

# SURVIVE & THRIVE

SUPPORTING BAME\* COMMUNITY ORGANISATIONS  
THROUGH COVID-19 AND BEYOND

## RESOURCE 3.1 APPLYING FOR FUNDING: ARE YOU READY?

December 2020



## ABOUT THE UBELE INITIATIVE

The Ubele Initiative (Ubele), a civil society organisation based in London, works across the United Kingdom and Europe with disadvantaged communities; most notably black, Asian and minority ethnic (BAME) communities.

Ubele (taken from Swahili to mean 'The Future') is an African Diaspora led intergenerational social enterprise founded in 2014. Our primary mission is to help build more sustainable communities across the UK.

We have developed through a bottom up, community-based approach and although African Diaspora led, our culturally diverse team supports a wide range of communities and community-based organisations and groups through social action, community enterprise development and next generation leadership initiatives.

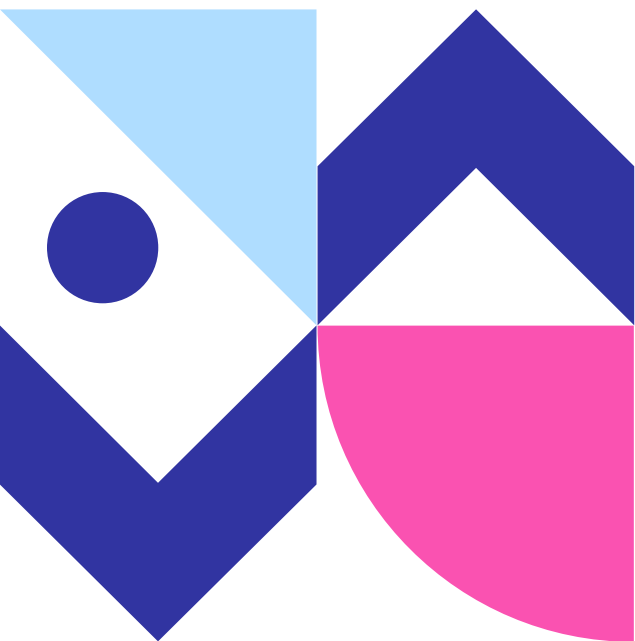
[ubele.org](http://ubele.org)  
[@ubeleinitiative](https://www.instagram.com/ubeleinitiative)

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**\* We recognise the diversity of individual identities and lived experiences, and we accept that BAME is an imperfect term that does not fully capture the racial, cultural, and ethnic identities that experience structural and systematic inequality. Whenever possible, we attempt to name individuals as they themselves prefer to be named.**

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# BAME & COVID-19



Artist: Penelope Mendonça

Existing inequalities are being exacerbated by Covid-19  
(PHE, Nov 2020)

- Low paid jobs
- Employment insecurity
- Food insecurity
- Poor housing
- Lack of digital connectivity
- Educational inequalities

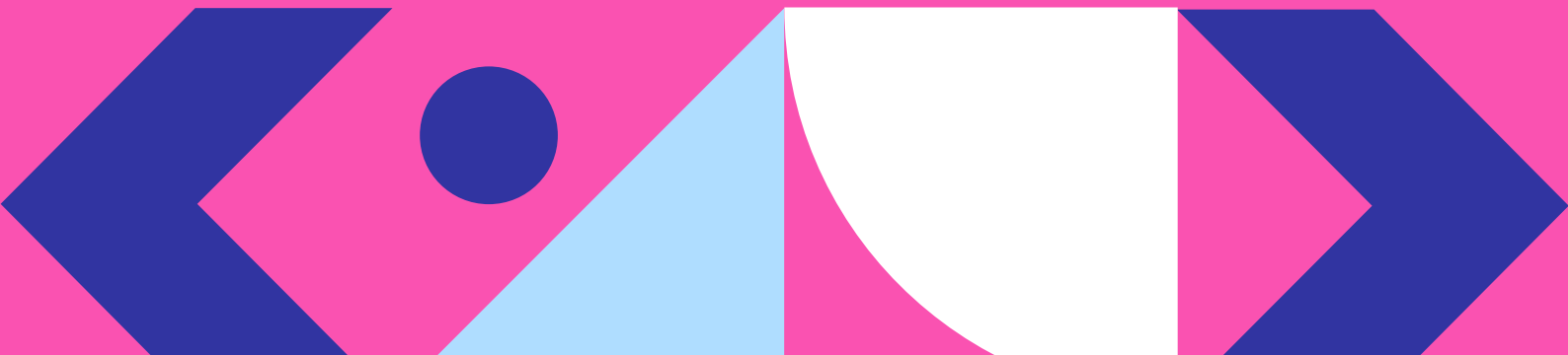
Your focus of activity or work or user group may have changed already. What effect is Covid-19 having on them?

Do some internet and local research to discover exactly what's happening for your users. Your local authority or CVS will be a good source of local information about local, regional and national funding opportunities. Sign up to their regular news bulletin to get up to date information.



# ARE YOU READY FOR FUNDING?

Do you have:

1. Strong and effective system of governance?
  2. A solid, democratic membership system or other structure?
  3. Clear, up-to-date Business Plan including fundraising strategy?
  4. Defined organisational policies and procedures (written down)?
  5. Clearly defined roles and responsibilities and role expectations? Does everyone, including volunteers, have a job description?
  6. A straightforward, easily-examinable accounting system with clear budgets and cashflow?
  7. Viable and sustainable projects with clear aims, objectives and stated outcomes?
  8. Social impact objectives tied in to your main objectives, with clear measurable outcomes?
  9. Tools to monitor progress?
  10. A clear answer to the question: Are we sustainable? What's your evidence?
- 


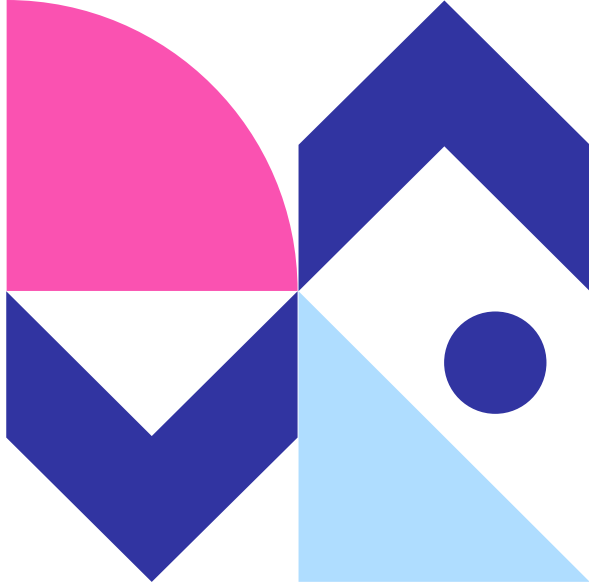
# MATCHING YOUR IDEA TO THE RIGHT FUNDER

There are different types of organisations that give grants to community and voluntary organisations. These include large charities, statutory organisations (such as local councils), private companies, and trusts.

It's really important to choose funders that support the kind of activity you are running. It's worth spending more time choosing the right funders, rather than wasting time writing applications to organisations that are unlikely to fund your group.

Each funder has their own priorities. You need to find one who is looking to fund the kind of thing you want to do. Key things to think about are:

- Read the funders' guidelines carefully
- Is the funder only interested in new activities?
- Is the funder only interested in project funding?
- Do you need funding for core costs?
- How much money will the funder give?
- Will the funder give grants in time for your project?



[Visit Resource Centre website for more information](#)

## EXAMPLE 1

Your association has a befriending service. You want to launch a telephone service to BAME local residents to help deal with the effects of isolation during the Covid-19 pandemic. They will receive regular phone calls from your volunteers.

- How often will they receive the phone call. How many people will you call? When would you call them? Who would call them? How would you find the local people and their contact details?
- Who specifically are the sessions for? Unemployed people? Older people? Vulnerable people?
- Who will organise and run the sessions?

# PREPARING FOR FUNDRAISING

Writing funding applications is much easier, and you are more likely to be successful, if you have done some good planning with your group. This is because:

- Funders want very specific information about what you want their money for, how it will be spent, and what this will help you to achieve.
- The person or people writing the application may not be the same people running the activities. By involving as many people as possible from your group in the planning stage, you can make sure you describe the activities accurately and have a clear idea about what you will need to ask for money for.
- Different funders fund different things. Having a good idea about what you need funding for will help you apply to funders that are more likely to give you funding.

## WHAT DO YOU WANT THE MONEY FOR?

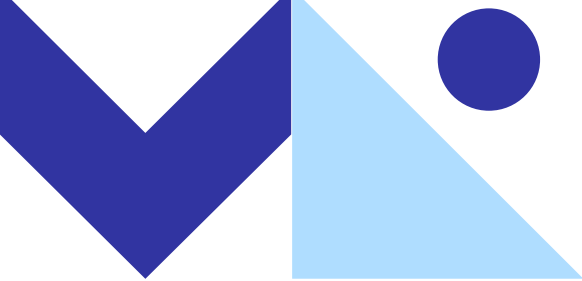
Before you can apply for money for an activity, you need to know exactly what the activity is going to be.

## HOW MUCH WILL IT COST?

Funders will also want to know exactly what you want to spend their money on. Draw up a budget for your project or activities. Include:

- A list of everything you will have to pay for, and how much each item will cost. This might include, for example, venue hire (although there may not be not so much venue hire because of COVID!), digital connectivity such as internet, Zoom platform, phone calls, equipment, transport, paying workers, volunteer expenses, food, publicity, and insurance.
- A list of any income you are already expecting (for example, from membership fees, donations, grants you've already received etc.).





## BUDGET TIPS

- **Be accurate.** Get quotes for each item in your budget. Funders may come back and ask you what you have based your budget on, and you need to be able to show them that you have found out how much everything will really cost.
- **Don't underestimate.** Trying to make the budget look less than you really need could lead to financial problems that affect the other activities your group is involved in, and funders will be concerned if they think you are not being realistic.
- **Don't overestimate.** This can lead to your application being rejected. If it is accepted, and you don't spend your whole grant, it will make you less likely to get more funding in future.
- **Remember to include 'hidden' costs.** For example: insurance, rent for your office, travel, volunteer expenses, stationery, phone credit.
- **Prepare a budget for your whole organisation for a year.** It's useful to do this, even if you are only applying for funding for a few things or a specific project. It will help you work out whether there is anything you need that you haven't already thought of.

## WHY IS YOUR WORK IMPORTANT?

Funders want to know that the money they give to groups and projects will make a difference to people's lives. They want to know what change will happen as a result of your activities. Many funders refer to this as the outcomes of your project.





## WHAT DO PEOPLE IN YOUR COMMUNITY NEED?

Think about the group of people your work is aimed at, and what their particular needs are. Are a lot of people in your area on low incomes, and in need of access to free community events? Do people feel isolated and need an opportunity to get together and spend time with each other – or has Covid-19 stopped this happening? Are you providing an activity that people would not be able to take part in if your project didn't exist?

## WHY DO YOUR ACTIVITIES HELP MEET THESE NEEDS?

Why have you chosen to do certain activities? How will they benefit the people involved? Why are these activities particularly useful?

## CAN YOU PROVIDE SOME EVIDENCE?

Ask people who are involved in your group what the group means to them, what they get out of it, and why it is important in their lives. This could help you show that you are meeting people's needs.

You could also use statistical information to show the needs of the communities you are supporting. Contact your local authority, police and health authority, or look on their websites, to try to find information about deprivation, crime and health problems in your community. They may have this from the national census survey, or from their own local surveys. You can also use [the Index of Multiple Deprivation](#) which provides detailed information about a range of problems faced by different neighbourhoods.

# HOW WILL YOU KNOW IF YOU ARE DOING A GOOD JOB?

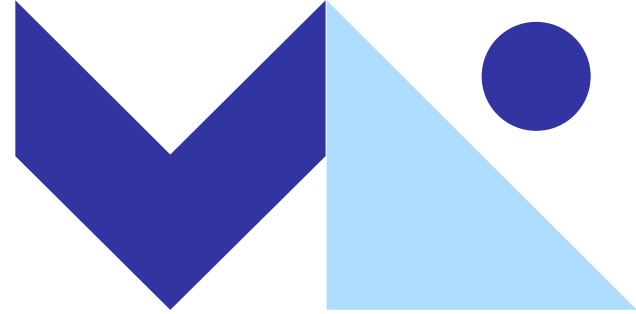
Funders often want to know how you will collect information to show your project is a success.

This might include:

- Counting the number of people who take part
- Asking people to complete a survey about how they have benefited from the activities
- Discussing the project at your committee meeting, and identifying ways it went well and things that could have been improved.



# CASE STUDY



## NORTH LONDON COMMUNITY CONSORTIUM



**The NLCC is a group of community projects and community enterprises who have been working with local communities to improve the lives of people and who are from poor and disadvantaged backgrounds, with a focus on food.**

When the Coronavirus emergency became apparent to them, they quickly arranged a survey in the local community which identified particularly vulnerable community members who needed to be fed.

The initial target group were people over 70 years old who had to self-isolate and were unable to prepare their own hot food. For the past two weeks the group have delivered hot meals to 150 -200 people per day. Recently, they have been contacted by Haringey social services and other statutory services looking for ways to feed clients.

The North London Community consortium have no funding and got through the last two weeks on the good will of their members.

Thanks to The North London Community Consortium  
[www.northlondoncommunityconsortium.co.uk](http://www.northlondoncommunityconsortium.co.uk)



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