

Fundraising: the right Mix

Liz Roche, 6th February 2017

Clann Credo – Workshop

Virginia, Co. Cavan

Today's presentation

- About the speaker
- Raising funds in Ireland today
- Developing a fundraising plan for your organisation
- What is the right fundraising mix?
 - Community Fundraising
 - Events
 - Corporate fundraising
 - Philanthropy
 - Gifts from individuals
- Case for Support – the most important step
- Contact Details



Liz Roche: Fundraising Advisor





Fundraising in Ireland today

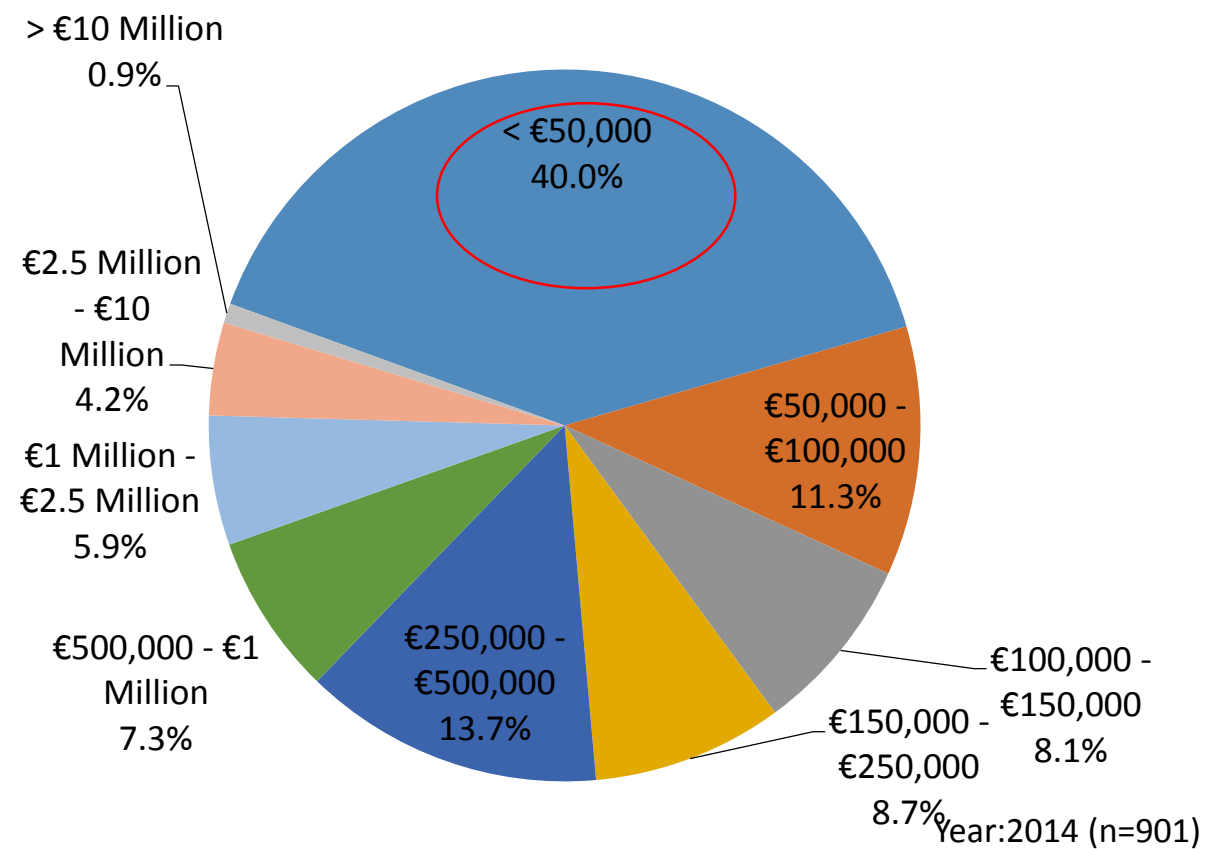
Fundraising in Ireland: a brief glance

- The Irish public are generous, giving mainly on the **street to collections**, at **church gates** and by **monthly gifts**, among others.
- Total voluntary income in 2014 was **€845m**, making us 9th in the world in terms of our giving
- Trust a huge issue still: **75%** of Irish public do not think charities/organisations are doing enough to build trust*



*Amarach Research report, Jan 2016

How much income are we raising?



Source: Fundraising Performance Report 2016, 2into3

Average fundraised income, 2014

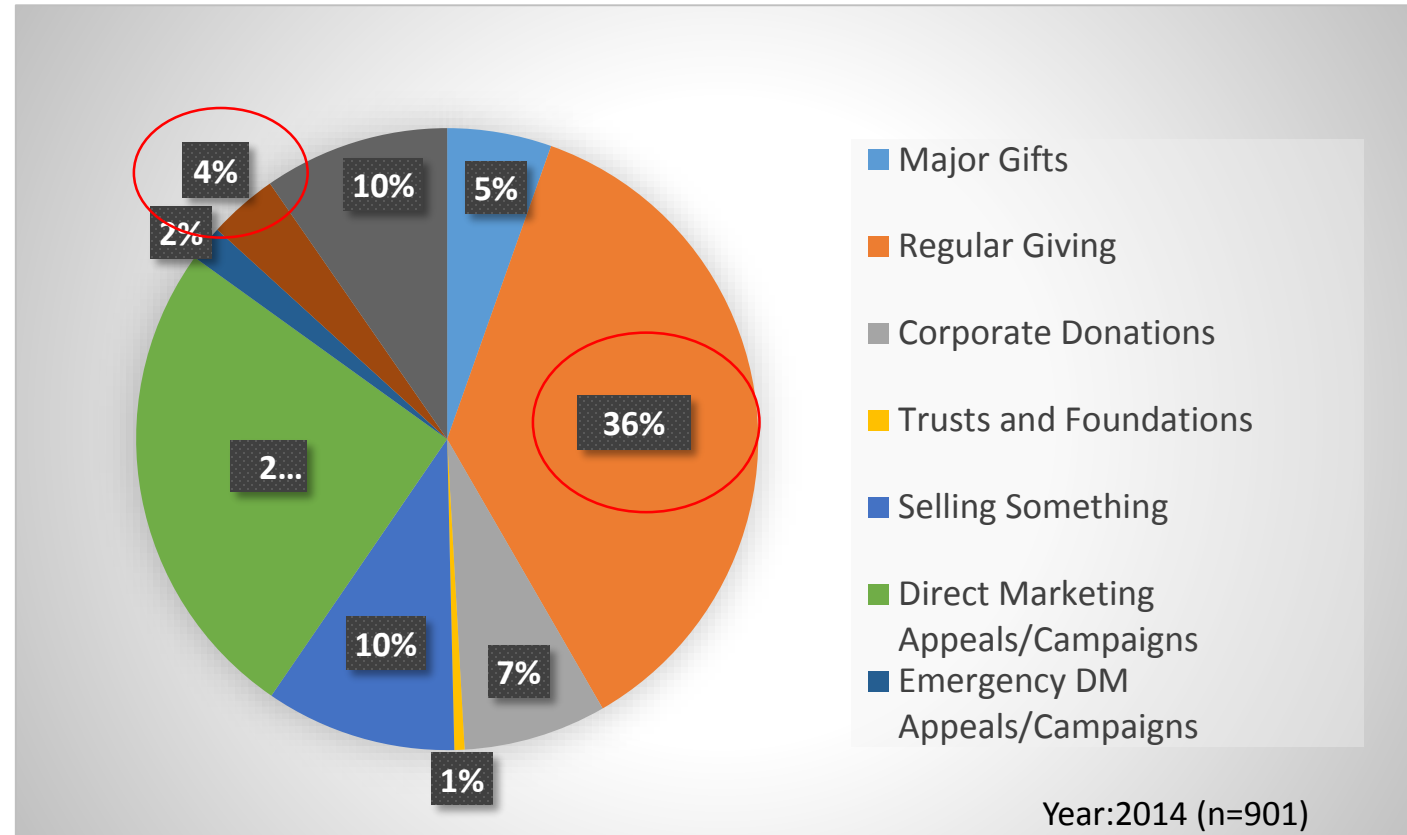
Average
€664,000

14% Above Average

Median
€92,000

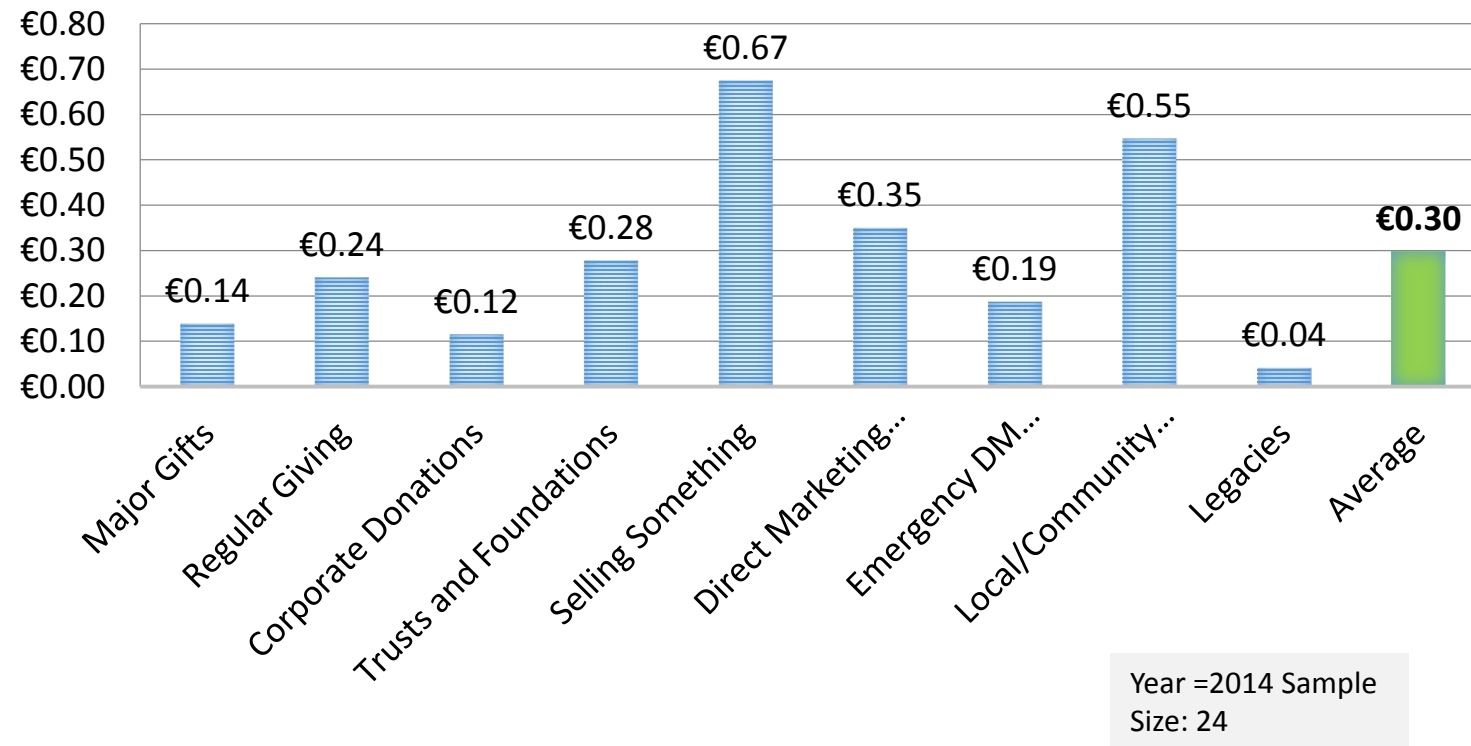
85% Below Average

How is income fundraised?



Source: Fundraising Performance Report 2016, Zinto3

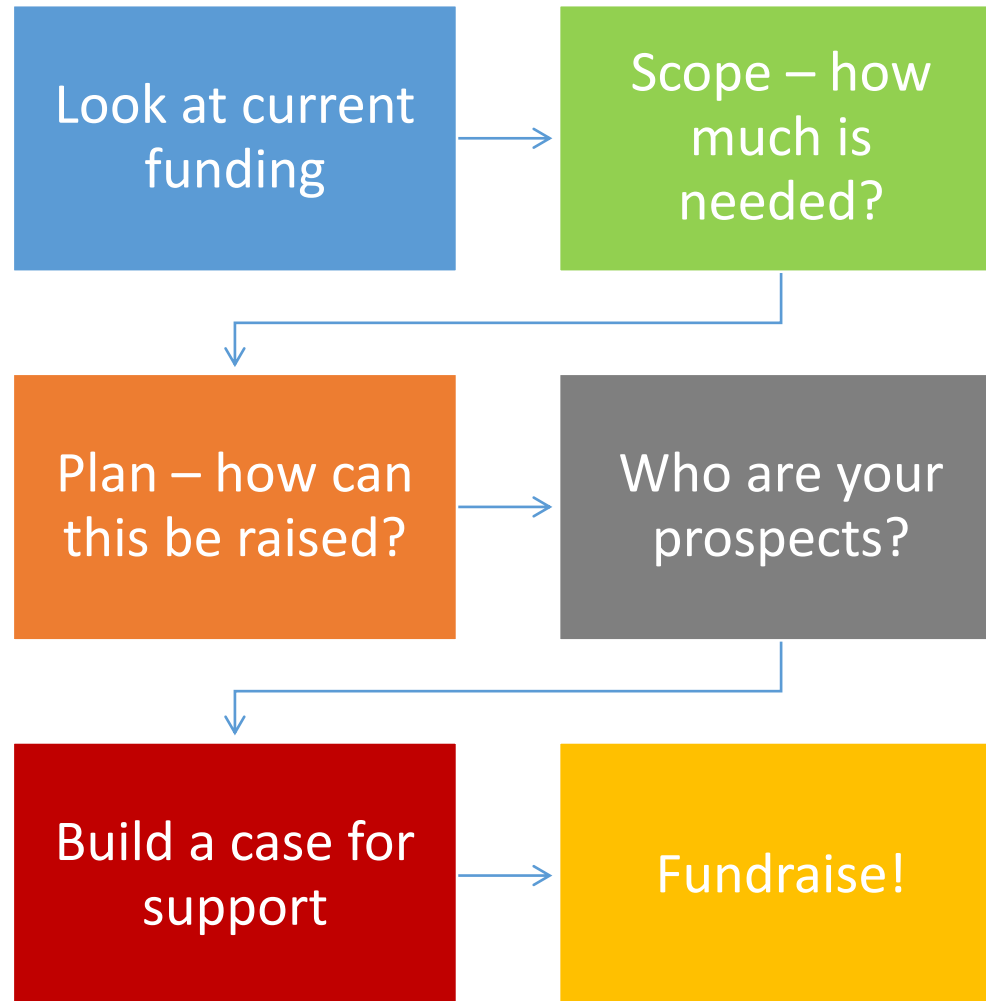
How much does it cost to raise €1?



Source: Fundraising Performance Report 2016, 2into3



Developing a Fundraising Plan





Fundraising Mix

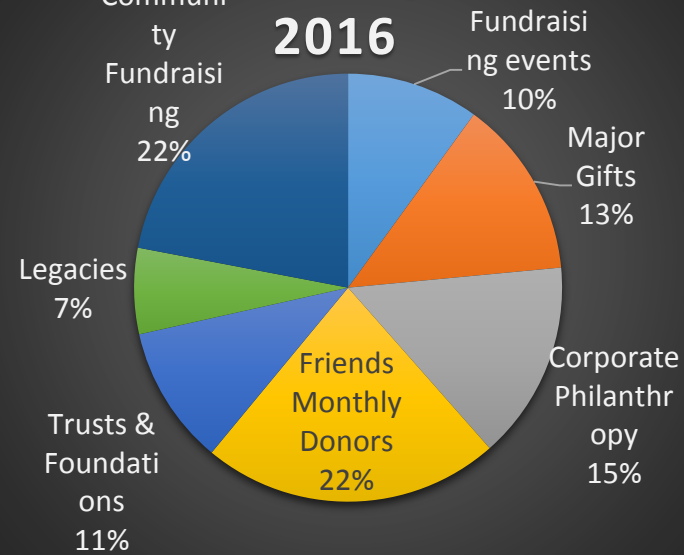
Getting it right for your organisation

Case Study: Charity >€1m

**Fundraising Mix,
2010**



**Fundraising Mix,
2016**



How did they change their mix?

- Developed **stronger networks locally** with business, individuals, schools & clubs
- Started an **annual campaign** to create awareness of cause & raise funds
- Researched **local companies** to approach for support
- Researched **national companies** with CSR objectives similar to their cause
- Started **a Friends programme** to recruit individual givers who give monthly
- Started **a Major Gift programme**
- Approached **trusts and foundations** for the first time
- Set up **3 regional Fundraising Committees**



Developing mix for **your** organisation

- What are my staff or volunteer resources?
- What budget do I have to spend?
- How well known is my organisation – locally, nationally?
- Timing – do I need the income in 3 months, 6 months, 12 months?
- Do I currently have a donor database?
- How large is my network of members, service users & friends?
- Do I have Board engagement and buy in?

Corporate ?

Monthly
gifts?

Grants ?

Legacy?

Something
else?

NO MORE THAN **30%** OF INCOME SHOULD
COME FROM ONE SOURCE



Community Fundraising

Church gate collections

Bag packing

Counter top boxes

Fun runs

Coffee mornings

Raffles

- Fundraising **IN** the community **BY** the community
- Fundraising events organised by:
 - Fundraising volunteers, recruited by your charity;
 - Third parties such as clubs, schools or companies, online communities;
- PRO's:
 - **Good visibility & branding** for your organisation locally
 - Others raising the funds, not staff
 - Creates energy around your cause
- CON's
 - **Can be a lot of work for small return** at times
 - Data capture is not always possible – think collections
- **Best advice:** don't let it take over your activity, there are easier ways to raise larger amounts more sustainably

Annual Events

Gala Ball

Speaker Event

Fundraising Lunch

Strictly Come Dancing

Auction

- Why am I doing the event?
 - To get new donors
 - To raise the profile of my cause
 - To thank current donors

(2 out of 3 of these or don't do the event!)
- Expect to pay for everything and build into costs
- Presume you will raise €1 for every €1 spent
- PROs
 - Great way of getting all supporters in the one room
 - **Media/PR can raise profile** of your cause & brand
 - Good if used as a Thank You for donors
- CONs
 - **Very time consuming**, there are better ways to fundraise
 - ROI is low for the amount of time and money invested
 - Can become stale and dated over time
- **Best Advice:** Get a headline sponsor and two others to cover all the costs. Change the theme or concept every 5 years.

Corporate Giving

Grants

Charity of the Year

Employee Fundraising

Matched Giving

Volunteering

- 8% of Voluntary Income in Ireland, 2013
- Growing every year – 7% in 2012, 1% in 2010
- CSR : “the responsibility of enterprises for their impact on society.”
- *94% of multinational companies, 88% of large companies and 70% of SME’s engage in corporate philanthropy

PRO’s

- **Benefits of partnership** can go way beyond financial
- Skill sharing, training, advice from experts
- Some partnerships have huge public visibility

CON’s

- Can take over staff time, **ROI needs to be monitored**

More information: Business in the Community
www.bitc.ie

Chambers Ireland www.chambers.ie

Best Advice: start with local companies and work outwards,

do your research and be professional in your approach

*Source: Corporate Giving Ireland report

Philanthropy Trusts & Foundations

Donor-advised funds

Trusts

Social Finance

Social Entrepreneurship

- Philanthropy is different to once-off or emergency giving in that it is a very carefully considered and conscious way of giving usually significant amounts of money.
- Includes:
 - Donor-advised funds such as Community Foundation for Ireland, The Ireland Funds
 - Family or individual trusts
 - Social finance, such as Clann Credo, where money is lent with the primary purpose of achieving positive social change.

PRO's

- Can contribute to general funds and be used as charity wishes
- **One of the most cost-effective methods** of fundraising

CON's

- **Difficult to predict success rate** or income from this source
- Applications can be time consuming with no return

More info: Philanthropy Ireland (www.philanthropy.ie)

Best Advice: focus on the relationship building, research the donor well before approaching.

Gifts from individuals

Members
Monthly givers
Cash givers
Major givers
Payroll givers
Legacy & Bequests

Individual giving refers to charitable gifts made by the general public.

The more **trust** you build with a donor, the more likely they are to give more regularly and in larger amounts.

Regular gifts by direct debit, payroll and online are the key to sustainable income for any organisation.

Ways to recruit individual givers include:

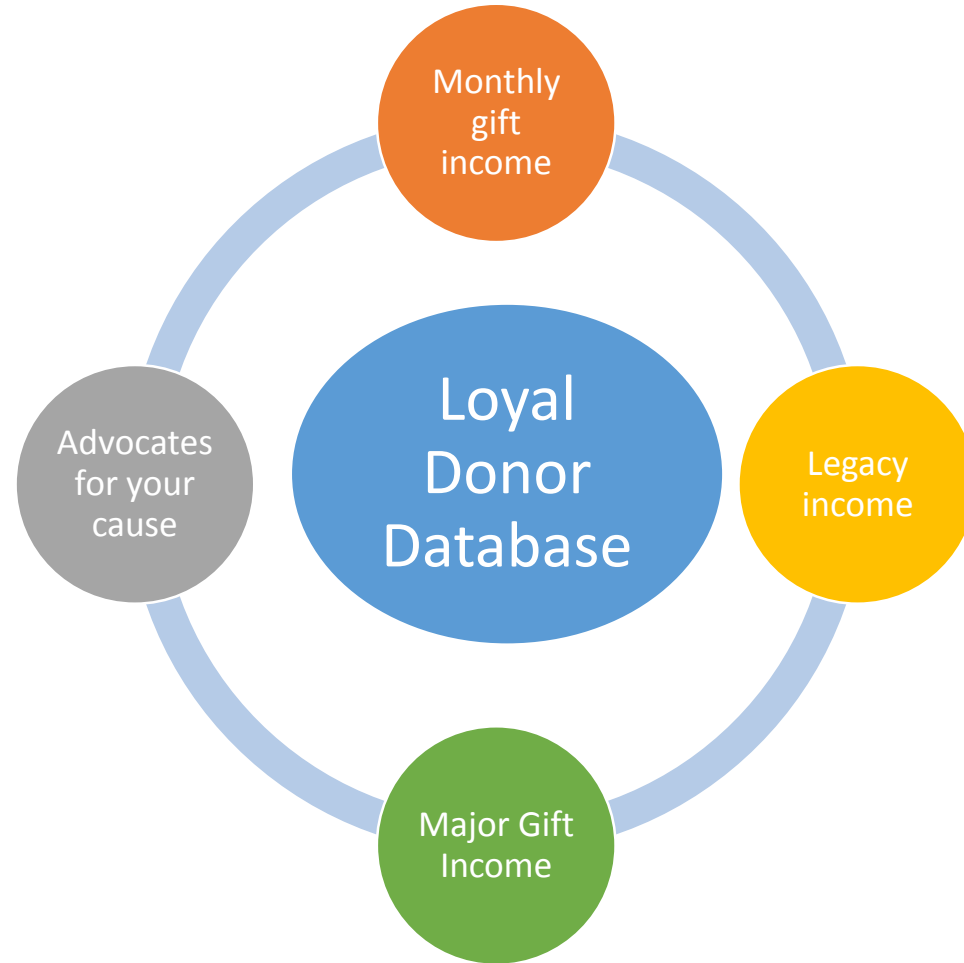
- Direct Mail
- Door-to-door
- Face to face
- Online
- Phone

List purchasing: dataireland.ie; bill-moss.com

Direct marketing experts

Best Advice: make building your donor-database a priority!

Bonus: Tax back – 45% of amount donation, over €250





Case for support

What is Case for Support?

Case for support is a document that:

- **is written with your supporters in mind**
- inspires your other donor communications
- describes clearly why you deserve support
- tells the story of those you assist
- brings energy and life to your cause
- Is very compelling and emotive



Key elements of a Case for Support:

- 1. An Emotional Opening** - Avoid the temptation to start with something like, “Our organisation was founded in 1869 by...”
- 2. Your Reason for Existing** – Why does your organisation exist? Why should people care? What is your big, bold vision for the future?
- 3. Your programme areas that require funding** – Tell the reader what services you are currently running. Use an example of someone you assist.
- 4. All information described in a clear, well-articulated manner** – leave acronyms, internal jargon and phrases at the door. Make sure case could be understood easily by any donor.

Prove your monetary values:

- **€50** will pay for **a homework club** for an 8 year old child for one week
- **€250** will allow us to **paint a room** in the new centre
- **€2000** will allow us to **purchase a state-of-the-art swing set** for the new playground



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€25M LEADER
LOAN FUND LAUNCH

Thank you

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6th February 2017



Clann Credo – Community Loan Finance and LEADER
Loans

20 Years Financing Community Impact
Jennifer Hennessy

€25M Leader Loan Fund Launch– 6th February 2017

Presentation Overview

- WHAT IS SOCIAL FINANCE?
- CLANN CREDO – COMMUNITY LOAN FINANCE
- CLANN CREDO AND LEADER
- EXAMPLES OF COMMUNITY FINANCE
- HOW TO APPLY FOR COMMUNITY FINANCE

What is Social Finance?



- Repayable Loan Finance
- Socially Minded Investors
- Social Outcome AND Repayment Capacity

Clann Credo Loan Finance

- Matching Term Loan Finance
- Bridging Finance to Secured Grants
- Term Loan Finance for Capital Expenditure
- Term Loan Finance for Working Capital



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Sectors Accessing Finance



INCLUDING NEW CLANN CREDO
LEADER LOAN FUND

- **Community Facilities** – Community Centres, Childcare, Family Resource, Social Housing
- **Sports Clubs** – Football Clubs, Athletics, GAA
- **Health and Eldercare** Services
- **Youth** Clubs, Scouts Groups
- **Addiction** /Rehabilitation Facilities
- **Counselling** Facilities
- **Disability** Services
- **Arts / Heritage** Groups
- **Environmental**- Recycling



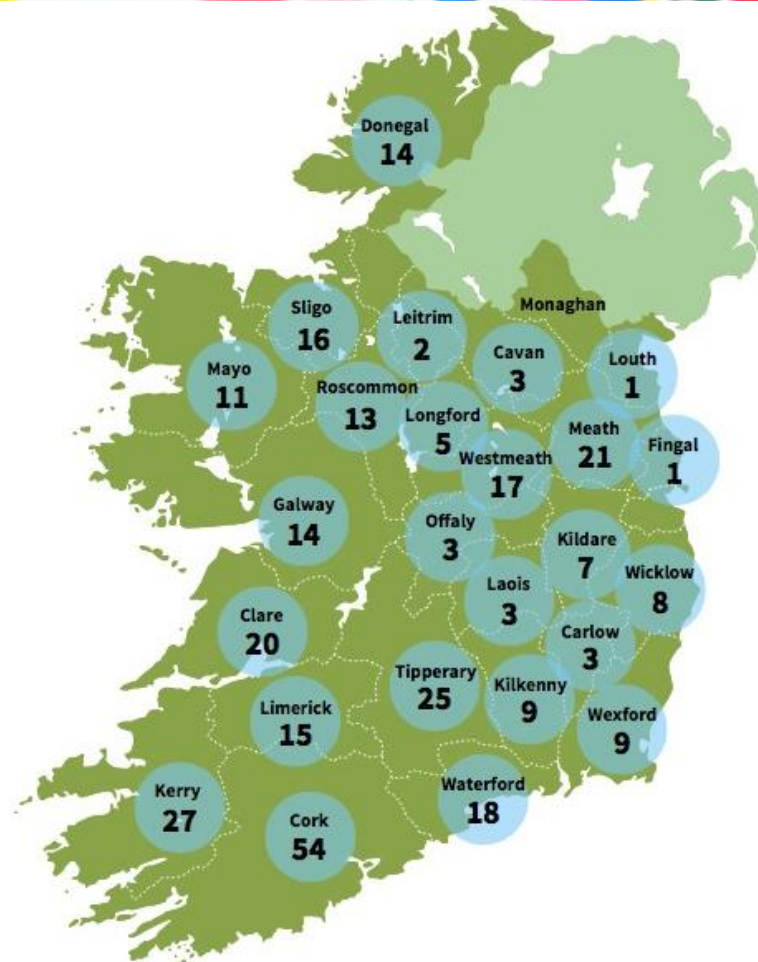


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ClannCredo LEADER finance 2007-2013



INCLUDING NEW CLANN CREDO
LEADER LOAN FUND



€34,000,000 to 391 Community Projects



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Geraldine Hall- 8th Kildare Maynooth Scouts



INCLUDING NEW CLANN CREDO
LEADER LOAN FUND

Geraldine Hall - 8th Kildare Maynooth Scouts

- Bridging loan against Leader grants and a term loan to restore and extend an 1860 school.
- Now a Clubhouse and recreation centre for the Scouts and Community.





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Bawnboy Workhouse Cavan



INCLUDING NEW CLANN CREDO
LEADER LOAN FUND



- Bawnboy Workhouse provides evidence of severe living conditions for the poor in 1853.
- In 2010, the Templeport Committee began a drive locally to rebuild and reopen the workhouse complex, as a tourist and cultural amenity.
- Trees were cleared, remedial works carried out to the front of the building and the roof fixed
- This work has been carried out with cooperation from the Cavan Monaghan Leader, the County Council and Clann Credo who provided a bridging loan of €83,000



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Other Projects



- **TULLYALLEN PLAYGROUND COMMITTEE**, Bridging loan to assist with development of playground in Louth
- **VIRGINIA SHOW CENTRE, CAVAN**, Term Loan and Bridging loan to assist with development of the show centre
- **Hook Rural Tourism** who aim to promote tourism on the Hook Peninsula – Availed of bridging loans to facilitate drawdown of Leader grants to restore an old walled garden at Tintern Abbey.
- **SUMMERHILL COMMUNITY PARK, Meath**– A **€110,000** bridging loan and a **€16,000** term loan to renovate meeting rooms, provide a lift and extension to the centre and a further bridging loan of **€27,000** bridging loan against Leader Grants to upgrade a heating system
- **JULIANSTOWN AND DISTRICT RESIDENTS ASSOCIATION** - **€18,000** bridging loan to develop communal garden and seating area
- **ATHBOY ARCHERY CLUB**, Bridging Loan finance for equipment
- **KILDARE ARTS IN CONTEXT**– secured a bridging loan of **€20,000** against a Leader Grant to set up a Musical Instrument Bank Scheme.
- **THE ACRE PROJECT**, Celbridge - *A Community Rethinking its Environment* - **€275,000** bridging loan and a **€10,000** term loan to develop a state of the art eco-friendly resource centre.
- **KILMUCKRIDGE MEMORIAL HALL**– Redevelopment of the old Theatre and Community Facility - **€65,000** matching funding loan



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LEADER 2020



Clann Credo has developed a **€25 million Community LEADER Loan Fund available** to help Community Organisations participate in the LEADER Programme (2014 – 2020).

COMMUNITY LEADER BRIDGING LOAN

A Community LEADER Bridging Loan enables you to pay invoices so you can provide a receipt of payment to the LEADER grant provider.

COMMUNITY LEADER MATCH FUNDING LOAN

A Community LEADER Matching Loan can provide some of the 'own funds' needed to match the LEADER grant.



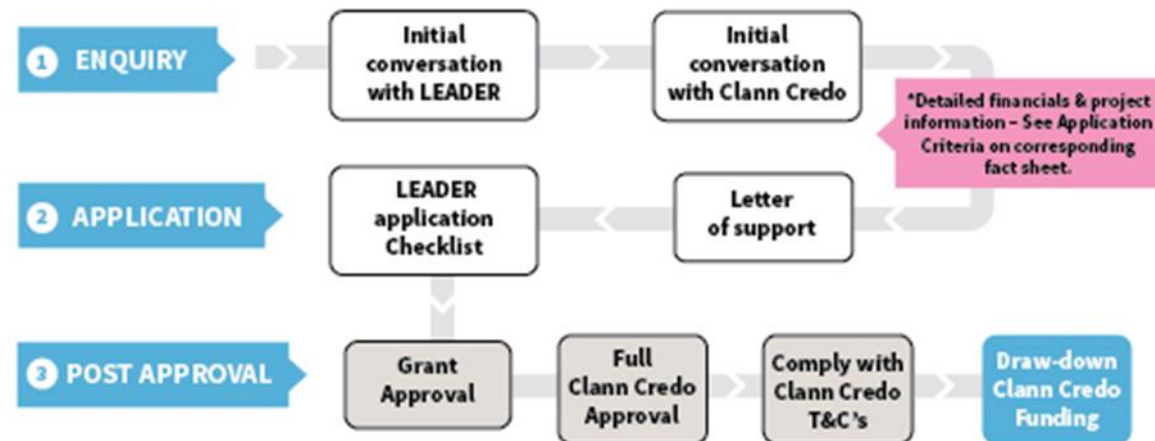
COMMUNITY LOAN FINANCE
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Community LEADER Loan Process



INCLUDING NEW CLANN CREDO
LEADER LOAN FUND

Community LEADER Loan – 3 Step Process



Sample of Information required - LEADER & Clann Credo

Background Information:

- ☐ Full name of your organisation
- ☐ Details of the Organisation Management Structure
- ☐ Details of the Directors/ committee members including occupations / skills / Experience
- ☐ Brief outline of Activities, quick history of other projects & grants received in recent years
- ☐ Charity Number CHY , if any.

Social Dividend:

- ☐ How will the benefits be assessed in the future?
- ☐ Population of the area and potential beneficiaries
- ☐ Complete the Social Dividend table below to help to identify the Social Dividends of your project.

Project Description:

- ☐ Details of Project for which funding is sought
- ☐ Provide schedule of capital costs with quotations.
- ☐ Outline the amount and purpose of the funding now required
- ☐ Timescale of the project, when is it likely to start and finish.

Markets & Marketing:

- ☐ Who are your clientele/ beneficiaries?
- ☐ Where are they located?
- ☐ Who else is providing a similar service?

Finance:

- ☐ Detail the sources of income - grants, loans, fundraising, sales revenue etc
- ☐ Projected Income and Expenditure figures for 3 years in the case of a term loan application *(not required if you are applying for bridging loan only)*
- ☐ A copy of most recent audited accounts & management accounts or Annual Financial Report to AGM.

Other Documents:

- ☐ Evidence of title to land/building and /or compliance with statutory regulations, if applicable
- ☐ Legal Status of company
- ☐ Memo and Articles of Association or constitution of the group.
- ☐ A signed Data Protection Form *(Clann Credo will supply you with this form).*



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Community LEADER Loans Affordable Rates



Community LEADER Loan			
	Loan Amount	Typical Annual Interest Rate	Typical Arrangement Fee
Community LEADER Matching Loan: 5+ years to 15 years	€30,000 to €500,000	4.95%	None
Community LEADER Matching Loan: 2 to 5 years	€30,000 to €500,000	6%	None
Community LEADER Bridging Loan: up to 2 years	€30,000 to €500,000	6%	1%

- **Interest Rates:** Interest rates are fixed on loans of up to 5 years; for terms greater than 5 years, interest rates track the ECB.
- **Early Repayment Options:** You have the option of making extra payments with no penalty fees; in fact you will save on interest. This applies to all loans, including fixed rate loans.

Community LEADER Loans Additional Benefits



Clann Credo customers can access a range of additional benefits from our partner organisations, the Wheel and TrustLaw

- **€150 Voucher to spend on The Wheel's Training Programmes and Expert Services;**
- **FREE Financial Health Check; and**
- **FREE places on invite only, Specialist Workshops for your volunteers and staff.**

Why chose Clann Credo Community Loans?



- **In-depth Knowledge of the Community Sector**
- **In-depth Knowledge of LEADER** – specialised loan products for the LEADER programme
- **Affordable Interest Rates**
- **No personal guarantees required** – we recognise the contribution of community leaders and volunteers
- **One Point of Contact**
- **Understanding of different Grant Programmes**
 - Sports Capital Grants, Local Authority Grants
- **Track Record of over 20 Years**



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Our People



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Thank You

THE ACRE PROJECT

CELBRIDGE

THE ACRE PROJECT – CELBRIDGE

- **A**
- **C COMMUNITY**
- **R RETHINKING its**
- **E ENVIRONMENT**

THE ACRE PROJECT – CELBRIDGE

TROIKA

- Definition: Russian carriage pulled by 3 horses
- THE ACRE PROJECT TROIKA
- Celbridge and North Kildare Community
- County Kildare Leader Partnership
- Clann Credo

THE ACRE PROJECT – CELBRIDGE

- The essence of presentation is to highlight respective roles of the various partners in the troika behind The Acre Project.
- Celbridge and North Kildare Community
- County Kildare Leader Partnership
- Clann Credo

THE ACRE PROJECT – CELBRIDGE

Ground Rules for the successful operation of a troika:

- Openness and Transparency – *Glasnotz*
- Professionalism
- Frequent and timely communications
- All stakeholders in the loop
- Stakeholders pulling in same direction
- On-site meetings – as much as possible
- Formal reporting
- Immediate notification of risks and crises

THE ACRE PROJECT – CELBRIDGE

1. Company formation / board formation
2. Business plan initial draft subject to ongoing modification
3. Public relations/ communications/ networking
4. Financial projections – initial draft
5. Sources of finance – fundraising
6. Leader – introductory meeting
7. Clann credo – introductory meeting
8. Project management team formation
9. Tendering process– public procurement
10. Fire chief inspection and report
11. Promoter's in-kind contribution
12. Leader evaluation and approval

THE ACRE PROJECT – CELBRIDGE

13. Clann credo approval
14. Department approval
15. Contract signings
16. Project management
17. Reporting systems
18. Grant claim submissions
19. Bridging finance release
20. Risk assessment
21. Communications
22. Crisis management
23. Project completion

THE ACRE PROJECT – CELBRIDGE

Why Clann Credo?

- Professionalism
- Number 1 provider of Social Finance
- Knowledge of Leader Rural Development
- Empathy with volunteer sector
- Speedy decision-making
- Terms and Conditions
- No promoter's guarantee

THE ACRE PROJECT – CELBRIDGE

Clann Credo

THE ONLY SHOW IN TOWN!