



# The Funding Bulletin

## **FAREWELL & GOOD LUCK LEILAH**

Many of us have worked with Leilah Vyner, Project Development Officer for Culture Tourism and Sport at Harrogate Borough Council. By now you may also know that in August she will be leaving HBC to take on a new post as Fundraising and Development Manager at the Wildlife Habitat Protection Trust based at Church Fenton, where she has been a volunteer fundraiser for two years (and, among other things, helped them become a regional winner of People's Millions in 2009).

While many community groups have benefited from the local funds she has managed (Starbeck Community Fund, Small Arts and Heritage fund and Centenary Grants), she has also advised and supported a range of environment, sports, arts, heritage and capital projects in their development. Leilah says "*Working for Harrogate Borough Council has been extremely memorable. The people I have met and the projects I have helped have all been fantastic. It has been great seeing so many revenue and capital projects through from concept to finish*".

She has also worked closely with the Funding and Development staff at Harrogate & Area CVS and Ripon CVS, for example, collaborating in delivering training programmes and in organising *Meet the Funder* events.

Leilah will be missed by everyone who has worked with her and many of us will agree

with what Pat Fitzgerald, Chair of the Pannal Memorial Institute, has to say about her: *'We were really delighted when Leilah came to our rescue. I was sinking fast in the confusing sea of funds and trusts, not knowing which way to turn and then along came this guardian angel called Leilah who calmly took us by the hand and guided us through the maze, and now we have successfully submitted three major applications- all fully compliant- and we're well on the way to funding an ambitious new Improvement Scheme for the whole of our community. We just couldn't have done it without her invaluable help and considerable skills. We will be sorry to see her go but wish her all the very best for the future. I'm sure she deserves it.'*

### **STOP PRESS!**

**HBC COMMUNITY CHEST IS BACK  
THIS MONTH—SEE PAGE 2**

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## SMALL GRANTS

### Harrogate Borough Council Community Chest is Open

A further allocation of £30,000 has been made to the Harrogate Borough Council Community Chest small grants scheme for 2010.

This grant aid scheme goes live towards the end of July 2010 with a closing date of the 30 September 2010.

Applications forms and guidance notes will be available to download from [www.harrogate.gov.uk/voluntary](http://www.harrogate.gov.uk/voluntary) and visit this site for additional details. Any queries should be directed to Ann Byrne– see contact details below.

Grants of between £500 and £3000 are available. Applications can be submitted at anytime over the July-September 2010 period, however all applications will be assessed together at a date still to be confirmed in October 2010.

Grants are available to support community, environmental, sports, arts, heritage and play projects/activities. This can include carrying out research, consultation, feasibility studies, communication and IT related projects.

If you cannot apply please do consider forwarding this information to others who may be interested in making an application.

For more information visit [www.harrogate.gov.uk/voluntary](http://www.harrogate.gov.uk/voluntary) or contact

Contact: Ann Byrne  
Corporate Improvement Officer  
(Partnerships)  
Department of Corporate Policy and Improvement  
Harrogate Borough Council  
Council Offices, Crescent Gardens  
Harrogate, HG1 2SG

### Youth Music Open Programme

Grants sponsored by the National Foundation for Youth Music are available to not-for-profit organisations in England that help to increase the number of children and young people with access to high quality, sustainable music-making activities across England. Grants between £5,000 and £30,000.

All awards from the Foundation are required to have a minimum of 10% partnership funding.

#### **2010/11 Programme deadlines:**

10 September 2010; 10 December 2010 and 10 March 2011

#### **Contact**

Open Programmes, Youth Music  
1 America Street, London, SE1 ONE  
Tel: (020) 7902 1060  
Fax: (020) 7902 1061  
E-mail: [info@youthmusic.org.uk](mailto:info@youthmusic.org.uk)  
Website: <http://www.youthmusic.org.uk>

**Four Acre Trust** aims to support registered charities that give individuals - mainly children and young people - help in making the most of their lives in the form of mentoring schemes, youth work in local communities, respite breaks and holidays, school holiday activity schemes and adventure, and other training centres. The Trust prefers to support small local-level registered charities that have low reserves and broadly spend all their income on charitable works. They are particularly interested in supporting charities that have a high level of volunteer involvement.

Offering grants from £3000, they will consider funding core costs or specific purposes. Read the guidelines carefully at their website.

The Trustees meet six times a year in February, April, June, August, October and December. Applications can be made at any time.

#### **Contact**

Trust Administrator, Treferanon, St Leonards Hereford, HR2 8QF  
Tel: (01981) 580002  
E-mail: [info@fouracretrust.org.uk](mailto:info@fouracretrust.org.uk)  
Website: <http://www.fouracretrust.org.uk>

## USEFUL RESOURCES

### ***Using the Marketing Mix Formula to position yourself with Funders***

Whilst we may not know yet exactly where the cuts will fall, we are told that with increased competition, marketing becomes crucial.

NVCO has announced that they are currently producing a publication, written by Ian Bruce, applying marketing theory to fundraising techniques. It should be published in September. Ahead of its publication, they recommend a list of the key concepts that you can use when considering your fundraising.

#### The Marketing Mix

- Product (what you are selling)
- Philosophy (your values)
- Price (how much you are asking, what packages you can offer)
- Promotion (how you advertise your product)
- Place (how you distribute your product)
- People (who do you need, with what skills and contacts?)
- Physical evidence (make your product tangible and believable)
- Process (is your product easy to take up, use and pay for?)

It is recommended that all eight are addressed in every fundraising method – and to plan for them in advance. In practice this means you need to send in someone with the right skills (people) when you meet a potential funder, with materials to underpin your organisation's reputation (promotion and philosophy). You need to meet somewhere that is convenient and appropriate - perhaps on project

delivery location so you cover both place and physical evidence. You need to make sure you follow the funders guidelines and keep in touch – for example, through timely monitoring and reporting (process). Your project idea (product) needs to match the funder's criteria at a budget (price) that is acceptable. More at:

<http://www.ncvo-vol.org.uk/sfp/change/usemarketing>

### **Community Matters - Small Charities Constitution**

Community Matters produces a Small Charities Constitution. This is a joint venture between the Charity Commission and a number of third sector organisations, including Community Matters.

It's designed to provide a concise, practical framework for charities with an income of less than £5,000 and which do not own land or employ staff.

Download from Website:

<http://www.communitymatters.org.uk/Resources/downloads/gd4text.pdf>

### **Free Health and Safety Diagnostic Tool**

Funding contract arrangements will require confirmation of your organisation's commitment to Health and Safety. This free online diagnostic tool will help you identify gaps or weaknesses in your organisation's health and safety management. Complete the relevant sections and it will generate a report advising how your organisation can take action and track your progress.

Website: [www.hsaccelerator.com/landing/hsd.html](http://www.hsaccelerator.com/landing/hsd.html)

## EVENTS TO MEET THE FUNDERS

"IF YOU'VE GOT YOUR COMMUNITY BUILDING SOMETHING SPECIAL WE'LL SHOW YOU HOW TO PAY FOR THE TOOLS"

FREE WORKSHOP ON  
23 September 2010  
10.00-14.00 (lunch included)  
facilitated by Harrogate & Area CVS  
in partnership with Charity Bank and Regional Forum

To book your free place contact  
Nina Muir, Harrogate & Area CVS  
Email – [nina@harrogatecvs.org.uk](mailto:nina@harrogatecvs.org.uk)  
Tel – 01423 504074  
or Charity Bank in the North  
Email – [enquiriesnorth@charitybank.org](mailto:enquiriesnorth@charitybank.org)



Harrogate District

**TUESDAY 12 OCTOBER 2010**  
**RIPON COMMUNITY HOUSE**  
**DOWNLOAD PROGRAMME AND BOOKING FORM**  
**AT ANY OF THESE WEBSITES**

<http://www.harrogate.org/Events>  
<http://www.riponcvs.co.uk/Funding+Information>  
<http://www.harrogate.gov.uk/harrogate-2300>

**Also visit the York and North Yorkshire Funding Advice Network to view details of the new training programmes starting in September 2010**

**[www.ynyfundingadvice.org.uk/](http://www.ynyfundingadvice.org.uk/)**

Funding Advice is available from

### Harrogate & Area CVS

Community House  
46-50 East Parade



Harrogate HG1 5RR  
Phone: 01423 504074  
Fax: 01423 502126  
[cvs@harrogatecvs.org.uk](mailto:cvs@harrogatecvs.org.uk)  
[www.harrogatecvs.org.uk](http://www.harrogatecvs.org.uk)

### Ripon CVS

Community House  
Sharow View



Allhallowgate  
Ripon HG4 1LE  
Phone: 01765 603631  
Fax: 01765 645923  
Email: [info@riponcvs.co.uk](mailto:info@riponcvs.co.uk)  
[www.riponcvs.co.uk](http://www.riponcvs.co.uk)

**Harrogate Borough Council**



Culture, Tourism and Sport  
Springfield House  
King's Road  
Harrogate HG1 5NX  
Phone: 01423 556702  
[www.harrogate.gov.uk](http://www.harrogate.gov.uk)

Some of the information in this Bulletin was provided by Charities Information Bureau, We are also grateful to North Yorkshire Forum for Voluntary Organisations for their assistance.

You can download editions of *The Funding Bulletin* at our website [www.harrogatecvs.org.uk/](http://www.harrogatecvs.org.uk/)

If you have been successful in getting funding because of information you have found in *The Funding Bulletin* or from other information you have received from us at Harrogate CVS or Ripon CVS we will be very pleased to know this. Contact one of us in the panel above by telephone or send us an email to [nina@harrogatecvs.org](mailto:nina@harrogatecvs.org)

Registered Charity No: 701266