

NEIGHBOURHOOD WATCH

FINANCE & FUNDRAISING

Whether publishing a newsletter, using meeting rooms, travelling, running stalls or building a website, for many of the things that can help your Neighbourhood Watch group, you could benefit from having some funding. This module will help you access potential sources. A list of organisations to approach appears at the end.

In-kind support

'In-kind' support – goods and services – can be easier to acquire than money. You might get free facilities and products, legal or marketing advice, publicity and more. Companies and trusts may also second you personnel to help with fundraising.

Putting your case together

Identify project or event

What help do you need? Why, when and where?

Identify possible sponsors

Local authorities, local companies, national companies, charitable organisations or trusts.

Ask

Do they supply anything you need? Do they support local causes?
Is your target audience relevant to them (e.g. for advertising)?

Applications

Be clear and concise. (See Communication Skills and Producing Publicity Materials toolkits). Describe your scheme and aims and show accurate accounts if possible. State what you'll put in (e.g. match funding). Describe any benefit to the sponsor and mention other sponsors. Some may want publicity in exchange for funding, so show you can provide it (e.g. newsletters).



Corporate support and sponsorship

There is no formal process for corporate sponsorship, but our guidelines above apply. Choose relevant companies (e.g., if your project involves young people, a sports shop) and concentrate on local businesses. Try to meet decision makers face-to-face.

Once funding has been offered, set your agreement out in a formal letter to the donor and be sure to thank them. If at first you don't succeed, try again.

Finding sponsors

Government grants

The government has provided money to reduce crime, giving £500,000 to Neighbourhood Watch schemes in 93 areas in 2009/10. Find out more about government funding [www.governmentfunding.org.uk].

Your Neighbourhood policing team

(NPT) can show you whether your scheme contributes to local crime and disorder priorities set by local partnerships.

National Lottery funding

More than 150 NHW groups have received Lottery funding. Find out if you can too by calling 0845 275 0000 or visit Direct Gov [www.direct.gov.uk/en/HomeAndCommunity/Gettinginvolvedinyourcommunity/Charitiesandcommunitygroups/DG_10025966] and j4bgrants. [www.j4bgrants.co.uk].

You can also find out about funding opportunities at:

Funding Central

[www.fundingcentral.org.uk]

The National Council of Voluntary Organisations

[www.ncvo-vol.org.uk]

To read in more detail about fundraising, download the full version of this Toolkit module [www.ourwatch.org.uk/resource_centre/toolkits/finance_and_fundraising].