Fundraising Toolkit 3

Developing a Pipeline of Funders

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United Kingdom National Commission for UNESCO

Introduction

The UK National Commission for UNESCO (UKNC) is developing a resilient network for UNESCO Designated Sites in the UK through our 'Local to Global' project, made possible with The National Lottery Heritage Fund, thanks to National Lottery players.

From 2023-2024, Local to Global convened UNESCO site coordinators and external consultants to generate a community of practice that promotes skills, confidence and capacity-building in the following key areas:

- Audience development, stakeholder mapping and inclusion
- Fundraising and financial sustainability
- Digital transformation and web development

UKNC commissioned Claire Glazebrook Consulting (www.claireglazebrook.com) to develop best practice guidance for UNESCO Sites in the UK in the field of fundraising and financial sustainability. This is one of four toolkits made available through the UKNC website.

Interested to know more?
Please contact the UK National Commission for UNESCO at www.unesco.org.uk

Developing a Pipeline of Funders

You know what you want to do, when, and how much it costs. So, the question now is who might fund it? Can you quickly identify some trusts and foundations? If not, perhaps corporate sponsors might be more appropriate? Which funders align best with your work and have they funded similar projects in the past?

Step 1

Start with identifying the different types of funders

Trusts and Foundations, National Lottery Funds, central or devolved Government funds and grants, can your local authority help?

Are there any European funding pots open if you're collaborating with EU UNESCO sites? Perhaps a corporate foundation or sponsorship from a company might be a good fit?

Are there any local grants for community projects (landfill tax, flight path funds if you're near an airport, local energy or power companies who are giving back to the local area, disruption grants (e.g. HS2) or local development grants via local authorities if your work is near to an area being developed?)

Step 2

Are you eligible?

Many funders list eligibility guidelines on their websites or listings in funding directories.

Eligibility might be around what type of organisation you are (a registered charity, CIC, CIO, landowner, public body (e.g. local authority), community group, social enterprise or not for profit organisation). Sometimes eligibility can be around your annual turnover, track record of delivery, or if your work is delivered in a specific region?

Some organisations state they will not accept unsolicited approaches – in this instance, it can be worth seeing if any of your network could access the funder at a peer level. It's worth contacting organisations to clarify this point before you go any further – some might be flexible if they're interested in your work, and it can open up a conversation.

Step 3

Who else has funded similar work?

It's often a good idea to look at the websites and annual reports of other organisations and charities working in similar areas to you. They often list their major supporters, and this can give an indication of the interest areas of funders e.g. if you're doing a marine conservation project, look up charities who specialise in this area to see who has funded them, it often brings up funders you won't find in any directory or public source of information.

Step 4: Research Sources

Trusts & Foundations

Funding source	Website
Directory of Social Change	https://www.dsc.org.uk/funding-websites/
Charity Commission	https://www.gov.uk/find-charity-information
Scottish Council for Voluntary Organisations	https://funding.scot/
Office of the Scottish Charity Register	https://www.oscr.org.uk/
Scottish Rural Network Directory	https://www.ruralnetwork.scot/funding/srn-funding-search
Charity Commission for N Ireland	https://www.charitycommissionni.org.uk/

Funding source	Website
N Ireland Council for Voluntary Action	https://www.nicva.org/
Funding Wales	https://funding.cymru/
Funds for NGOs	https://www.fundsforngos.org/
Environmental Funders Network	https://www.greenfunders.org/
Grants Online	https://www.grantsonline.org.uk/
GrantFinder	https://www.grantfinder.co.uk/
Charity Excellence Funding Finder	https://www.charityexcellence.co.uk/free-grant-funding-finder-directory/

Government

Funding source	Websites
Grants Hub	https://find-government-grants.service.gov.uk/grants
UKRI (Research)	https://www.ukri.org/
DEFRA	https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs
Other Depts	e.g. Energy Security & Net Zero, DAERA.
Other	NESTA, Tourism Investment funds, Place based funding, Growth & Prosperity, Community Ownership Funds, Neighbourhood Grants, Transport Networks, Cycling/Walking organisations.

National Lottery/DCMS

Funding source	Websites
National Lottery Heritage Fund	https://www.heritagefund.org.uk/
National Lottery Community Fund	https://www.tnlcommunityfund.org.uk/
Arts Council	https://www.artscouncil.org.uk/ https://arts.wales/ https://www.creativescotland.com/ https://www.artscouncil.ie/home/

Community/Regional Sources

Funding source	Website
Landfill Communities Fund England	https://www.entrust.org.uk/landfill-community-fund/finding-funding/funder-search/
Grantscape (Landfill Tax)	https://grantscape.org.uk/grant-finder/
Scottish Landfill Communities Fund	https://www.sepa.org.uk/environment/waste/scottish-landfill-communities-fund/looking-for-funding/
Wales Council for Voluntary Action (Landfill Disposal Tax)	https://wcva.cymru/funding/landfill-disposals-tax-communities-scheme/
Community Foundations UK (also regional specific organisations who administer local grant giving)	https://www.ukcommunityfoundations.org/

Funding source	
Local Authority Community Grants	Specific to areas & support grassroots projects.
Site specific funds	If your site is near to an airport, power/energy company HQ, motorway service site (e.g. Moto), supermarket with local funding, regeneration site, or a site-specific project (e.g. HS2), do an online search for community grants available or potential for corporate sponsorship.
Rotary Clubs, WI, U3A, Lions Clubs, Masonic Lodges, heritage groups	Local groups, online searches or personal contacts.

Step 5

Corporates

Many companies will list their Corporate Social Responsibility (CSR) models on websites to give an indication of the causal areas they want to support. They look for alignment with a charity's mission and the transactional benefits they can receive from a partnership.

Suggested search criteria (dependent on project but may include)

- Core funding
- Conservation
- Nature/Land/Marine conservation
- Biodiversity
- Geodiversity
- Environment
- Landscape
- Woodlands
- Wetlands
- Heathlands
- Peatlands
- Wildlife
- Health & Wellbeing
- Climate Change/Net Zero
- Tourism
- Community Engagement
- Arts
- Education
- Heritage (Built/Archaeological/Historical/Industrial)
- Research

Developing Your Pipeline

Put all your results into a spreadsheet. List at the top which ones you are eligible to apply to, how much their grants are, any deadlines for submissions, or specific requirements, and contact details. Also, who else they have funded (and with how much) to guide your ask level.

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