

# **Fundraising for Historic Buildings: top tips**

Alice Yates

# Accidental Fundraisers

- care and maintenance of a listed building?  
or
  - transforming an historic wreck into a beautifully repaired and useful structure?
- you'll need funds

# Workshop Context

- Capital works:
  - Repair & re-use project, or
  - smaller isolated works within a listed building, or
  - New build on the site/ extension to existing listed structure.
- Some overlap with revenue generating sources
  - business plan may forecast some funding from private sources, e.g.
    - a grant-giving Trust or Foundation to cover staff posts for a specific period of time,
    - linked to a one-off project, or,
    - Regular annual donations from private individuals
- The following principles can be applied to capital and revenue fundraising

# Workshop Content

- **Before the approaches for funding begin**
- **Basic principles and advice for securing funds from:**
  - 1) Grant-giving Charitable Trusts and Foundations
  - 2) Individual Donors
  - 3) Events
  - 3) Corporate sponsors
- **Responsibility? Who does the work?**

# **Before you start approaching funders**

## **Construct a strong case for support**

- **You need to establish:**
  - **why you're best placed to tackle the problem**
  - **why the work is essential**
  - **why now?**
- **Explain what is going to happen at the building in the future, or as a result of your project**

# Before you start approaching funders

Meet:

- the local authority
- Historic England
- any other obvious partners

to seek their involvement and understand their concerns.

Resulting in:

- Third party endorsement
- Some agreed partnerships
- Community involvement: plan how you will do this, based on research

# Gathering Material

Information about your organisation:

- Annual Report
- Annual Audited Accounts
- Governance Statement
- Statement about your track record

Project specific information:

- **Overall project budget**
- **Breakdown of costs with clear headings**
- **Likely sources of funds for the whole project**
- **Any secured funding**
- Good quality images usually electronic
- Decide how you will measure the success of your project, and evaluate the impact.

# Schedule of Costs & Funding Matrix

## Spreadsheet

- Add in the quantity surveyor's costs
- Plus all other likely costs associated with the work e.g. staff time overheads; travel; materials
- Underneath this, identify how you'll meet the project costs, listing all sources of funds and the sums you want to secure from each source

# Funding Matrix cont.

## E.G Predicted Project Funding

- Heritage Fund - £ 700,000
- Historic England - £ 50,000
- Charitable Trusts – list each one – total £300,000
- Own contribution - £5000
- Partner contribution - £25,000
- Donations
- Gifts in kind

# Grant-giving Trusts & Foundations:

## \*\*\*Research\*\*\*

- Heritage Funding Directory is now managed by the Architectural Heritage Fund and Heritage Alliance  
[www.heritagefundingdirectoryuk.org](http://www.heritagefundingdirectoryuk.org)  
(includes good advice on applying for funding)
- Annual Reviews produced by grant giving charitable trusts- what they fund, and how much they give

# Donor Boards- valuable information

Charles Hayward Foundation  
Sir Siegmund Warburg's Voluntary Settlement  
Herald Investment Management Ltd  
Allchurches Trust Limited  
The Finnis Scott Foundation  
The Kirby Laing Foundation  
The Company of Arts Scholars  
The Ironmongers' Company  
The Gosling Foundation  
Peter Stormonth Darling Charitable Trust  
Jane Barker CBE  
Sir David Lees  
Diploma PLC  
The Golden Bottle Trust

# For fundraising campaigns of £250k or more

- Make a shopping list identifying as many separate areas as you can to offer to different funding bodies.
- Plan what you can offer donors in return:
  - named areas?
  - Donor board?
  - Private visits/lunch with any distinguished Trustees or members of a Development Board.  
(Trusts won't be particularly interested in lunches but, individual donors certainly will.)

# Grant-Giving Trusts & Foundations

- Research the Trusts
- Create a plan of:
  - who are you going to approach
  - what you are asking them to fund
  - what sum are you requesting

This takes the income prediction section of your funding matrix a step further, and turns it into the basis for a Fundraising Strategy.

# Grant-Giving Trusts & Foundations

- Keep records- note when contact is made, applications made, and who is known by your 'home team'
- Do not blitz- i.e. sending the same letter to a large number of trusts. Quality is important. If you are rejected, you cannot re-apply for another 12 months (sometimes 24)
- Study guidelines thoroughly and follow them
- Work cannot have started, they rarely fund retrospectively
- Trusts like to be enablers- i.e provide early commitment that helps attract other funders, or the final 20% that results in completion

# Individual Donors- Friends/Membership Schemes

- An annual donation for your organization
- Sometimes membership is tiered- provide different benefits according to the tier
- Think about the objective of your scheme- will it support annual operating costs or a specific project?
- Creates a strong and loyal donor base

# Major Donors

- **Case for support** – present it in 2 page document, short brochure, or leaflet.
  - Use simple language
  - avoid jargon
  - use powerful images
- Make it clear in your covering letter, or when you engage, what you want someone to do:
  - raise awareness?
  - give you money?
  - provide endorsement?

# Major Donors cont. – points to consider

- **Research-** you need to know someone suits your cause, and if they have a history of giving
- **Engagement opportunities** – think about when you can meet them, ask them to an event, or show them what you're doing
- **Patience-** most people will say no when asked to donate. Nurture relationships over time and you may even find the gift is offered. However-
- **Do ask for money-** don't be afraid to ask for support
- **Network**– think about where the people you want supporting your organization go, and go there too
- **Thank,** and keep thanking

# Events

- Secure as much as possible for free or get it sponsored by a local or national business or, secure gifts in kind (wine, nibbles, venue hire etc)
- Take every opportunity to convey your message using simple language, and powerful images
- It doesn't need to involve great cost, but ensure any campaign or appeal literature is the best it can be
- Ask for money- let the audience know what you have secured, and what the deficit is
- Keep speeches short and to the point
- Serve good wine

# Corporate Sponsors & Partnerships

- Some can offer an annual gift over 3 to 5 years
- Sponsorship- opportunities for corporates to market their brand in return for support
- Staff fundraising- events etc, or payroll giving
- Pro bono– legal pro bono work, marketing, media advice etc
- Secondment- valuable experience for both individual and organisation
- Gifts in kind
- Charity of the year

# Corporates- what to consider

- Identify the benefit to both parties
- How does what you're doing resonate with their own objectives/values?
- What's the benefit for their business &/or customers? Who else are they being exposed to by engaging with you?
- Draw up a contract/letter of understanding, so you are clear about the relationship, and;
- Agree expectations: when the money will be transferred, and agree reporting and review procedures

# Who does all this work?

- One person to co-ordinate, lead and do all the research and form filling
- This could be:-
  - a volunteer trustee
  - a paid member of your executive
  - professional fundraiser (supported by external funding)

# Fundraising is everyone's role

- Involve all the key people in your organisation
- Make sure everyone is 'on-message', and properly briefed for meetings and events
- Trustees can:
  - attend meetings with the executive
  - write to thank
  - make introductions
  - offer venues for events
  - follow progress

# Updating Funders

- Reporting requirements
- Nurture relationships with funders to retain them – they don't want their investment jeopardised
- They want your project to be a success
- They will invest if they have confidence that you can deliver
- Remember, it is good PR for them

# Resources

- Talk to everyone you know, including local business people
- Similar projects- who supports them, are there any partnership opportunities?
- Google
- [heritagefundingdirectoryuk.org](http://heritagefundingdirectoryuk.org)
- [fundsonline.org.uk](http://fundsonline.org.uk)
- [thegoodexchange.com](http://thegoodexchange.com)
- [prospectingforgold.org](http://prospectingforgold.org)
- Mayor of London's website