



Why it is important: Funding is important as without it, projects can be limited, and we want you to flourish!

Practical Advice

- Seek funding through various sources such as:
 - Grants from local council, local Community Council, local Business Improvement District program if there is one for your area, local trusts, National Horticultural organisations and suppliers, grant funders (see link below). Even in circumstances where grants cannot be allocated, they may be able to identify active funders in the local area.
 - Sponsorship from local businesses, school horticultural programs, local businesses (offer to advertise their company free of charge in your group's newsletter, group's website etc). If ordering materials or supplies in bulk, ask for discounts or additional free goods. Making links with organisations may be useful; even if they are unable to support your group directly, they may be able to pass on good advice.
 - Fundraisers such as bric-a-brac sales, race night event, Friends of (your Area) annual fundraiser (see notes at end), collection boxes in local shops and bars, selling old mobile phones and printer ink containers to recycling companies etc.
- Reading Funding criteria
 - It is vital to read carefully exactly what projects grant funders are willing to support. When describing your project show clearly, by using grant funders own words, how your project fits with their requirements and ambitions.
 - Use current "buzz" words to try and engage the funder with your project as much as possible.
- Making the Project "fit"
 - OK, so you have a project but now cannot find any grant funders that are providing money for this type of project. Do not give up, instead look at what they are willing to provide grants for and amend your project to suit.

As an example: there was a project to improve a low, brick walled area, but funds could not be sourced. However, there was a 'Greenfinger Campaign' which encouraged children to become involved in horticulture. As a result, the group contacted the local education department and developed a project where the children, through class studies, researched plants that were best suited to a seaside location, and then assisted in the actual planting of these. As a result, grants

became available from other sources including a local builder who provided free labour for wall repair and the local authority which provided nearly 1,000 bricks for free, and a local stonemason provided, at cost, marble slabs engraved with the names of schools involved. Since its completion there has been no vandalism in its ten year existence.

- Provide Details
 - If the application form allows, provide project details in order of:
 - (i) Background details prior to project commencing
 - (ii) Details of project
 - (iii) What your project will look like when completed and how it will be sustained in the future
 - (iv) Supporting documentation.
- Show demand and benefits
 - Grant funders need to be shown that your project is wanted and needed and, when finished, how it will benefit the community.
 - To do this, survey the local community, including businesses, residents, schools etc. to ascertain community interest in the project, asking them what they would like the project to accomplish. Use this information to determine the short and long term benefits to the community e.g. “Pride of Place”, increased focal awareness of the area leading to increased footfall for businesses, increased tourism, and overall enhancement making it a more desirable area to live.
- Obtain documented support
 - Funders will need proof of support for your project, therefore get letters of support from local councillors, local authority, community council, school(s), Women’s Guilds, Police, and any other key organisations in your area
 - Provide copies of these documents with your grant application(s).
- Grant Application
 - Many grant funders provide a questionnaire to be completed by the applicant.
 - Make sure you answer all the questions fully, providing detail on cost, drawings if possible, and who will be doing the work. Provide details on how you will monitor expenses during the course of the project and how you will maintain the project to ensure future sustainability (e.g. how you will fund or raise funds for ongoing maintenance). If possible provide photographs of project area *prior* to commencement of work.
- Supporting documentation and in-kind funding
 - As stated earlier, ensure you provide all the supporting documents requested by grant funders. Some grant funders will accept in-kind support as provision of funding. It is amazing how much in-kind support is worth, for example, if one of your group, or someone outside the group, has the ability to produce good quality sketches or drawings of your project, then this has an equivalent value of £40 per hour. Similarly, if someone is willing to provide you with a free vehicle for transporting materials to your project, then this could be worth the value of the money saved by not needing to hire a vehicle.
- Submit grant applications in a timely manner
 - Between advertising that grants are available, and actually providing the grant money, grant funders can take anything from three months to a year, so you must plan your project well in advance of needing the funds.
 - Once you have completed your grant application, ensure it will get to the appropriate application address in plenty of time before the deadline set.

- It is well worth sending it by registered or recorded delivery.
- For applications sent online, ask for acknowledgement of receipt of your application from the grant funder.

- Acknowledgement of support
 - Always acknowledge approval of grant and of funds received.
 - Set up a website for your group (easily maintained and free websites are available through internet search), set up a Facebook page for your group, publish a quarterly, or monthly, free newsletter of your group's activities and distribute these to residents etc. through local shops, pubs etc.
 - On your website and in your newsletter you should also acknowledge any funding support received and, if possible, provide a small free advert for businesses that have supported your group through sponsorship.
 - Have a local newspaper publish an article on your group, your project(s) and on the funding support you have received.

Useful Links & Further Information:

[Funding - SCVO](#)

www.rhs.org.uk/get-involved/community-gardening/resources/fundraising

www.greenspacescotland.org.uk/pages/category/fund-your-project

[Fundraising For Your Project | Trellis](#)