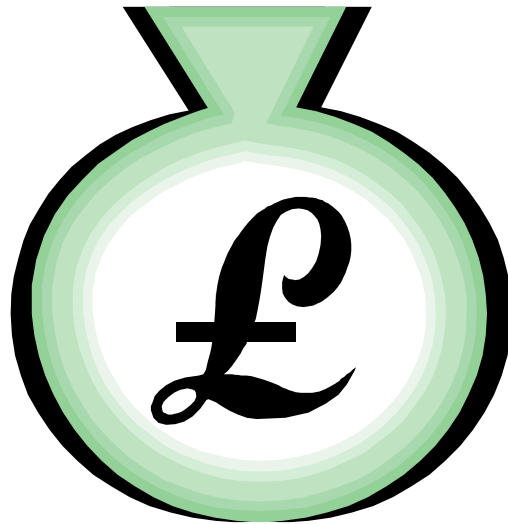


Access the Cash

A Fundraising guide for
small voluntary organisations and
community groups



Dudley CVS
Charity No: 517766
Company Registration No: 1998105 (England and Wales)

INFORMATION AVAILABLE IN LARGE PRINT CALL 01384 78166

This pack has been developed to help voluntary organisations and community groups raise money. It is designed for groups with little or no experience of fundraising. The contents of this pack are:

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Before you start



When seeking funds for your group or for a particular project it is tempting to just pick up a pen and start to apply to every funder you can find but it is important to STOP and ask yourself a series of questions first.

What do you want to achieve

This may sound obvious but many organisations are not entirely clear about what they are trying to achieve. It may be that committee members have different ideas about what the group should be doing. Before you start it is important for all members of a group to ask themselves the following questions:

- What do we want to do?
- Why do we want to do it?
- Is there a real need for this project? If yes, what evidence do we have to support this?
- Do we all agree that this is what we want to do?
- Is our project realistic and achievable?
- Are we giving ourselves too much to do?
- Can we convince others that this project needs doing and that it is worth supporting?

How are you going to achieve it?

This is one of the most important aspects to consider. When applying for funding you will need to show how you are going to achieve the aims of your project. Your group may find discussing the following questions useful:

- Have we already got any money to put towards this project?
- What do we need to do to make this project happen?
- Who will be responsible for what and how much work will our project involve?
- Have we got the skills, time and resources needed to run our project successfully?

How much do you need?

Costing your project should not be guesswork. It is important to get as near as you can to the actual amounts you are going to have to pay - get quotes or exact costings. Funders will know if your costings are not accurate - your figures will be too rounded or unrealistic.

The costings of your project is one of the most important aspects of fundraising. Again your group may find discussing the following questions useful:

- What is the actual cost of our project?
- What will the money achieve?
- Is it good value for money?
- How many will benefit as a result of the money?
- Can we handle this amount of money?

Who do you approach?

There are thousands of organisations who provide funding for different types of projects whether they are small or large. Many groups use the 'spray and pray' approach to fundraising, sending out applications to hundreds of grant givers with the idea that the more you send, the more chance you will have of being successful. This is not the case. You may think that this will save you time but in fact in the long run you will be wasting more time and effort. The key to successful fundraising is to identify funders that want to fund your type of activity.

What does the funder want?

Funders are often keen to promote themselves. They may do this through giving presentations or delivering workshops about their funding at events or conferences. They may also have paid staff or volunteers available to give specialist advice and support groups through the application process. Try to find out as much information as you can about the funder and if support is offered - ASK FOR IT! The more advice you get the better the chance you will have of being successful.

Matching your idea to the funders aims

As mentioned on page 4 before you even start to identify funders you must be clear about what it is you want to do, how you are going to do it, who is going to do it and how much it will cost. Only then is it going to be easier for you to identify and locate appropriate funders. Each funder will have set criteria about the types of groups they will fund, the areas where they will fund, how to apply and how decisions will be made. Many funders also have cash limits so there is little point applying for £5000 if the cash limit is £1000. Researching the funders and matching your project to the funders aims is the key to successful fundraising.

How funders think

Proving your group exists and that it is well managed

Funders want to be sure your group exists and that it is well managed. Funders will ask for:

- A copy of your constitution or terms of reference
- A copy of your equal opportunities policy

Managing money

Funders will also want to know that your group is financially sound and that you have systems in place to monitor spend. Funders may ask for:

- Details of income and expenditure for the previous year, or last years accounts if your group has them
- A copy of a bank statement

Demonstrating a need

Funders will only consider groups who have identified a need for their project. Your group should have already done this before applying for funding. Some ideas on how you could do this are:

- Draw from your experiences of living in an area
- Interviewing people to see what they think they need or what the issues are
- Carrying out questionnaires
- Researching statistics
- Get letters of support from local people

Monitoring and evaluation

Funders want to see results! They want to know that their funding:

- Has been spent on what was agreed
- Has achieved what was outlined in the aims of the project

‘Monitoring’ and ‘evaluation’ are often said in the same breath. Though there is a close relationship between the two, they are distinct and carry different meanings. Monitoring is like a review which you do during a project - it helps to see if you are on track. Evaluation is something

that you plan at the beginning and use later on, and always at the end to see if you've done what you wanted to do, in the best way possible.

Methods of monitoring and evaluation depend on the nature of your groups work but some ideas might include:

Monitoring

- Recording the attendance of people taking part in a project
- Meeting regularly with the committee to manage the work properly
- Keeping written records of letters, questionnaires and surveys which can be transferred into reports
- Keeping records on expenditure either written or by using computer packages such as Microsoft excel.

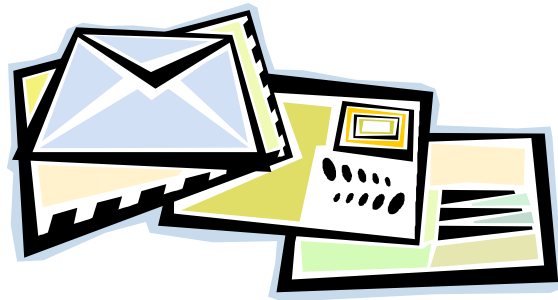
Evaluation

- Keep copies of publicity materials produced such as flyers or posters.
- Get users to complete an evaluation form at the end of the project.
- Write a project evaluation report including information about what was carried out, how money was spent, who was involved, the number of volunteers involved and how users benefited and what they said about the project.

Volunteers

Funders are keen to see volunteers being utilised because they provide a cost-effective workforce who usually have the added benefit of empathy or interest for the cause. However, funders realise that, unfortunately, volunteers are at risk of being poorly managed and taken advantage of. It is important to outline in your application how volunteers in your group are supported for example, whether they are paid travel expenses - no volunteer should be out of pocket for giving up their time. Your group could develop a volunteers policy which will give information about how volunteers in your group will be managed and supported. Dudley CVS can help you to develop such a policy, contact Eileen Fielding at the Volunteer Bureau on 01384 78168.

Applying for funding



Now that you are clear on what you want to achieve, how you are going to achieve it and who you are going to approach for the funding - you can start applying.

Generally there are two methods of applying for funding. Some funders will ask you to complete an application form and some will ask you to write an application letter. This section of the pack will give you advice on how to prepare and write both.

Golden rules of writing a good application form and an application letter

- You cannot tell funders absolutely everything about the work you do. There isn't time and they simply would not take in reams and reams of written information. You need to select the bits that funders are going to be most interested in.

- In general, don't ask funders to support your organisation. Instead ask them to support the people who are going to benefit as a result of your project.

Writing a good application form

Completing application forms is a matter of personal style. What may work best for one person may not work for another. It is important to write in a way that works best for you. However, there are guidelines on writing good application forms. Information given in this section is for guidance only, pick out the bits you find most useful.

The length of application forms can vary considerably and some funders will ask for lots of detail. It is extremely IMPORTANT to use the FORMAT that they REQUEST. Whatever the format of the application form funders will always ask for the following information:

- Who you are
- What you do
- What you intend to do in relation to your project
- How you know there is a need
- How you will do it
- Who will benefit and how
- How much it will cost (include photocopies, letterhead)

- How much you are asking for
- If you are not asking for the full amount, how you will be raise the rest
- How you meet their criteria
- How you will measure the success of the project
- A copy of your constitution
- A copy of your equal opportunities policy
- A copy of your accounts or an income and expenditure breakdown

When submitting your application form you may wish to enclose a covering letter or supporting information, although your case is likely to be judged on what you have put in the application form.

Writing a good application letter

A general rule is that an application letter should not be too long - aim for about 2 to 3 sides of A4. It is important to be clear and concise. There is a 9 point plan to follow when writing your letter:

1. Project title

It is often a good idea to give your project a title.

2. Proposal summary

This is the first bit of information the funder will read - it is important to get the funder interested. The summary should not be too long, it should be clear and specific.

3. Introduction: who you are

Here you will be able to give information about:

- The name of your group
- The aims and objectives of your group
- How you got started
- How long you have been going
- Anything unique about the way you got started, for example, whether your group pioneered a new type of activity

- Highlight past successes

4. The problem or need

Funders will want to know why there is a need for your project. You will need to;

- Describe the problem
- Show how you know there is a problem, for example, give facts and figures or show that you have spoken to local people.

5. What you will do

Now you have identified what the problem is, funders will want to know what you intend to do to solve it. Here you will need to give information about what you intend to do, how you will do it, when and how the users will benefit.

6. How you will measure the success of your project

Funders will want to know how you will measure the success of your project. Remember to include details about how you will record information and seek feedback from users.

7. How much you will need to do it

You will need to show funders the resources you will need to carry out the project. You need to be clear about how much the project will cost. Explain where you intend to get the money from. It may be that you are not asking the funder for the full amount and that you are putting money towards the project. Show what your group is contributing towards the project yourselves, for example, volunteer time.

You will then need to ask for a specific sum. Make sure the funder can give you the amount you are asking for.

As well as giving the total cost of the project you will need to give a breakdown of the costings. Remember to include everything. The items that you need to ask for will depend on the nature of your project but some examples of the types of things you may need to ask for are as follows:

- Room hire

- Volunteer expenses
- Publicity costs
- Capital equipment e.g. a computer
- Administration costs e.g. stamps, paper, pens, telephone calls
- Insurance e.g. public liability
- Transport costs

8. Why the funder might be interested

There are many reasons why the funder might be interested in your application. State these in your letter, they could be:

- Your group is based in an area where they fund projects
- They have a known interest or some particular connection with the problem or cause
- You have already received a grant from them, and a further grant is an investment in your success
- They will receive good publicity as a result of funding your project

9. Signing off

Who signs the letter can be important. If the applicant is recognised or known by the donor, this can be helpful. Whoever signs the form must know about the project as funders may contact this person for more information. The following are possible signatories:

- The project leader
- The fundraiser
- The Chair of the group

Do's and don'ts of fundraising

DO

- Be sure you know why you are applying to the particular funder
- Read the guidelines provided carefully and thoroughly
- Check that you meet the funders aims and that you are in the area of benefit
- Submit all the documents requested e.g. constitution, equal opportunities policy
- Meet the deadline given
- Ask someone outside your group to read through your application to ensure it makes sense
- If you are doing an application letter check the trust's name and address and that it corresponds with the address on your letter
- If completing an application form answer all the questions on the form. You can put see attached information, but remember this is not always read. Small boxes are small for a reason.

DON'T

- Make emotional appeals
- State that your group will not be able to function without their funding - it makes funders see your group as unstable
- Be unclear about what it is your asking for money for
- Present a shopping list of needs
- Ask for unrealistic amounts
- Leave any questions unanswered on application forms
- Put 'see attached' in all the boxes on the application form
- Use jargon or abbreviations which funders may find confusing

What if they turn you down?

There are many community groups out there applying for funding so there is competition. But if you are unsuccessful try not to be too disappointed and give up. You should try to get feedback from the funder if possible to see why your application failed. The more feedback you get from funders will only help your group write better applications in the future. So, don't be afraid to ask.

On some occasions your application may be deferred as further information may be requested. If this happens the funder should contact you to let you know what additional information is required in order for them to make a decision. Ensure that you provide the information requested in good time.

What if you are successful?

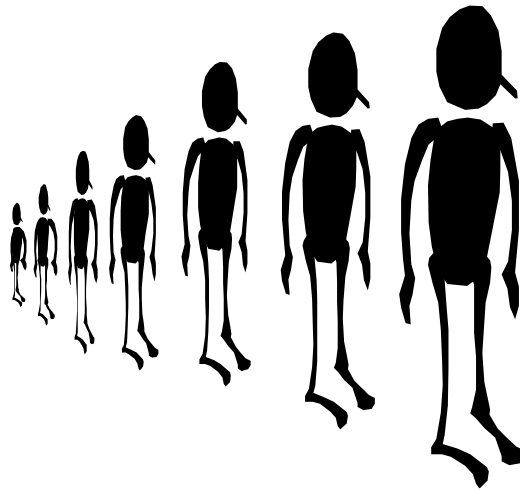
Congratulations but this is only the first part of the job. You now have to deliver your project and monitor it! Funders will ask you to read and sign a grant conditions form. This will outline the rules set by the funder that you **MUST** follow throughout the duration of your project. Funders may set rules like:

- You can only spend the money on what was agreed on in your application
- When you need to spend the money by
- How you will be expected to report to the funder on the projects success and spend
- How you should acknowledge the funder on your publicity materials

If you do not follow the grant conditions you may find the grant being reclaimed.

It is important to establish a good relationship with your funder so thank them for their contribution. It would be best to do this in writing. You could also invite your funders to any special events or meetings to see the good work your group is doing. Funders who have funded you may fund you again if you are good to them.

Who you can apply to



Sources of funding

Individual donors

Individual donors are people who sympathise or support the aims of a group and give money to help. When asking for money it is important to be clear about exactly what it is you want and how much you would like. You must be aware though of what that particular donor is able and willing to give. The personal approach is best when asking for donations and it is better to talk to donors face to face. You may want to include on your publicity material that your group is willing to accept donations. Find out what events are happening in your area, for example, a carnival and see if your group can have a stall and ask for donations.

Charitable Trusts and Foundations

Charitable Trusts and Foundations are bodies whose main purpose is to give grants to charitable causes. They have usually been set up by an individual, family or company who establish an endowment fund and spend the interest earned on this specified charitable objectives. There are thousands of Charitable Trusts and Foundations but in order to be successful you must target trusts whose aims match your groups work. There are several books available from which you can get the information on trusts and foundations. Dudley CVS have some of these in their resource room which you can use. There are also computer packages called FunderFinder and GrantFinder that help you to identify trusts and foundations. Dudley CVS also has these computer packages and can do the searches for you.

Some Charitable Trusts and Foundations will only give money to registered charities.

Companies

Companies give to community groups for a variety of different reasons. These may include:

- To raise the profile of the company
- To improve its image
- Increase sales
- Motivate its staff

When approaching companies you need to target companies who you think may be interested in your cause. This may be because:

- You are based in the same neighbourhood
- You have a personal contact within the company
- There is a link between what you do and the company's product e.g. a baby care product company may decide to support a moms and tots group.

You must give a company good business reasons why they should give you a donation. You need to show what the company will get in return.

Support from companies may be given in a number of ways:

- Cash donation
- Sponsorship - joint marketing ventures
- Staff time - you may be given some hours of an employee's time to help with your project
- Employee - the company staff raise funds on your behalf or staff may become volunteers in your group.
- Gifts in kind - second hand furniture and/or equipment

Where to get information about companies

- The local Chamber of Commerce may have a directory of local companies
- Local paper - to see who is advertising heavily
- Website - www.companygiving.org.uk
- "The Guide to UK Company Giving" published by the Directory of Social Change.
- Think about companies you may already have contact with e.g. companies that friends and family work for.

Gift Aid

The Gift Aid scheme enables UK taxpayers (both individuals and companies) to make tax effective donations to charities. Where donations are made by individuals, charities can reclaim from the Inland Revenue the basic rate of tax paid. With basic rate tax at 22%, the charity can reclaim £2.82 for each £10 donation. Donations can be regular or one-off and of any amount.

To enable the charity to reclaim the tax, an individual donor must give the charity a Gift Aid declaration. The declaration can be made in writing, by email or orally. It can cover one or more donations, can be backdated to cover all donations since 6th April 2000, and can also cover future donations. Charities must send the donor a written record of an oral declaration. A model form is included in the Inland Revenue's Gift Aid toolkit Gift aid it, which can be downloaded from www.inlandrevenue.gov.uk/charities/.

Charities that want to recover tax on donations made by individuals must write to IR Charities, with proof of their charitable status. They must keep sufficient records to show that their tax reclaims are accurate, otherwise they may have to pay back tax reclaimed, with interest.

Lottery funding

The Big Lottery uses money made through the National Lottery to help make big, positive changes for communities. They provide grants for small and large voluntary and community organisations to help regenerate areas and tackle disadvantage.

For more information about the Big Lottery grants programmes please call their helpline: 0845 4 10 20 30 or visit: www.biglottery.org.uk or contact Dudley CVS.

Government grants

Grants are available to community groups from Central Government through the following:

- Department for Education and Skills
- Department of Health
- Home Office
- Office of the Deputy Prime Minister
- Government Offices for the Regions

Information about Government grants can be found through searching the following website: www.governmentfunding.org.uk. Registration is entirely free and when you register a personalised profile will be created which will allow you to:

- Receive email alerts on new and updated grant schemes

- Apply online for grant schemes relevant to your group
- Add your group to a membership list
- Look up other groups who are on the membership list
- Post messages on the bulletin board
- Save specific grant searches and information

Statutory funding

Local Authorities often administer small grants for voluntary organisations and community groups that help to achieve their aims and which help to meet local targets.

For information about various funding opportunities from Dudley Council, please contact the following:

Carers Grants

Grants may be used to provide services to a group of carers or, in some cases, following assessment, to individual carers. Groups must provide services for carers which the Local Authority would not normally provide. The grants are available to groups supporting carers of children and adults or both.

Contact: Christine Rowley, Directorate of Adult, Community and Housing on 01384 818723

Small Grants to Voluntary and Community Groups.

Small grants are available to groups that support specific needs of vulnerable members of the community, promotes peoples independence, promotes social exclusion and addresses the broader aspects of health improvement.

Contact: Doreen Hughes, Directorate of Adult, Community and Housing on 01384 816162 or email: Doreen.hughes@dudley.org.uk.

Youth Opportunities Fund and Youth Capital Fund

An opportunity for young people, aged between 13-19 years (25 if they have learning difficulties) to access funding to spend on projects that young people want. Young people themselves apply for the funding.

Contact: Jodie Pritchard, Dudley Youth Service on 01384 815172 or email:

jody.pritchard@dudley.gov.uk

Area Committees

Dudley Council's Area Committees each have a budget for allocation on capital schemes within their areas. Voluntary and Community organisations are welcome to apply for funding from their relevant Area Committee for or towards the costs of capital equipment.

Contact: Democratic Services, Directorate of Law and Property on 01384 815240/1/2.

Directorate of Children's Services

To access small grants from Dudley Play Association and Voluntary Organisations Grant Aid all VCOs must register with Children's Services. The maximum grant for both is £500 and the application must show clear evidence of young people's involvement in the planning process.

To find out about how to register about these small grants please contact Julie Davies on 01384 813951.

Other ways of raising money

Subscriptions

Subscriptions means charging a small fee to members of your group in order to raise money. In order to do this your group must have this written into your constitution. You can charge different fees for certain people, for example pensioners and other unwaged people could pay a reduced rate. Anyone willing to donate more than the standard amount could be given a title such as 'friend', 'patron' or 'life member'.

Before you start charging a membership fee your group needs to consider the administration involved. The easiest way to charge membership fees is to have a set membership period. This could be the calendar year, financial year or the year starting from the annual general meeting.

This way members are all notified of the new yearly fees at the same time. Remember that you will also have to keep a record of members names, addresses and dates of payment. You may wish to keep these details on a computerised system. You **MUST NOT** give out the names and addresses of your members to other groups or organisations without prior consent from them.

Fundraising events

Try organising an event to help raise money for your group. You could organise a fete, hold a raffle, a coffee morning or do a car boot sale. These are great ways to raise funds for your group which are enjoyable and rewarding. Please note that if you are a registered charity there is no restriction on the number of fundraising events you can do as long as the weekly gross takings for such events do not exceed £1000.

Sponsored activities

Events such as sponsored walks or bicycle rides can be financially rewarding. However, finding sponsorship money can take a lot of organisation. If your group decides to do a sponsored activity keep a record of the names and addresses of everyone who is being sponsored. Include the following information on sponsorship forms:

- A description of the event
- Its purpose and date
- The name, address and age (if under 18) of the sponsored person
- Each sponsor's name, address and amount pledged
- The statement 'I certify that....has walked... miles/danced forhours', followed by the organiser's signature and the date.

Remember to keep a record of the value of the sponsorship on each form and whether the money has been handed in.

Support available from Dudley CVS



Information and support is available to small voluntary and community organisations through the Small Groups Development Officer.

Support is available to small groups in the following areas:

- Information and advice about setting up a new group
- Training
- Finding funding so your group can make a difference
- Getting the paperwork in place so your group can grow and be eligible for funding: Some of the areas we cover are:
 - Constitutions
 - How to set up a Management Committee
 - Roles and responsibilities of the Management Committee
 - Policies including Equal Opportunities and Child Protection
 - Developing Project Plans

As well as this start up guidance pack, Dudley CVS has other guidance packs available including; a guidance pack on fundraising and how to make your group sustainable. If you wish to have copies of these packs, please contact Kate Green, Small Groups Development Officer on 01384 78166. Email: smallgroups@dudleycvs.org.uk

Resource room

Dudley CVS has a resource room where groups can access a wide range of information about the voluntary and community sector. For more information about using this facility, please contact Lynda Jenkins on 01384 78166.

Other support available from Dudley CVS

Support in areas of fundraising, policies and procedures, charity and employment law for groups with over £5000 income per year is available from Dudley CVS's Core team. To access this support please contact either Caroline Webb or Jayne Emery on 01384 78166.

Support is also available to groups who provide services for children and young people and to groups who provide childcare facilities, such as, breakfast and after school clubs, pre-school groups, crèches and day nurseries. To access this support please contact Arnie Troxler or Kevin Priest on 01384 78166.

Recommended Reading



A practical guide to writing better fundraising applications
(Directory of Social Change) 3rd Edition

Effective fundraising - an informal guide to getting grants and donations
(Luke FitzHerbert, Directory of Social Change)

Promote your cause - a guide for fundraisers and campaigners
(Karen Gilchrist, Directory of Social Change)

Tried and tested ideas for local fundraising events
(Sarah Passingham, Directory of Social Change)

Find the funds - a new approach to fundraising research
(Christopher Carnie, Directory of Social Change)

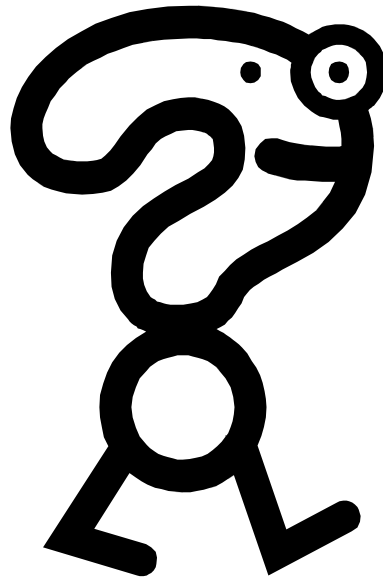
Fundraising from grant making trusts and foundations
(Karen Gilchrist and Margo Horsley, Directory of Social Change)

A guide to local trusts in the midlands
(John Smyth, Directory of Social Change)

Voluntary but not Amateur
(Jacki Reason, Ruth Hayes and Duncan Forbes, London Voluntary Service Council)

Some of these books are available from Dudley CVS's resource room.

Jargon buster



Aim - what a group hopes to achieve in a short sentence.

Charitable Trust and Foundation - Charitable Trusts and Foundations are bodies whose main purpose is to give grants to charitable causes. They have usually been set up by an individual, family or company who establish an endowment fund and spend the interest earned on this specified charitable objectives.

Community group - A community group is a collection of individuals who work together to undertake certain activities for the benefit of the community - whatever or whoever that community might be.

Company - An organisation set up to deliver a service and make money.

Constitution - A written document outlining what a group is set up to do and its rules and procedures.

Council for Voluntary Service - A development agency that supports voluntary action. The agencies provide support, information and advice to community and voluntary organisations.

Criteria - A published statement of priorities and requirements that bidders need to follow to be successful in gaining funding.

Equal Opportunities - Equal Opportunities is about ensuring that your group is accessible to everyone from its decision making procedures through to any services it may provide. This means actively combating discrimination and using good practise in your group. For instance, making sure that your management committee reflects the membership of the community you serve.

Equal Opportunities Policy - A written document outlining how a groups services will be made accessible to everyone.

Evaluation - Evaluation is something that you plan at the beginning and use later on, and always at the end to see if you've done what you wanted to do, in the best way possible.

Expenditure - Money a group spends in order to do its work.

Income - Money a group receives to do its work. This could be money obtained through fundraising, donations or subscriptions.

Individual donor - A person or organisation who gives money to a particular cause or group.

Monitoring - Monitoring is like a review which you do during a project - it helps to see if you are on track.

Objectives - Objectives are smaller, more detailed steps along the way to achieving a group's aim.

Project - A time limited activity or piece of work that has aims and objectives and usually requires funding to carry out the activity.

Sponsor - An individual or an organisation who provides backing usually financially. The sponsor may require publicity for backing a project.

Subscriptions - Small fee people pay to use a service or to become involved in a group.

Users - People who use a group's service or who take part in a group's activity.

Volunteers - Person who gives up their time without getting paid

Volunteers Policy - Gives information about how volunteers will be supported, managed and what their entitled to, e.g. travel expenses.

This guidance pack has been written by Kate Green (Small Groups Development Officer). Some information in this pack has been adapted from the following sources:

- Dudley CVS fact sheets (www.dudleycvs.org.uk)
- A practical guide to writing better fundraising applications (Directory of Social Change)
- Voluntary not amateur (London Voluntary Service Council)
- Route to the loot fundraising pack (Sandwell Council for Voluntary Organisations)

Updated June 2007

Appendices



SAMPLE APPLICATION LETTER

Name
Address
Telephone number

Date

Dear

Re: Funding Application - Great Scouts Group [charity number]

GREAT SCOUT CAMPING PROJECT

The Great Scouts Group is applying for £2,112.68 from [enter name of Charitable Trust] to enable us to deliver our Great Scout Camping Project which will benefit approximately 90 disaffected young people from Dudley borough.

Great Scout Group has been established since 1959. The group is committed to the Scout Section ethos, which provides an opportunity for young people to take part in a wide range of activities that promote friendship, teamwork and participation. Scouting also enables young people to develop specific life skills and partake in experiences that other activities or groups would find very difficult to provide.

Great Scouts also includes beavers and cubs. There are approximately 90 young people involved in our group, ranging in age from 6-25 years. We provide positive activities for young people in an area with few leisure opportunities for young people, apart from wandering the streets. A recent consultation on the Children and Young People's Strategic Plan highlighted the lack of leisure opportunities for young people in the borough.

As well as our weekly meetings, one of the main activities we regularly organise is camping trips which we take young people on. Between April to September we organise camping activities every other weekend. In total these camps involve over 100 young people. Unfortunately our present camping equipment is 15 years old and desperately needs replacing. This includes not just tents, but also tables, cookers, pans, etc. The total cost is £2,112.68. Please see the attached sheet which details the equipment we need and the cost of individual items.

Scout camp provides a unique experience for young people. For many it is the first time they have stayed overnight anywhere away from their parents, enabling them to gain some independence at a young age. Interaction with their peers in this situation helps them further develop their social skills in a way which is totally different to what they experience at home, school or taking part in other home based activities.

At camp the young people take part in a variety of activities, these include: cooking, cleaning the camp area, rock climbing, water rafting, archery and swimming. Camp is a real motivating factor for the young people who are involved with Great Scouts. It is an event they look forward to and there are very few young people who do not find it a rewarding and an enjoyable experience.

The young people who attend our group come from a variety of backgrounds. Quite a high proportion of these young people could be described as coming from areas that are socio-economically deprived and again a high proportion come from single parent/carers families. Many of these young people lack a positive male role model, which we help to provide.

The equipment we purchase will be available for any scout group in Halesowen to use. So the benefit will be for approximately over 300 young people and we can more or less guarantee it will be used every weekend during the spring, summer and early autumn.

We are attempting to raise funds for the camping equipment ourselves, in the past we have raised funds to part fund camping equipment and renovate the scout hut. However, over the years this seems to get more difficult. We have approached you for funding as we meet your funding requirements as we are based in Dudley and provide activities for young people. We hope that you will look favourable upon our request for support and we would appreciate any contribution you feel you are able to make. If you require further information please do not hesitate to contact me.

Yours sincerely,

Chairman
Great Scouts Group

Project costings

New tents @ £235.99 each x 6 (sleeps 9-16 people)	£1415.94
Pots and Pans @ £25.99 each x 10 sets	£259.99
Camp kitchen set @ £32.99 each x 5	£164.95
Sleeping bags @ £13.59 each x 20	£271.80
Total requested	£2,112.68