

Developing your project and getting it funded

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Advice – the attraction for funders

- The potential to change lives permanently
- It challenges (institutional) discrimination
- It improves access
- It has strategic impact
- It upholds rights
- Addressing disadvantage is at its core

Why does this not translate into greater funding?

- A difficult message to communicate, but also ...
- The case is sometimes poorly presented
- Funders and their requirements are not properly understood
- A perception that advice receives significant funding from central and local Government
- Weaknesses in the way that advice agencies do things

How advice agencies could adapt their approach

- See fundraising as the culmination of a process and not an end in itself
- Seek out opportunities for collaboration and genuine partnership
- Be more imaginative in devising and presenting projects
- Ensure that advice cannot be easily pigeon-holed
- Do not fear the funder

What makes a good project

- A clear vision of success
- A clear understanding of the people you are trying to help
- A clear plan for getting from here to there
- Having the right people on board
- Knowing what everything costs

Myths

- Good projects don't get funded
- Funders only fund new work
- Assessors are trying to catch you out
- The Big Secret
- Using volunteers is sexy

Tips

- The movie pitch
- The job interview
- The numbers game
- Stick to what you believe
- Tailor your pitch to the audience

Further Questions and Feedback

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