities.

For many local projects, earned income can feel more achievable than expected. Even small charges can make a meaningful contribution and help cover core costs. Earned income also spreads the responsibility for fundraising across the team, rather than relying solely on donations or grants.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We are delivering services or activities that people already value. We charge little or nothing, or only on an informal basis. We are unsure what people might be willing to pay.	We charge consistently for some services or products. We can explain the value and outcomes of what we offer. Earned income contributes a noticeable part of our budget.	Earned income is a reliable, planned income stream. We have repeat customers, contracts, or regular demand. We review pricing and offer development regularly.

GROWTH PATHWAYS

STARTING OUT	Charge small, accessible fees for services already being delivered (e.g. clubs, mentoring, training)
	Pilot selling simple products or resources
	Test willingness to pay with trusted audiences (schools, churches, parents)
GROWING	Improve marketing and communication around your offer
	Demonstrate value for money using feedback and outcomes
	Expand services or products based on demand
ESTABLISHED	Develop multiple earned income products or services
	Build long-term contracts or repeat customers
	Use earned income as a predictable core part of your budget

GRANT GIVERS (TRUSTS & FOUNDATIONS)

Grant-giving trusts and foundations exist specifically to give money to charities and community projects. In the UK, thousands of trusts distribute billions of pounds each year to support work that aligns with their charitable aims.

Grants can be particularly helpful because they often provide larger sums of money in one go, and sometimes over several years. While applications can feel intimidating at first, many trusts are keen to support small, local projects — especially those with a clear purpose, strong local impact, and good oversight.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We are new to grant applications or have only applied occasionally.	We apply to grants more strategically.	We have a rolling grants programme.
We focus on smaller grants to test what's possible.	We reuse a clear case for support and budget.	We receive multi-year or repeat grants.
Applications feel time-consuming or intimidating.	We are building relationships and improving reporting.	Grants are planned into our wider funding mix.

GROWTH PATHWAYS

STARTING OUT

- Write a clear, simple case for support
- Apply for small or medium grants aligned with your mission
- Access basic training or templates for applications

GROWING

- Apply more strategically to fewer, better-fit funders
- Build relationships with grant officers where possible
- Improve reporting and evidence of impact

ESTABLISHED

- Secure multi-year grants
- Use full cost recovery where appropriate
- Maintain a rolling grants pipeline

INCOME STREAM 6 OF 9

STATUTORY FUNDING

Statutory funding comes from government bodies, such as local councils, NHS partners, or national departments. Unlike trusts, statutory funders usually have clearly defined programmes linked to policy priorities, with structured application processes.

Although statutory funding can feel complex, it represents a significant part of the charity sector's income. For projects whose work aligns well with public priorities — such as wellbeing, education, or community cohesion — statutory funding can provide larger and more stable income, particularly as a project grows.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We are exploring whether statutory funding is relevant to us. We have not yet applied or have only applied once. Processes feel complex or unfamiliar.	We understand local or national funding priorities. We have systems in place for monitoring and reporting. We are known to local commissioners or officers.	We receive repeat statutory funding or contracts. We help shape policy or practice in our area. Statutory income is a stable part of our funding mix.

GROWTH PATHWAYS

STARTING OUT

- Research local council or government funding opportunities
- Apply only where priorities clearly align with your mission
- Partner with other organisations where helpful

GROWING

- Build your profile within your sector
- Develop stronger monitoring and reporting systems
- Engage in consultations or forums linked to your work

ESTABLISHED

- Secure larger or repeat statutory grants or contracts
- Influence policy and practice locally or nationally
- Be recognised as a trusted delivery partner

MAJOR DONORS

Major donors are individuals who give larger-than-average gifts to support a charity's work. What counts as a "major gift" varies by project; it's relative, not fixed. For a small local project, a major donor might be someone giving £1,000 or more.

Major donor fundraising is less about volume and more about relationships. It involves taking time to listen, share vision, and invite people to invest more deeply in the impact they care about. Done well, major donor support can lead to long-term partnerships rather than one-off gifts.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We don't currently identify major donors.	We know who our potential major donors are.	Major donors give regularly or over multiple years.
Larger gifts happen occasionally and unexpectedly.	We invest time in relationships and conversations.	We provide tailored updates and involvement.
We are cautious about asking individuals directly.	We make thoughtful, specific asks.	Major donors are part of long-term planning.

GROWTH PATHWAYS

STARTING OUT	Identify potential major donors already connected to the project
	Focus on relationship-building, not asking
	Involve trusted leaders in conversations
GROWING	Make tailored asks linked to specific needs or projects
	Increase personal contact and updates
	Host small, relational events or briefings
ESTABLISHED	Secure multi-year or repeat major gifts
	Offer advisory or ambassador roles
	Develop a small, intentional major donor programme

CORPORATE SUPPORT

Corporate support comes from businesses partnering with charities in ways that benefit both groups. This can include donations, event sponsorship, payroll giving, staff volunteering, or in-kind support such as professional skills or resources. Many businesses want to support causes with clear local impact or that align with their Corporate Social Responsibility (CSR) goals.

Charities should communicate the difference their work makes while being clear about their faith motivation, e.g. whether the work is faith-based but open to all or motivated by a Christian vision without being faith-biased. This helps businesses understand the charity's values, reach, and impact.

Corporate partnerships can raise a project's profile, provide valuable skills and expertise, and sometimes develop into longer-term support, while enabling businesses to demonstrate their commitment to social good.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We have limited contact with local businesses. Support tends to be one-off or informal. We're unsure what to ask for.	We have a few ongoing corporate relationships. We offer clear partnership opportunities. Businesses engage staff in giving or volunteering.	We have strategic corporate partnerships. Corporate support includes cash, skills, and profile. Partnerships align with long-term goals.

GROWTH PATHWAYS

STARTING OUT	Identify local businesses with shared values
	Start with small sponsorships or in-kind support
	Clearly explain mutual benefit
GROWING	Develop longer-term partnerships
	Increase employee engagement (volunteering, payroll giving)
	Publicly recognise corporate support
ESTABLISHED	Secure strategic partnerships
	Align corporate support with long-term goals
	Leverage corporate expertise and networks

LEGACY GIVING

Legacy giving is when someone chooses to leave a gift to a charity in their will. These gifts can be transformative and often reflect a deep, long-term connection to the cause.

Legacy fundraising is not about pressure or urgency. It's about creating awareness and offering opportunities for supporters to think about the lasting impact they might want to make. While legacies take time to come to fruition, they can play a vital role in long-term sustainability.

HOW TO ASSESS WHERE YOU ARE

STARTING OUT	GROWING	ESTABLISHED
We rarely talk about legacies. Supporters haven't been invited to consider leaving a gift. It feels like a sensitive topic.	We include legacy messaging occasionally. Some supporters have expressed interest. We share stories of legacy impact.	Legacy giving is embedded in communications. We actively nurture legacy relationships. Legacies contribute to long-term sustainability.

GROWTH PATHWAYS

STARTING OUT	Introduce the idea gently through communications
	Share simple educational materials
	Focus on existing, long-term supporters
GROWING	Offer one-to-one conversations for interested supporters
	Share stories of legacy impact
	Signpost to will-writing support
ESTABLISHED	Embed legacy messaging across communications
	Use free will services or professional partnerships
	Build a legacy pipeline for future sustainability

HOW TO CHOOSE?

When deciding where to focus your fundraising efforts, it's important to be strategic. For an organisation of your size, most experts suggest having a minimum of three income streams. This isn't just about having options; it's about creating a balanced mix that maximises your potential and reduces risk.

A strong mix of income streams should include:

Short-term and long-term returns – some income is quick to generate, while other streams, like legacies, take years to realise.

Small, regular gifts and larger one-off gifts – both are valuable and help smooth your cash flow.

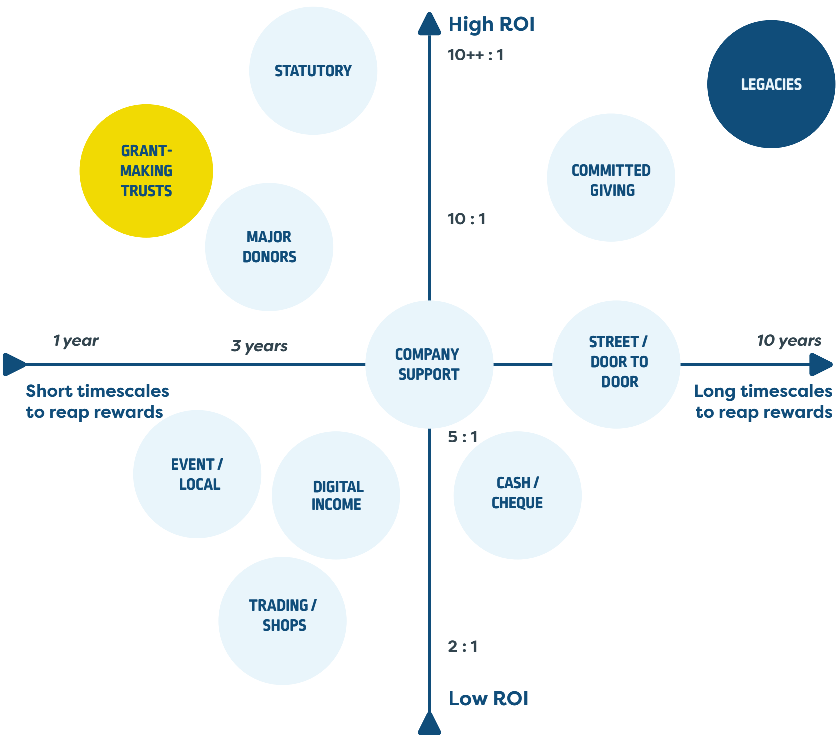
Low and high investment activities – some fundraising is quick and easy, while others take significant time but can yield high returns.

Sustainability and profile-raising potential – some streams provide predictable, reliable funding; others increase your visibility and help attract new supporters.

1. TIMESCALES OF RAISING MONEY VERSUS THE AMOUNT IT BRINGS

This graph shows how long it typically takes to raise different types of income compared with their potential reward, or return on investment (ROI). ROI in this context means the relationship between the time, effort, and resources a charity puts into generating a particular type of income, and the financial and strategic benefit it ultimately delivers.

Legacies sit high because they can bring in significant sums, but they take years to realise. Small cash donations are quick but usually bring in only modest amounts.

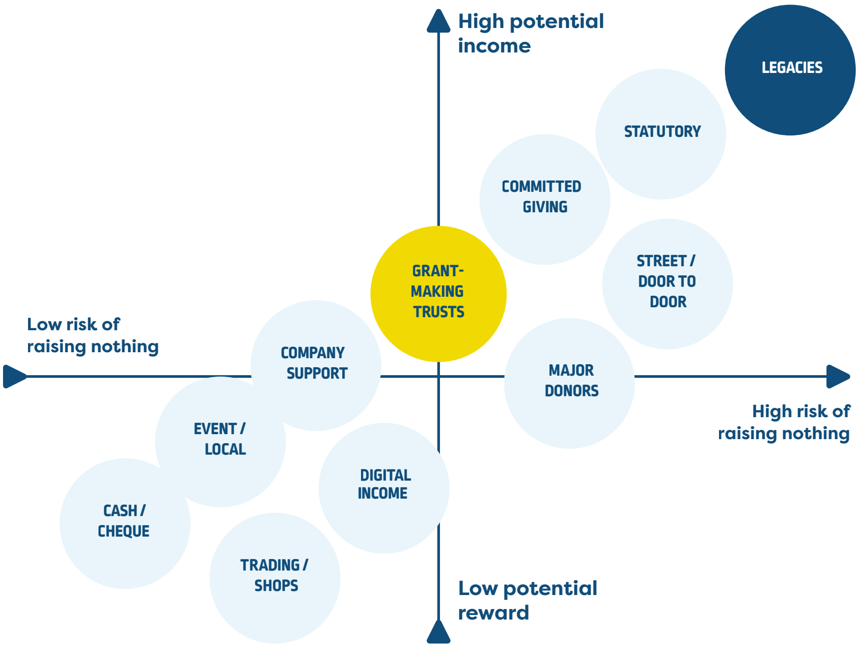


The ideal income stream would be high reward and quick to realise, but no source is perfect. Grant-making trusts come close, they take time, but the income can be substantial.

2. THE RISK OF NOT RAISING MONEY VERSUS THE AMOUNT IT BRINGS

This graph shows the risk of raising nothing compared with the potential income from different fundraising streams. In other words, it highlights which types of fundraising might take more time or effort to succeed, and which could bring bigger rewards if they work.

For example, a collection box (cash) is low risk, you'll almost certainly raise something, but the amount is small, so it sits at the bottom left. Legacies are high risk as not everyone will leave a gift, but the potential reward is very high if a gift comes through. Grant-making trusts sit in the middle: not every application will succeed, but successful grants can bring in more income than events or corporate support.



KEY TAKEAWAY A balanced fundraising strategy mixes low-risk, smaller income streams with higher-risk, higher-reward streams to manage uncertainty while maximising potential impact.

KEY TAKEAWAYS

- Don't try to do everything at once; focus on a few income streams where you can make the most impact.
- Start small where needed, but also look for opportunities to grow what you already have, for example, increasing support from existing donors is often easier than finding entirely new ones.
- Aim for a balanced portfolio: a combination of short-term and long-term, small and large, low- and high-investment streams.
- Look for ways your streams support and strengthen one another: a well-linked strategy multiplies the effect of each activity.
- Use tools like the timescale and risk graphs to visualise which streams fit your capacity and ambitions.

LINKING YOUR INCOME STREAMS

It's also worth thinking about how your income streams work together. A strong fundraising strategy doesn't treat each stream as isolated, they support one another. Here are some practical ways this can work:

Community events and donor acquisition
An event raises money immediately, but it's also a chance to connect with new individual donors.

Corporate sponsorship opportunities
If you run events, could a local business sponsor part of it? This brings in extra funds and builds relationships.

Major donor cultivation
Some individual donors may be capable of giving larger gifts. Use your current donor base to identify and cultivate potential major supporters.

Grant funding and sustainability
Many funders look for projects with multiple income streams, showing your work is financially sustainable. Highlighting other sources makes you more fundable.

Legacies and committed supporters
Legacy giving works best when people already feel a strong connection to your project. Communicate your legacy campaign to existing donors to nurture future gifts.

By approaching your fundraising mix this way, you'll build both resilience and confidence, ensuring your project can grow and sustain itself over time.

INVOLVING YOUR TRUSTEES

Trustees should play a vital role in helping your project succeed, not just in governance, but in fundraising too. Their support can open doors, bring credibility, and help share the load of building a sustainable funding base.

We know it can feel frustrating when some trustees seem uninterested or unsupportive. Often, this isn't because they don't care; it's because they don't know how to help or feel unsure about what's expected of them. Of course, this isn't true for every trustee, but it's worth remembering as you think about ways to involve them.

QUICK TIPS FOR INVOLVING TRUSTEES IN FUNDRAISING

1 Clarify their role

Make it clear what trustees can do, from making introductions to supporters, attending events, or offering advice and reassure them that every contribution counts.

2 Share the vision

Regularly update trustees on your project's impact and funding needs. When they understand the difference the project makes, they're more likely to engage.

3 Make it easy to help

Provide simple ways for trustees to get involved. For example, templates for emails, invitations to events, or short updates they can share with their networks.

4 Define the ask

Be specific about what you are asking trustees to do and what outcome you hope to achieve. Clarify where their help starts and stops, and, where possible, offer a defined timescale so the project doesn't feel open-ended.

5 Encourage personal strengths

Trustees bring different skills. Some may be confident speaking at events, others great at strategic connections or offering expertise in finance, communications, or fundraising strategy.

6 Celebrate involvement

Recognise and thank trustees when they contribute. Highlighting their impact encourages continued engagement and shows how they make a difference.

Even small actions from trustees can make a big difference. With the right guidance, they can become some of your project's greatest supporters. To help further, see the Trustee Fundraising Mini Pack (see separate document).

You can also direct them to the government's advice for trustees and how their role relates to fundraising:
gov.uk – Charities and fundraising (CC20)

LOCAL AREA GRANT-GIVERS

One of the trickiest parts of fundraising is knowing who to apply to. There are over 8,000 grant-giving trusts and foundations, each with their own priorities, criteria, and application processes. It can feel overwhelming trying to figure out which ones are relevant for your project.

To make this easier, we've created a list of local grant givers. This list gives you a starting point, with key information about each funder, so you can focus your time and energy on applications that are most likely to be a good fit.

HOW TO USE THIS LIST

It's important to remember that grant-giver details can change; funding priorities, application methods, and award amounts are updated regularly. Use this list as a starting point, but always check the funder's website, guidelines, or contact them directly before submitting an application. Treat it as a springboard for research, not a definitive guide. This list is a starting point, not a guarantee. Use it to:

- **Check relevance first** – make sure your project aligns with their funding priorities.
- **Plan strategically** – consider which grants could cover specific costs or match your project's stage of development.
- **Build relationships** – some funders appreciate a quick phone call or email before applying.
- **Avoid wasted effort** – reading "what they don't fund" will save time and frustration.
- **Keep records** – track which grants you've applied to, when, and the outcome.

Before applying, it's also worth checking the Charity Commission website. This lets you:

- **Check the contact details.**
- **Find out the names of the trustees including the name of the Chair.**
- **Financial information** – including how much was given out in the previous years, how much they give and what kind of projects they support.
- **Understand their governance and trustees** – which can help you tailor your application.

Remember, a successful grant application is about more than just the money. It's an opportunity to demonstrate the value and impact of your project, show accountability, and start building long-term relationships with funders.

Use this list as a practical tool to focus your efforts, boost your confidence, and help your project access the funding it needs to thrive. See the separate Regional Grant Directory.

3

PART THREE

CASE STUDIES

Shelley in Woking and Cathy in Hull — two Local Mission Partners who fell into fundraising, and what made it work.

CASE STUDY

SHELLEY — ENGAGE, WOKING

Director of Schools Work at Engage, a Christian schools mission serving over 30 primary schools, a secondary school and Woking College.

Shelley is Director of Schools Work at Engage, a Christian schools mission serving over 30 primary schools, a secondary school and Woking College. The team delivers assemblies, RE lessons, clubs, mentoring and wellbeing support, while building strong partnerships between local churches and schools across the Woking community.

As part of her role, Shelley also oversees the fundraising. But Shelley didn't set out to be a fundraiser. In fact, like many in Local Mission Partner (LMP) contexts, fundraising wasn't the dream, the training pathway, or the job description. She joined as an administrator. But over time, particularly through the disruption of the pandemic, she found herself stepping into leadership and recognising that if the mission was going to thrive, fundraising couldn't remain passive.

Her story will resonate with many: fundraising is something people often fall into. And that's not a weakness. It can be a strength. Shelley brought her corporate background, her charity experience, and her strategic mindset. She didn't wait to become a "professional fundraiser." She started with the gifts she already had and grew from there.

The mission had been running for nearly 30 years. During that time, it had rarely actively applied for grants. Although wanting to affirm the reliance of God to provide financially for the work, Shelley knew that faith does not mean passivity. Fundraising wasn't a side task anymore. It was part of the strategic engine.

SEEING FUNDRAISING AS A BUSINESS STRATEGY

Shelley is clear that, however charitable the mission, it must function well in order to serve well. For her, that means being intentional and disciplined behind the scenes. Each year, she aligns vision with activity, activity with budget, and budget with income. She forecasts carefully, builds and reviews operating budgets, even creating them from scratch where none previously existed, and thinks in realistic three-year timelines rather than short-term fixes.

When a £30,000 grant over three years was awarded, it was genuinely transformational. But rather than immediately expanding staffing in ways that might later prove unsustainable, Shelley chose restraint. She ensured there was a contingency in place and resisted spending to the margins, prioritising long-term stability over short-term growth.

TRUSTEES: WORK WITH WHAT YOU HAVE

Shelley's trustees care deeply about the mission and understand the importance of funding, but their capacity and skill sets vary. Some are retired and willing to help, yet lack confidence, time or experience in fundraising. Others bring strong professional skills but are stretched by full-time work and limited availability. Recruiting a dedicated fundraising trustee proved challenging; one promising appointment had to step down due to work pressures.

Rather than waiting for the "perfect" board to emerge, Shelley works constructively with the trustees she has. She keeps fundraising firmly on the agenda, so it never quietly slips away, and where trustee capacity is limited, staff step forward to lead. The responsibility is shared, even if the roles look different at different times.

WHEN IT COMES TO GRANTS, DO THE GROUNDWORK FIRST

Shelley approached grant fundraising methodically. She built a detailed spreadsheet of around 100 funding bodies and worked through each one carefully: Do they fund faith-based organisations? What themes are they interested in? What level of grant do they offer? From that research, she identified common threads and shaped two clear cases for support: one centred on wellbeing and mentoring, and another tailored specifically for faith-based funders.

By preparing these core documents in advance, she avoided the panic of last-minute applications and ensured each submission was thoughtful and robust. Alongside this, she strengthened the charity's infrastructure: creating an operating budget, developing income and expenditure forecasts, collecting testimonials from teachers and students, gathering impact data, and working with the team and volunteers in commissioning a professional video to communicate the work clearly.

When some funders declined because of the organisation's faith basis, Shelley did not retreat. Instead, she reframed. If wellbeing programmes could attract external funding, that would release church-given funds for explicitly faith-based activity. This strategic flexibility opened new possibilities. She has also explored collaborative bids, including conversations around a joint application to the National Lottery Community Fund.

Her principle is simple: prepare before you apply, record impact consistently, and think carefully about what is most fundable.

THE 100:10:1 APPROACH FOR INDIVIDUAL GIVING

Alongside grants, Shelley launched the “100:10:1 Campaign”, a simple invitation for 100 people to give £10 a month for one year. Although the original target was not fully reached within the year, supporters have continued to sign up steadily. Crucially, the system was designed to minimise administration so that, once established, it runs smoothly.

Integrity is built into the model. Donors commit for a year, are contacted at the end of that period, thanked sincerely, and invited, never pressured, to continue or increase their giving. Shelley understands the strength of breadth: not one heroic donor, but many consistent supporters. And she holds to a straightforward truth: if you don’t ask, you don’t get.

CREATIVE INCOME STREAMS

Rather than always asking for cash, Shelley and her team looked for ways to make giving simple and tangible. Creating an Amazon Wish List allowed supporters to purchase specific items the charity genuinely needed such as craft materials, prayer space resources, stationery and small equipment. Individually inexpensive, these items add up significantly over time. For supporters, adding a £2.99 item to an online basket feels accessible and practical. It reduces friction and increases engagement.

SCHOOLS: NON-UNIFORM DAYS

Because the mission serves schools free of charge, Shelley began having honest conversations with headteachers about sustainability. She asks what is working well and how the charity could support schools further, while being transparent that expansion depends on funding.

Out of those conversations comes a simple, confident request: when schools hold non-uniform days, would they consider donating the £1 per child to the charity? One school raised £350 in this way. The ask required boldness, but it was grounded in trusted relationships already built over the years.

CORPORATE PARTNERSHIPS REQUIRE BOLDNESS AND NETWORKING WIDELY

Shelley has intentionally stepped beyond Christian circles into wider business networks. At a secular networking event held at Guildford Cathedral, she met a local business owner. Through natural conversation, not pressure, she shared about the charity's wellbeing and anti-bullying work. The work resonated with the business owner deeply. The result was ongoing IT support and discounted software, significant in-kind value to the charity. For Shelley, the lesson is clear: impact and resource often grow when people are willing to network beyond familiar church settings.

DON'T FEAR THE "NO"

Shelley believes one of the greatest barriers to fundraising is fear. "What if they say no?" people ask. Her response is simple: "But what if they say yes?" Rejection is part of the journey, but so is breakthrough. Shelley reminds frontline workers that they are not personally responsible for carrying the entire financial burden of the organisation. Fundraising works best as a shared effort, drawing on different skill sets, equipping people gradually, and celebrating successes together. Shared wins bring greater joy than solitary ones.

VALUE AND THANK WELL

At the centre of Shelley's approach is gratitude. She visits churches and schools, speaks at events, keeps supporters updated, reports clearly on impact, and sends thank-you messages that are not always accompanied by another ask. She knows donors want three things: to see the difference their giving makes, to be kept informed, and to feel personally valued. When those elements are handled well, supporters tend to remain committed for the long term.

KEY TAKEAWAYS FROM SHELLEY'S JOURNEY

- Most people fall into fundraising. Start with your existing skills and grow from there.
- Treat fundraising as a strategy, not an emergency.
- Keep it on the agenda, every time.
- Work with the trustees you have.
- Prepare your case for support before chasing grants.
- Think entrepreneurially and plan three years ahead.
- Diversify income e.g. grants, individuals, schools, corporates, in-kind support.
- Be bold in asking.
- Don't fear rejection.
- Thank generously and consistently.

Shelley's story is not about becoming a "professional fundraiser." It's about faithful, strategic stewardship, combining trust in God with practical action. And perhaps most importantly, it's about remembering that fundraising is not a burden to carry alone, but a shared, creative, mission-enabling task.

CASE STUDY

CATHY — BEVERLEY SCHOOLS TRUST, HULL

Schools Worker for Beverley Schools Christian Trust, supporting children and young people across Beverley's primary and secondary schools.

Among her many roles, Cathy serves as the Schools Worker for Beverley Schools Christian Trust (BSCT), a charity that supports children and young people across Beverley's primary and secondary schools. Working in partnership with local churches and schools, she helps build bridges between them, creating opportunities for students to explore the Christian faith in engaging and meaningful ways.

Like many LMPs, Cathy never set out to become a fundraiser. Her journey began simply with a heart to serve children and young people, and as the work grew, she found herself learning how to secure the support needed to sustain it. What started as a small initiative in a local church developed into a wide-reaching schools ministry, and along the way Cathy discovered how clear vision, strong relationships and evidence of impact can turn a small idea into a sustainable and fruitful ministry.

STARTING WITH THE HEART

Cathy's fundraising journey began not with strategy or targets, but with a deep concern for children and families. Serving in a small church on a Hull housing estate with eight adult members and over forty children in Sunday school, she asked a simple question: what if we went to where the children already were?

This led to working directly in local schools and establishing a small children's charity, securing funding from Children in Need and local trusts. From these humble beginnings, the project grew to reach around a thousand children each year through clubs, assemblies, prayer spaces, and holiday activities. For Cathy, fundraising was never the goal, it was simply a way to make a passion for serving children and families possible.

FALLING INTO FUNDRAISING

Like many in charities, Cathy never planned a career in fundraising, she simply needed to raise money to keep her growing ministry going. After stepping back following the birth of her first child, she returned to work with BSCT, initially in secondary schools, before an opportunity arose to start lunchtime clubs in primary schools.

With the help of a local church friend, the first club attracted 27 children and quickly filled up, leading to waiting lists and interest from other schools. Volunteers from local churches joined, and within a short time Cathy was coordinating activities across nine or ten primary schools. As the work expanded, she secured support from her organisation and local trusts, enabling the ministry to grow into assemblies, prayer spaces, lunchtime clubs, transition lessons, and training events for churches in schools.

THE IMPORTANCE OF EVIDENCE

One of the most important lessons Cathy learned early on was the importance of evidence. When she applies for grants, she does not start from scratch. Instead, she gathers clear evidence of impact: quotes from children, feedback from teachers, statistics showing how many pupils have been reached, and support from headteachers and local churches.

This evidence makes a powerful case for funding. It shows that the work is already making a difference and that further investment will build on something proven. Because the evidence is strong, Cathy has rarely had applications turned down. In fact, in some cases funders have offered more money than she originally asked for because they could clearly see the impact being made.

A FOCUSED APPROACH TO GRANTS

Cathy's approach to grant funding is deliberately simple and focused. Rather than applying widely to every possible trust, she carefully targets the funders that best fit the work. Often, she will apply to only one trust at a time, focusing on the one that is most likely to support the project. This "minimal" approach reflects both limited time and a belief that well-targeted applications are far more effective than a scattergun approach.

Recommendations from networks have also played an important role. Methodist circuits, United Reformed Church networks and diocesan contacts have often suggested trusts that might be suitable. Those personal recommendations have made the process far more manageable.

SERVING CHURCHES FIRST

Churches are another important part of the funding picture, but Cathy's approach here is also distinctive. Rather than beginning with an ask for money, she begins by asking how the project can serve the churches.

The work acts as a bridge between schools and churches, helping congregations connect with local schools and engage in children's ministry. Conferences, training events and prayer spaces have all helped churches feel equipped and involved in mission. When churches see the value of the work, financial support often follows naturally. Speaking at church services has also proved very effective, not only in raising funds but in recruiting volunteers. On one occasion, Cathy gained five new volunteers simply by sharing the story of the work during a church service.

RAISING PROFILE AS WELL AS FUNDS

Some fundraising activities have served two purposes at once: raising money and raising the profile of the work. One creative example involved hiring a mission bus that travelled to schools hosting prayer spaces and activities. The bus became a visible symbol of the project in the community and helped connect schools, churches and families.

Another successful initiative was a Christmas fair organised by a volunteer, bringing together local businesses, stallholders, families and supporters. It raised funds but also helped people see the work first-hand. These kinds of events helped build recognition and trust within the community, which in turn strengthened future fundraising efforts.

BEING CLEAR ABOUT THE PLAN

Another key to Cathy's success has been having a very clear project development plan. When applying for funding, she sets out exactly what she plans to achieve over the next three years: what activities will take place, which schools will be involved, and what the outcomes will be for children and young people. This clarity gives funders confidence. They are not simply supporting a vague idea, but a well-thought-out plan with defined goals.

DEMONSTRATING VALUE FOR MONEY

Cathy is also careful to demonstrate the value for money that funders receive. The project runs with a very small paid staff team but a large volunteer base. When the hours of volunteers are added up, the project effectively operates with the equivalent of several full-time workers. This means that relatively small grants can have a significant impact. For example, a grant that funds one staff role actually enables a much larger programme because volunteers multiply the work being done. Funders can clearly see that their investment stretches a long way.

SHOWING FUNDERS THE DIFFERENCE

When grants are awarded, Cathy makes sure funders can see the results of their support. Stories, updates and feedback from schools are shared so that grant makers understand the difference their funding has made. This helps build trust and increases the likelihood that funders will support the work again in the future.

A MINISTRY SUSTAINED BY PASSION

Today Cathy continues to work across schools, supporting children through pastoral groups, bereavement support, self-esteem programmes and listening groups. The work is demanding and often requires juggling multiple roles, but the motivation remains the same as when she first began.

For Cathy, fundraising has never been primarily about money. It is about enabling work that she deeply believes in. Her story offers an encouraging reminder that fundraising does not always begin with expertise. Often it begins simply with a heart for people, a willingness to try, and the determination to find the support needed to make a difference.

KEY TAKEAWAYS FROM CATHY'S JOURNEY

- Like Shelley and Cathy, most people fall into fundraising. Start with your heart and grow the skills along the way.
- Fundraising begins with a clear purpose and vision, not just applications.
- Build strong relationships with schools, churches, and volunteers. They are your partners in impact.
- Gather evidence of what you do: quotes, figures, and stories make it hard to say no.
- Focus on targeted funding opportunities rather than applying everywhere at once.
- Serve first: consider how your work can help churches and communities before asking for money.
- Be clear about your plan and what you want to achieve over the next few years.
- Demonstrate value for money, including the contribution of volunteers.
- Use events and activities to raise both profile and funds.
- Celebrate and communicate successes so funders and partners see the difference made.

Cathy's story is also not about becoming a "professional fundraiser." It's about leading with heart, bringing together careful planning and hands-on effort. Above all, it's about remembering that fundraising is a creative, relational, and mission-enabling task, not something to do alone.

4

PART FOUR

QUICK WINS

Simple actions you can take this month, stream by stream.

QUICK WINS

Sometimes it's hard to know where to start, and that can stop us taking action. Quick wins are simple, practical steps you can do in a short time to build momentum and confidence in your fundraising.

How to use this list: pick three to focus on this month. You can choose one from each category, or a few from different areas, whatever works for you. Small steps often make a big difference and can lead to bigger opportunities.

1 Clarify and communicate your impact

- [ ] Write out the impact of your project in 1–2 sentences
- [ ] Write a simple case for support
- [ ] Ask your donors for feedback on how they feel valued
- [ ] Share one success story on social media or in a newsletter

2 Fundraising research & planning

- [ ] Identify one or two suitable grant-giving trusts to research further
- [ ] Check the Charity Commission website for funder details before applying
- [ ] Research one local funding opportunity that aligns with your mission
- [ ] Search online for free grant alert newsletters
- [ ] Identify a partner organisation to support a joint application
- [ ] Update your budget or simple income tracker

3 Engaging supporters

- [ ] Encourage supporters to make a small one-off donation
- [ ] Send a thank-you and update to your current donors
- [ ] Set up a simple regular giving option (e.g., monthly donation)
- [ ] Identify one potential major donor from your network
- [ ] Invite a potential donor to a conversation about the project (no ask yet)
- [ ] Send a personalised update to a donor to build the relationship
- [ ] Include a gentle message about leaving a legacy in one communication
- [ ] Share a simple story about the impact of a past legacy gift
- [ ] Invite one long-term supporter to discuss leaving a gift in their will

4 Events & volunteering

- [ ] Plan and run a small, achievable fundraising event
- [ ] Use one event to recruit new supporters or donors
- [ ] Invite volunteers to help with planning or delivery

5 Corporate & community engagement

- [ ] List local businesses with shared values
- [ ] Approach one business for small sponsorship or in-kind support
- [ ] Identify one church or faith group that might partner with you

6 Systems, tools & development

- [ ] Make a short list of people who could be invited to support your work
- [ ] Create a template email or social post that can be reused
- [ ] Ask for an agenda item at a trustee meeting to discuss fundraising
- [ ] Explore further training and learning opportunities for fundraising

7 Other

- [ ] Update your supporter database or contact list
- [ ] Review your fundraising policies or procedures
- [ ] Test a new communication channel (e.g., WhatsApp group, newsletter format)
- [ ] Brainstorm a small creative fundraising idea with your team

8 Your own ideas

- [ ]
- [ ]
- [ ]

ABOUT THE AUTHOR

Dani Knox — The Fundraising Coach

Dani is the founder of The Fundraising Coach, where she helps charities and churches turn their God-given vision into reality through effective, values-led fundraising. She works with organisations to grow sustainable income, build strong supporter relationships, and move from fear or frustration around fundraising to confidence, clarity, and impact. Dani believes that fundraising, done well, is about inviting people into life-changing work, not just asking for money.

With a lifelong career in the Christian charity sector, Dani brings a practical, relational approach to her work. She supports teams and trustees to create clear strategies, engage supporters thoughtfully, and develop a culture of generosity that strengthens both their mission and their organisation. Her approach is rooted in the belief that generosity is a force for good, and that every organisation deserves the chance to make a meaningful difference in people's lives.

Alongside her consultancy and coaching work, Dani serves as a lay reader and is part of the leadership team at her local church, where faith, mission, and community sit at the heart of her work. She also serves as a school governor and volunteers on committees including Fundraisers in Christian Organisation with the Chartered Institute of Fundraising, contributing to education and the wider charity sector.

On her website, you'll find a range of practical tools, templates, guides, and coaching support to help your organisation fundraise confidently and strategically. Whether you are just starting out, building existing streams, or looking to grow long-term income, Dani's resources are designed to equip you and your team to make fundraising a purposeful, sustainable, and rewarding part of your mission.

Explore more at fundraisingcoach.co.uk