




Fundraising for Forums

John Wilson
Community Matters

A large orange circle on the left side of the slide, partially overlapping the text.

What this session will cover

- Different sources of funding
 - Fundraising for hosted forums
 - Where to find grant funding information
 - Grant application cycle
 - Overview of some specific funds
 - Restricted and unrestricted funding
 - Online fundraising
 - Business Sponsorship
 - Local Authority Funding
 - Things to consider – legal structure, Vat and tax
- 
- A decorative yellow dashed line in the bottom right corner of the slide.

Different sources of funding

- Grants (Local Authority or Health)
- Grants (Charitable funders)
- Contracts / SLA's
- Local Fundraising
 - ❖ Events
 - ❖ Donations / "Tin rattling"
- Business Sponsorship
- Earned income

Fundraising for hosted forums

If the host is already funded by the grant giver you may not be eligible.



Depending on your hosting agreement the host may be responsible for the delivery of the funded project not the Forum



Depending on your host some funders may not be available to you

Grant funding Information

- Many local authorities subscribe to the IDOX database
- ✓ <https://www.charityexcellence.co.uk/free-grant-funding-finder-directory/>
- ✓ <https://funding.idoxopen4community.co.uk/supportcambs> (Cambridgeshire)
- ✓ (<https://funding.idoxopen4community.co.uk/watford> (Hertfordshire))
- [Welcome | My Funding Central](#)
(free for small organisations)
- Community Matters Newsletters

The screenshot shows a web browser window with the URL <https://www.charityexcellence.co.uk/free-grant-funding-finder-directory/>. The page features the Charity Excellence Framework logo in the top left, navigation links (Home, Funding Finder, Help Finder, etc.), and social media icons. A prominent orange button labeled "Register Now!" is centered on the page. Below it, a section titled "Make Sure You Stay Safe Online" contains a warning about linking to potentially unsafe websites. At the bottom, logos for "redbrain", "GSR FOUNDATION", and "biomni" are displayed, along with a small image of a rabbit and a speech bubble that says "Ask me for help".

Charity Excellence Framework

Home Funding Finder Help Finder Company Donations Finder Data Finder AI Services Bid Writer Policies Resource Hub FAQs Start-up Toolbox Laptops

Watch our Video

Register Now!

Make Sure You Stay Safe Online

We would never knowingly link to any website that contains offensive, illegal or suspect information, or potentially scam links and we carry out checks as best we can. However, our system links charities not only to help but also websites with online lists of links and other databases and a volunteer run charity, can't possibly check and validate everything. Consequently, in using our system you accept that we cannot take any responsibility for 3rd party content or links and you agree that you will carry out all reasonable checks to keep yourself safe. Here's our guide to [staying safe online](#).

In the event you ever come across something that concerns you, please inform us immediately - ian@charityexcellence.co.uk.

Register Now

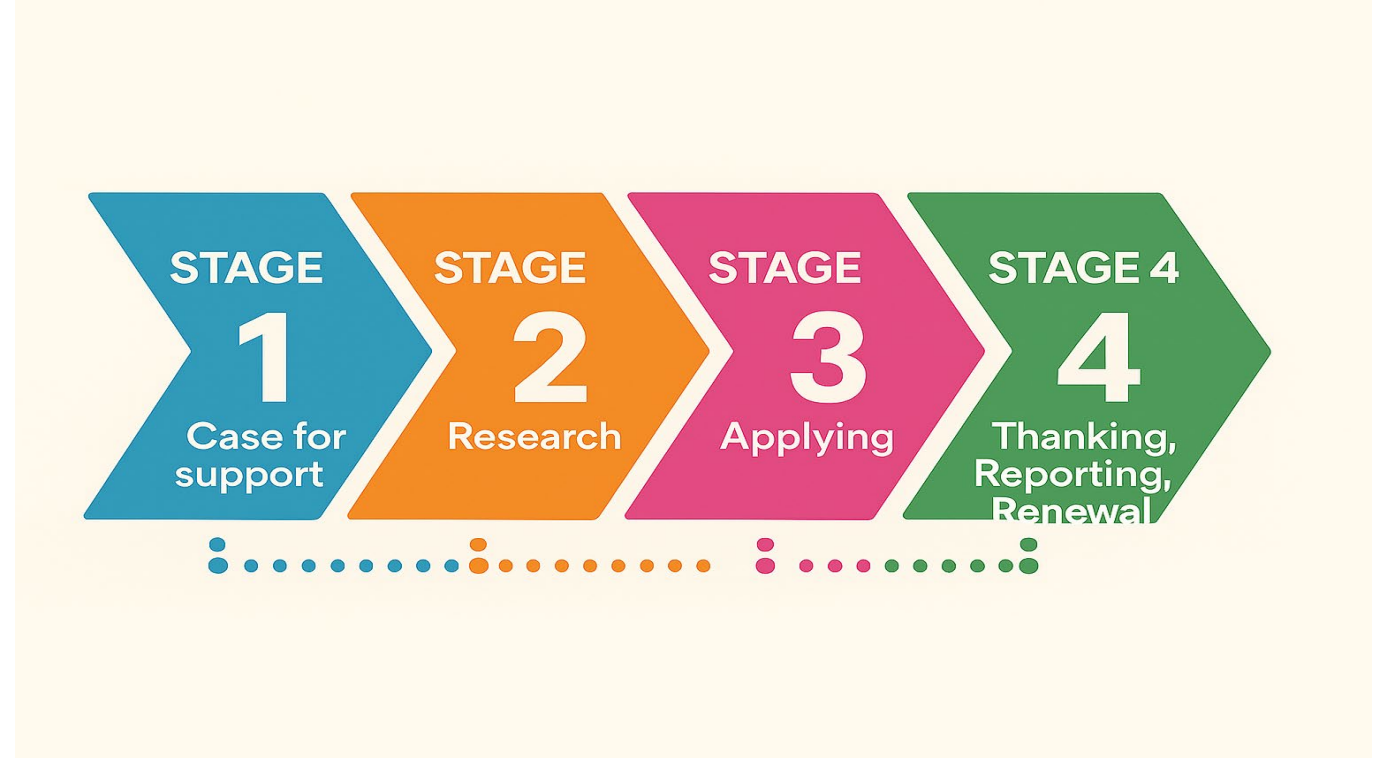
We are very grateful to the organisations below for the funding and pro bono support they generously provide.

redbrain GSR FOUNDATION biomni

Ask me for help

Charity
Excellence
website

Application Cycle



There will be another online learning session from Contact in the New Year looking at preparing for bid writing with Lucy Smith and some forums who have had success with funding bids and business sponsorship.

Restricted and unrestricted funding

- Restricted funds – are usually the money you receive from grants. The money can only be spent on the work outlined in the grant application and any money not spent would normally have to be returned to the funder.
- Unrestricted funding – is often money you earn from selling activities or services and can be spent on anything the organisation wants. Contracts and SLAs should fall into this category as long as you deliver the activity that you are contracted for. With a contract any money you don't spend assuming you have delivered all of the contracted activity should be yours to spend as you wish.

Some Specific funds

- [Home | The National Lottery Community Fund](#)
- **Awards for All** [National Lottery Awards for All England | The National Lottery Community Fund](#) £300 to £20000 bringing people together to build strong communities – projects lasting up to 2 years.
- **Reaching Communities** [Reaching Communities England | The National Lottery Community Fund](#) £20001 to £20000000 Strengthen Communities and improve lives up to 5 years funding
- **Govt Funding** [Home - Find a grant](#)
- **HAF funding** (Holiday Activities and Food)
- funding is often accessed through your local council. The program primarily targets school-aged children (reception to year 11) who receive benefits-related free school meals. Some forums have used this to fund family events and also worked with their local authority to ensure these events are inclusive



Awards for All National Lottery

[National Lottery Awards for All England | The National Lottery Community Fund](#)

Project location: England

Amount: £300 to £20,000

A decision in: 16 weeks

Programme status: Open to applications

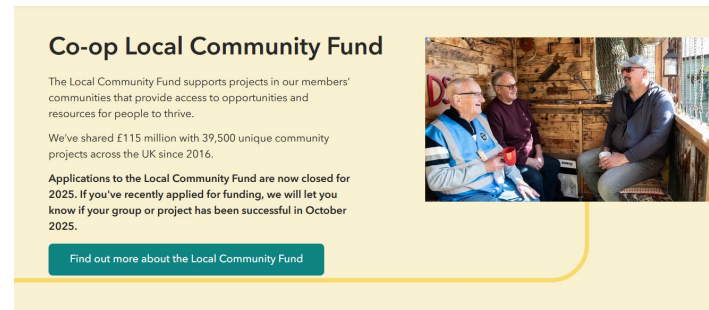
We provide funding for projects that bring people together to build strong relationships and improve communities in England. You can apply for a grant of between £300 and £20,000 for projects lasting up to 2 years.

Examples trusts who fund grass roots organisations

[Comic Relief - Groundwork](#)



[Co-op](#)



[Greggs Foundation | Community funding](#)



[Home - Garfield Weston Foundation](#)

The Truemark Trust – applications in writing only
applications@truelight.org.uk

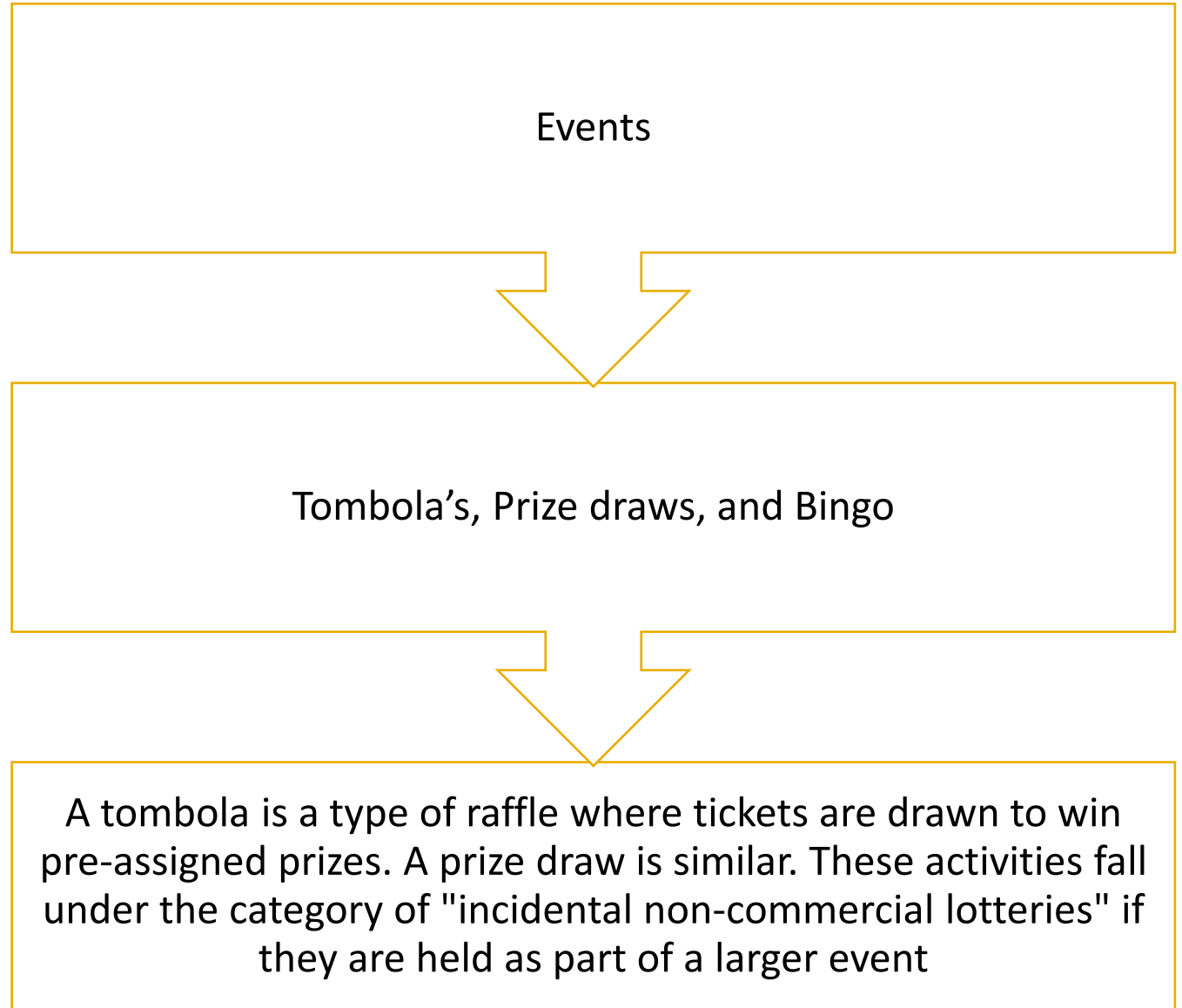
[Apply for a grant – Tesco grants](#)

[Grants | Esmée Fairbairn Foundation](#)

[Forte Charitable Foundation | Forte Charitable Foundation](#)

[Apply for a grant | Postcode Trust](#)

Local Fundraising





Rules for Incidental Non- Commercial Lotteries

- Purpose: The lottery must be a part of a non-commercial event, like a school fete, charity dinner, or community fair. The lottery cannot be the primary reason for the event.
- Ticket Sales: All tickets must be sold and the draw must take place during the event. You cannot sell tickets online or in advance of the event.
- Prizes & Expenses: There are limits on the money you can spend on prizes and expenses. The total value of purchased prizes must not exceed £500, and expenses (like printing tickets or equipment hire) must not exceed £100. It is best practice to secure donated prizes to maximize the funds raised.
- Profit: All proceeds must go to a "good cause" and cannot be for private gain.
- Ticket Price: All tickets must be sold at the same price.
- Age Limit: Tickets can only be sold to people aged 16 or over.
- No Licence Required: You do not need a licence or to register with your local authority to run this type of lottery.

Bingo-Type Fundraising (Non-Commercial Gaming)

- Equal Chance vs. Prize Gaming:
 - Equal Chance Gaming (e.g., Bingo): Every player must have an equal chance of winning. The total value of all stakes and entry fees per person cannot exceed £8 per day. The total value of prizes at one event cannot exceed £600 (or £900 for a final event in a series).
 - Prize Gaming (e.g., a "guess the number of sweets in a jar" competition): The prize value is determined in advance and is not dependent on the number of players or money collected. There are no limits on stakes, prizes, or fees, as long as the prizes are not based on the amount of money raised.
- Purpose: The activity must be for a good cause, and players must be informed of this cause beforehand. No one should profit from the event.
- Location: The gaming must take place at a non-commercial venue (e.g., a school hall or community space) and cannot be held at a licensed gambling premises like a casino.
- Online/Virtual: You cannot run online bingo for fundraising without a licence. All play must be physical and in person.

Prize Competitions



Some fundraising activities, like a "guess the number of sweets in a jar," can be classified as a prize competition rather than a lottery. This is an important distinction, as competitions are not regulated by gambling law.



A prize competition must have a "sufficient element of skill, knowledge or judgment" to prevent a significant proportion of entrants from participating or a significant proportion of participants from winning.³⁹ If the outcome is based purely on chance, it is a lottery and must follow the rules above.



For example, a "guess the number of sweets" game could be a competition if there's a tie-breaker question or a specific skill element, but it is often safer to treat it as an incidental lottery to ensure you are compliant.

Online fundraising

- Facebook – Donation button or fundraisers
- Easyfundraising
www.easyfundraising.org.uk/community-matters)
- JustGiving [Online fundraising donations and ideas - JustGiving](#)
- Donr [Digital fundraising solutions for charities | Donr](#)

Just giving

https://www.justgiving.com/?msockid=3d3a8b324f5c67522bfd9fcc4e5a66dd

JustGiving Menu Start Fundraising Log in Sign up

Search for a friend or charity Search

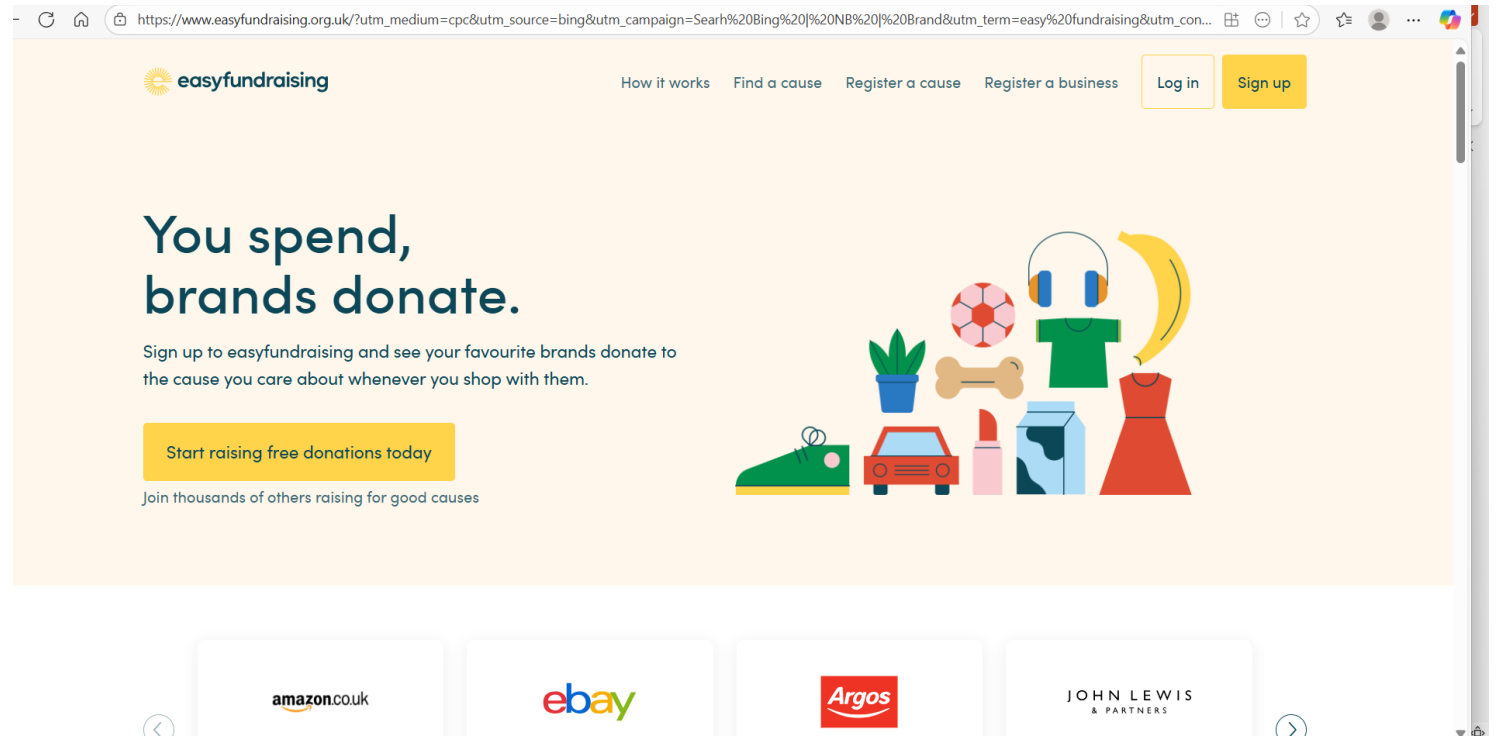
Do something incredible today

Online fundraising for the people and charities you love

Start fundraising

tps://www.justgiving.com/create-page

Easy Fundraising



The screenshot shows the homepage of the Easy Fundraising website. At the top, the URL is https://www.easyfundraising.org.uk/?utm_medium=cpc&utm_source=bing&utm_campaign=Search%20Bing%20%20NB%20%20Brand&utm_term=easy%20fundraising&utm_con.... The logo "easyfundraising" is in the top left, and navigation links "How it works", "Find a cause", "Register a cause", and "Register a business" are in the top right. There are "Log in" and "Sign up" buttons. The main heading is "You spend, brands donate." followed by the text "Sign up to easyfundraising and see your favourite brands donate to the cause you care about whenever you shop with them." Below this is a yellow button that says "Start raising free donations today" and the text "Join thousands of others raising for good causes". To the right is a collection of colorful icons representing various items: a potted plant, a soccer ball, a dog bone, a green t-shirt, a yellow banana, a red dress, a red car, a pink perfume bottle, a blue milk carton, and a green shoe. At the bottom, there are logos for partner brands: amazon.co.uk, ebay, Argos, and JOHN LEWIS & PARTNERS.

Sign up at

www.easyfundraising.org.uk/community-matters

Business Sponsorship



MONEY



IN KIND SUPPORT



VOLUNTEERS

Public Sector Funding



GRANTS



SLA'S



CONTRACTS



Public Sector funding and keeping the independence of your forum

- Some forums have a clause in their contract, MOU or terms of reference with the LA that states the independence of their role in ensuring they represent the views of parent carers.
- The DFE grant MOU section demonstrates forums independence from the local authority: Parent Carer Forums and the local authority each sign an annual Memorandum of Understanding (MOU) which underpins working together. The key principles are: Co-production, Independence of the forum, Respect and Honesty
- Include a statement in any contract outlining how the forum will maintain their independence from the LA to ensure they act as a critical friend and represent the views of their parent carer community.
- Have a section in any contract to outline the forums independence and how you will manage any disagreements with the LA.
- Publicise the issues you have shared with the Local authority and any solutions you've worked on together.



Grants

- **Project Grants:** This is a common form of funding where a local authority provides a grant for a specific project or initiative. The funds are restricted and can only be used for the activities outlined in the grant agreement, such as a community health project, a youth program, or an environmental initiative.

Contracts and Service Delivery Agreements

Commissioning of Public Services: Local authorities often "commission" or hire charities to deliver public services on their behalf. This is a form of earned income for the charity and is usually governed by a contract. Examples include providing social care, running children's services, or managing mental health programs.

Competitive Tendering: Charities often have to compete with other charities and private businesses to win these contracts through a competitive tendering process.

Contracts – often penalties for non delivery, you should also be allowed to keep any underspend

Service Level Agreements – In reality are a contract

Principles for Tendering and Commissioning Involving Parent Carer Forums

- Local Areas have the right to follow their agreed commissioning and procurement processes.
- In some cases this may be necessary to enable the lawful and transparent devolution of funding to support devolution, whether through parent carer of children and young people's engagement.
- Competitive tendering can risk creating competition between groups rather than fostering collaboration so it's not the preferred approach.
- The preferred approach is one of co-produced and partnership-based commissioning, where local partners work collaboratively to design and deliver participation arrangements that build trust, support sustainability, and reflect the shared commitment to improving outcomes for children, young people and families.

Key principles

1. Shared Decision-making: Any decision to move to a tender process should be jointly discussed between the PCF and statutory partners.

2. Protection of DfE-Funded Work: Local Authorities must not include the Department for Education (DfE) funded element of a Forum's work, such as representing the collective voice of parent carers, within any tender or contract.

3. Support Arrangements: Support for Parent Carer Forums may be included within a tender ideally this will have been co-designed with parent carers and does not compromise Forum independence.

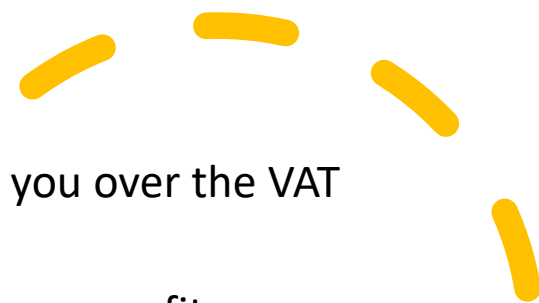


Key Principles contd

4. Co-Production from the Outset: Any tender that may affect an existing Forum or the delivery of parent carer participation will ideally be co-produced with parent carers from the earliest stage.

5. Encouraging Collaboration: Consortium or partnership bids should be encouraged to promote collaboration rather than competition between organisations.

6. Accountability and Quality: Any tender relating to the support or delivery of parent carer participation should include clear performance measures to ensure that participation remains parent-led and reflects the principles of co-production.



Factors to consider when fundraising

- Impact on total income – does it take you over the VAT threshold
- Will you have to pay tax on the income or profit
- Will you have to charge vat on your services
- Is the work based on full costs recovery
- If you take on new staff do you have enough reserves to cover redundancy payments (where applicable) at the end of the project or if you have to close?
- Have you got capacity to take on new work
- Does the contract compromise your independence as a forum in any way? Especially contracts with local authorities.

Using AI For grant applications

- Always check the funders view on the use of AI
- Some funders will penalise you for using AI
- AI can be a useful tool to reframe your answers, but be careful it doesn't remove your “authentic voice”
- Remember with AI you have to be able to ask the right questions and know the answers are right
- [Raising More Money with AI: a Practical Guide for Charities](#) This guide is on the Just Giving webpages
- [Charity-Excellence-AI-Infographic-Feb-25.pdf](#) Charity Excellence guide to using AI in fundraising

Sources of support

- Local CVS or Voluntary Action
- Contact handbook - [Parent carer forum handbook](#)
- Community Matters News Updates
- Your Regional Adviser [PPT-contacts-Jul-25-v3.pdf](#)