
Cork PPN Training Programme

Workshop: Sources of Funding for Non-Profit Groups

9th May 2022
Via Zoom



Supported by



An Roinn Forbartha
Tuaithé agus Pobail
Department of Rural and
Community Development



Comhairle Contae Chorcaí
Cork County Council



- Tom O'Leary
- Over 20 Years working as a development officer, consultant, mentor and trainer in communities - developing social enterprises, community projects, facilities and services.
- Feasibility Analysis
- Community Planning
- Strategic and Business Planning
- Mentoring & Training
- Sourcing Funding



Financial Planning

What does every organisation need?

- An identified need for a service
- Customers, Clients, Users
- Resources – Proper Structures, Human Resources
- Finance – Start up finance and operational budget

What does sustainability mean?

Its Not Just Finance!!

- The need for the service must be sustainable
- The structures need to be sustained – voluntary management committees, volunteer staff
- And finally – Finance
 - Funding must be in place to cover costs and to allow the project/programme to develop.

A not for profit organisation must think like a for profit business.

i.e. Cashflow is the KEY consideration

More money coming in than going out

You May be an Not For Profit but you are also a
Not For Loss Organisation

Financial Analysis

Existing Projects

1. Cost Analysis
2. New Project Development

New Projects

1. Start up Cost Analysis (e.g. Construction, staff etc.)
2. Operational Cost Analysis

Cost Analysis Existing Projects

Operational Cost Sheet

	Jan	Feb	Mar	April	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Expenses													
Insurance													
Wages													
Utilities													
Loans													
Security													
Professional Fees													
Repairs													
Etc.													

Cost Analysis – New Projects

Example – Centre

Professional Fees

- Construction Drawings
- Construction Costings
- Planning Fees

Development Costs

- Construction Costs
- Fit Out Costs

The Budget

	Jan	Feb	Mar	April	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Income													
Fees													
Rental Fees													
Fundraising													
Sponsors													
Grants													
Expenses													
Insurance													
Staff													
Utilities													
Loans													
Security													
Professional Fees													
Repairs													

Sources of Finance



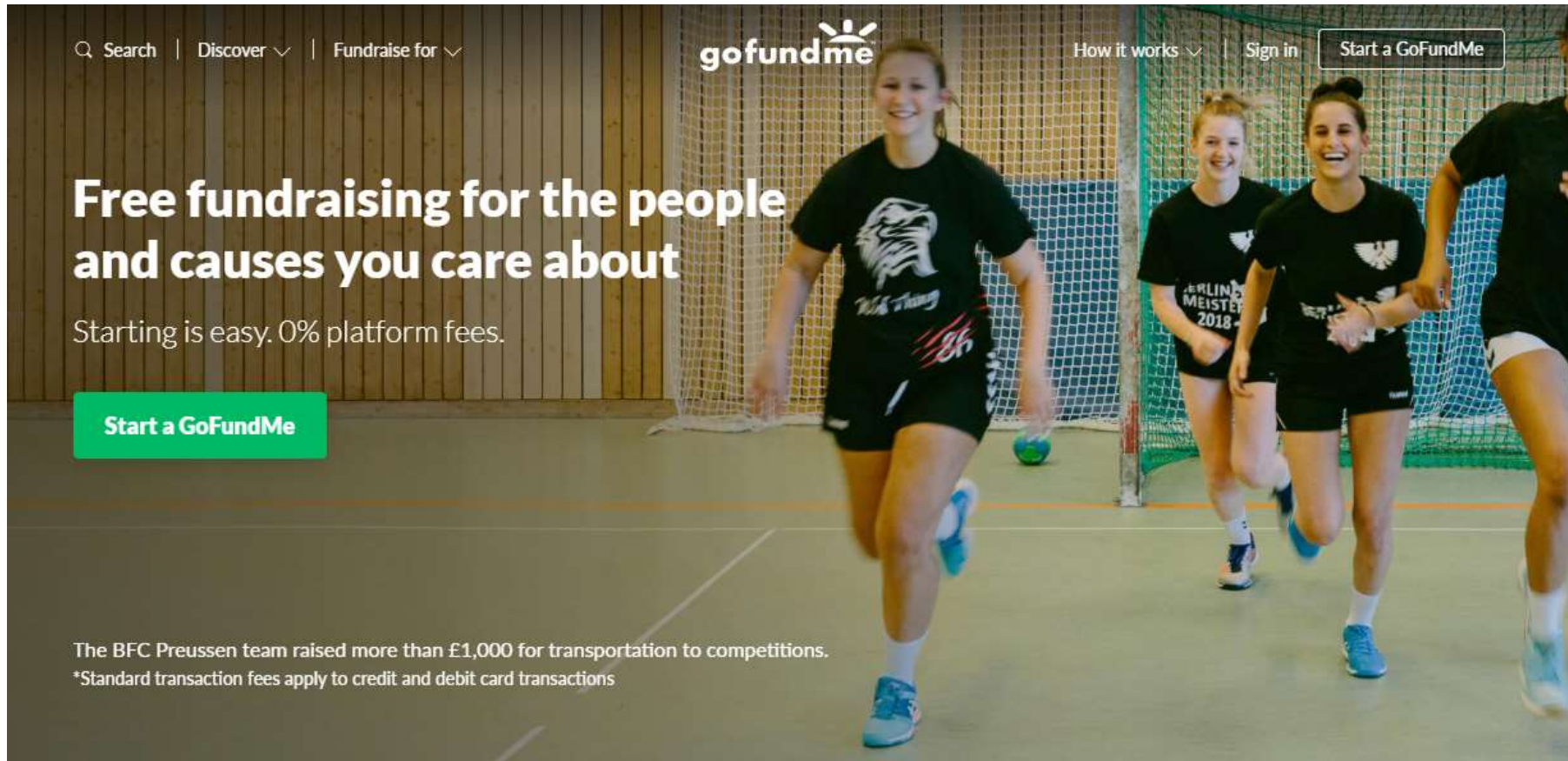
Part 2. Sources of Finance

Trading Income

- Depends on the type of centre and services provided
 - Rental of space
 - Rent per hour
 - Childcare fees
 - Day Care Fees
 - Training room hire
 - Secretarial Services
 - Information Services
 - Meals
- Fees have to be affordable – profit is not the aim
- Pricing structures CAN vary for different groups
- Space allocation must be planned so as to optimise rental income
- Groups using the facility should be encouraged to include rental of premises in funding applications

Fundraising

- There are numerous methods of fundraising – the more creative the better
- Look at the return for the effort involved
- Large fundraising events are hard work but are profitable (i.e. Race nights, Golf Classics etc) Big events will get more publicity also and will attract more corporate sponsors
- Running many small events requires more effort throughout the year and are less profitable (i.e. Cake sales, flag days, etc.)
- Ongoing fundraising through online donations
- Set up your charity online

A banner for the GoFundMe website. The background is a photograph of a handball team in black uniforms running on an indoor court. The GoFundMe logo is in the top center. Navigation links for Search, Discover, Fundraise for, How it works, Sign in, and Start a GoFundMe are in the top right. The main headline reads 'Free fundraising for the people and causes you care about' with a subtext 'Starting is easy. 0% platform fees.' and a green 'Start a GoFundMe' button. A testimonial at the bottom mentions the BFC Preussen team raising over £1,000.

Search | Discover | Fundraise for

gofundme

How it works | Sign in | Start a GoFundMe

Free fundraising for the people and causes you care about

Starting is easy. 0% platform fees.

[Start a GoFundMe](#)

The BFC Preussen team raised more than £1,000 for transportation to competitions.
*Standard transaction fees apply to credit and debit card transactions

Top fundraisers

[START FUNDRAISING](#)

[MAKE A DONATION](#)

[VOLUNTEER](#)

[LIST OF CHARITIES](#)

[FUNDRAISING IDEAS](#)

[EVENTS LIST](#)

[CHARITY SERVICES](#)

GIVE TO CHARITY

Donate Direct to Charities

Auction an unwanted item

Sponsor a Friend

iDonate.ie - Making Giving Easier



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[Sponsor a Friend](#)

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search go

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Fundraising



Fundraising /

- [Donate Now](#)
- [Christmas Cards](#)
- [Events & Challenges](#)
- [Corporate Fundraising](#)
- [Tax Efficient Giving](#)
- [Leave a Legacy](#)

There are many ways in which you or your organisation can help Focus Ireland. By participating in our fundraising activities you are helping to raise vital funds that will help us to provide services for people who are experiencing homelessness.

Sponsorship

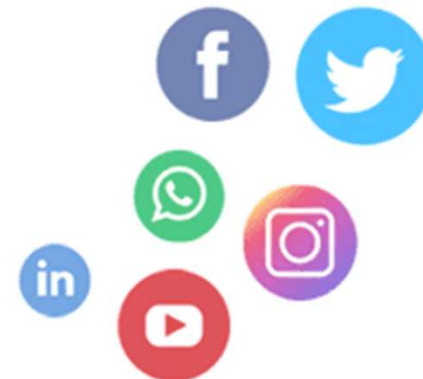
- The most underutilised form of raising funds in Ireland
- The key is to identify companies that are targeting customers that are using your services
- What activities will get most coverage
- What are the benefits to the Company
- Identify key people to champion your project

Marketing for Your Organisation

- Promote what you do and the people you support
- Promote your achievements online and in local press



DIGITAL MARKETING





Use 3d generated images as above to show what the finished project will look like



BUSINESS DEVELOPEMENT PLAN

KERRY COUNTY BOARD

Produce high quality documents to back up sponsorship proposals and also grant/loan applications

If possible utilise the services of a graphic designer who may provide their services for free.

oladc.ie

O'LEARY & ASSOCIATES

RING OF KERRY CHARITY CYCLE 2013



SPONSORSHIP OPPORTUNITIES

Tax Incentives

- Tax Relief for approved Bodies e.g. Sports organisations (www.revenue.ie)
 - Minimum donation of €250 in any one year
- Tax Relief for donations to eligible charities and approved bodies (as above)
- Remember that a company or self employed person can claim sponsorship as an allowable marketing expense even if your not a charity

Tax Relief on Donations

Higher Rate Taxpayer	Standard Rate Taxpayer
Individual donates €250 take-home pay	Individual donates €250 take-home pay
Charity applies to Revenue	Charity applies to Revenue
Charity receives additional €174 from Revenue	Charity receives additional €6250 from Revenue
Total amount received by Charity €424	Total amount received by Charity €31250

CHY 3 Form to apply

CHY3 Cert to be completed by Donors

www.revenue.ie/en/personal/charities/html

Debt Finance

- Commercial Banks
- Credit Unions
- Social Banks e.g. Clann Credo, Community Finance Ireland
- Remember what will be sought:
 - Business Plan including projections
 - Details of management structures and capability and experience
 - Repayment Capacity
 - Security



Other Sources of Funds & Non Financial Supports

- Lottery Funding
- Trusts and Foundations
- Business in the Community
- Non Financial Donations (resources, equipment, expertise)

The Funding Calendar

	Jan	Feb	Mar	April	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Grants												
Sports Capital Grant		(Feb 29)										
Community & Voluntary Grants (Pobal)												
Local Authority Grants		X										
Go For Life Programme									X			
Fundraising Activity												
Golf Classic				X								
Annual Social											X	
Flag Day							X					
Sponsorship												
Local Chamber									X			

APPLYING FOR GRANTS

Applying for Grants

First Steps

- Identify sources of information about grants
 - www.activelink.ie,
 - www.fundingpoint.ie
 - www.irlgov.ie
 - Networking
 - Newspapers
 - Cork PPN
- Identify grants that match your aims and objectives
- Identify how much you need and what you need it for
- Is the grant available worth the trouble of applying?
- Are you eligible for the grant?

Grant Aid

- Specific Grant Aid – Pilot Projects, Once off funding etc. (e.g. dormant a/c's)
- Annual Grants – HSE grants, Community & Voluntary Supports etc.

The basic steps:

- Research what grants are available for your type of project
- Know the deadlines and criteria – research the aims of the grant and previous groups awarded
- Have the consultation and needs analysis done i.e. have a project identified
- Have all necessary documentation ready on file
- Have a generic application complete
- Complete the application form and provide all technical and support documentation required

Research

- Research the funding organisation
 - Their aims and objectives
 - Types of projects funded in the past
 - Criteria
 - Amounts available
 - Closing Dates
 - Application process
 - The post grant administration
- Research Relevant Policy Documents
 - E.g. white papers, strategic plans, reviews etc.

Documentation

Gather relevant documentation required or requested:

- Project Proposal (including needs analysis)
- Constitution (Memos and Articles)
- Planning Permission
- Deeds
- Insurance
- Annual Accounts
- Annual Reports
- Technical Information
- Tax Clearance Cert
- etc

Why applications are rejected

- Fund oversubscribed
- Not eligible
- Received application beyond deadline
- Poor application
- No consultation shown
- Poor or no track record
- Missing supporting documentation
- No needs analysis provided
- No matching funds

Grants Planning

Name of Grant	Source	Contact	For what Project	Application Deadline	What is required	Grant Preparation Actions	Responsibility	Deadlines

Evaluating the Fundraising Effort

- What did we do?
- How did we do it?
- Could we have done it better?
- Who was involved – who was not involved?
- What were we strong at?
- What were we weak at?
- Is there any feedback from potential funders?

Summary

-
- Planning is vital
 - Review your operational costs regularly
 - Do not start a project unless it can be sustained
 - Stay informed about grant aid and other sources of funds
 - Prepare a generic proposal to be used for future applications
 - Form a finance committee
 - Plan all the fundraising activity – work smarter not harder
 - Look at optimising fee structure without losing sight of your social objectives