**Let's Grow Together- Glasgow's Food Growing Strategy**

**A Guide to Funding**

**Introduction**

Every growing space is different, and your group will have identified priorities for projects you would like to carry out in your growing space. These projects are likely to need funding. This could be anything from a few hundred pounds to larger projects requiring thousands.

It's probably best to start small with funding applications and work up to larger amounts and bigger projects as your group gains experience.

The good news is that there are plenty of opportunities out there and lots of information, help and support available.

This short guide will help you to start thinking about your proposed project and how to go about getting the cash to carry it out. There is a glossary of funding terms at the end.

**Getting Started**

It's a good idea to have an action plan for all your projects so that you can prioritise what your group wants to do over a particular time period.

Ask yourselves what you want to do, why you want to do it, how you are going to do it, what you hope to achieve and how it fits into wider community priorities; and who can support you.

**Identifying Project(s)**

What do you want to achieve? And by when? A project should have distinct aims/objectives and be time-limited for funding purposes. Ideally, the project should be innovative. It must fulfil a particular need in the community or for the growing space, and usually be different from everyday activity that the group carries out ('business as usual').

You must also be honest with yourselves – are you being realistic in what can be achieved? Funders will expect a report at the end of the project on what their grant has paid for, and will expect you to have carried out everything you said you would in your application.

**Project Costs**

Funders will generally want detailed information about what you want your money for, how it will be spent and what it will help your group achieve.

You must provide reasonably accurate figures for what you need to pay for the project, in your funding application. You may have to get quotes to find this out. Make a list of all the things you will need to cost (materials, equipment, venue hire, insurance, travel expenses, sessional workers, publicity). Try to make this as realistic as possible – don't under or over estimate.

**Finding Funders**

The main route to success is finding funders who want to give grants for your type of identified activity. Most funders have an online presence these days. On their website, they will have sections on what type of group they will fund, what topics and themes they are looking for, geographical locations, how to apply and, equally important, what they will not fund.

They will detail how much money they will grant and whether this is for one year, three years or more. They may set conditions, for example, that you will need match funding or that they provide only a certain percentage of funding for a project.

It is time well spent researching different funders and trying to match your project to their aims and criteria.

Useful websites for searches include the Scottish Council for Voluntary Organisation's Funding Scotland https://fundingscotland.com/

Funders can be split into types: central and local government; national lottery; charitable trusts and foundations; corporate and business; crowd funding platforms.

It can be useful, in the first instance, to look at GCC area partnership grants https://www.glasgow.gov.uk/areapartnershipgrants and National Lottery grants https://www.tnlcommunityfund.org.uk/funding/programmes?location=scotland to see if they may be suitable.

**Writing an Application**

You will need to provide information about your group (name, address, contact person), the group's status (registered charity, community group etc), constitution or terms of reference, and be able to provide details of income and expenditure and copies of bank statements.

You will have to show that there is a need for your project. You could carry out local consultation and/or carry out some research or gather letters of support from local people and interest groups in the area. You should be able to demonstrate to a funder why your work is important and what people in your community need.

It will help if you can explain how you will monitor and evaluate the success of your project. Taking before, during and after photographs of the project can be useful. Other ways of demonstrating success of your project might be counting the number

of people who take part or asking people who take part to feedback what they thought about the project.

It is good to show that you are working with others so mention the Council as a partner and mention any other groups or volunteers who are involved.

Decide whether you need capital (money to buy one-off items) or revenue (money to pay for ongoing project costs) funding, or both, and explain why. Think about whether you need to cover core costs or someone's salary, alongside specific project costs.

List any match funding or in-kind contributions to the project.

Think about outcomes – what will be the positive results of your project? The funding body may list the outcomes they require, so make sure you know what these are and that your project delivers on these. Make sure you have a system in place to monitor and report back to the funder.

When you're writing the application, it's always best to keep it simple.  Make sure you detail exactly what you plan to do and make sure you meet the funder's priorities.  Provide evidence that your work is needed and include all the documents the funder asks for – missing things may mean that your application is automatically rejected.

Make sure you meet the deadline.

## Things to Consider

If you are not successful in your application, don't give up! Some funders will explain why you were unsuccessful if you enquire. It may be that your application was excellent but that fund was over-subscribed.

If that's the case, you can try that funder the following year when demand may have changed.

If you have a number of rejected applications, then it's worth looking over them to pinpoint where you are going wrong.

Looking for funding, filling in applications and monitoring results for reporting back are all time-consuming so consider asking a member (or members) of your group to take on the task of 'fund-raising officer'.

## Help and Support

The Parks Development Team, of which the Food Growing Team is a part,  is here to offer help and support. The Parks Community Funding Officer can help you source funders for your particular project and can give advice on your application.

You can attend fund raising workshops and subscribe to newsletters that provide funding news.

The Scottish Council for Voluntary Organisations (SCVO) https://scvo.org.uk/ provides support to community groups. In Glasgow, the Glasgow Council for the Voluntary Sector (GCVS) http://www.gcvs.org.uk/ is a great source of information, support and capacity building.

## Developing a Funding Strategy

Your group can save time and identify funding sources for your action plan by developing a funding strategy. The benefits of developing a strategy are to bring in more money, identify new funders, strengthening your resilience as a group by increasing and developing a funding mix, and making the best use of your resources.

The funding strategy does not need to be a long and complex document. It should support your action plan and show how you aim to fund the projects and activities in the plan over time. It should also detail how many days each piece of work will take and who will be doing it.

## Glossary of Funding Terms

**Capital funding** - money to buy one-time fixed assets such as land, buildings, equipment which will be used long-term.

**Core Costs** – the overhead costs of an organisation, not those specific to the funded project but are necessary to deliver the activities.

**Corporate sector** – the part of the economy made up by companies.

**Crowd funding** – is a way of raising funds by asking a large number of people for a small amount of money each, usually using an online platform.

**Expenditure** – the amount of money spent on outgoing costs.

**In-kind Contribution** – a non-monetary contribution such as volunteer time, donated equipment of free use of premises.

**Match-funding** – funders often will only provide a certain percentage of funds. The rest has to be made up or 'matched' by the project organisers (core money or staff time) or through additional funders.

**Outcome** – the positive change created by carrying out a project.

**Revenue Funding** – money to pay for ongoing project costs such as maintenance of the project or operating costs, generally short-term.

**Running Costs** – the costs of salaries, heating, lighting, rent which keep an organisation and/or project operating.

**Seedcorn funds** –money which helps to attract other funding, match-funding.