

FUNDRAISING FROM TRUSTS & FOUNDATIONS



Types of Charitable Trusts

A Charitable Trust can be defined as a charity which rather than being a direct service provider, supports charitable objectives by making donations

Defining a Trust by source of income:

1. Endowed Trust

- Invests its assets indefinitely
- The income is spent on the charitable purposes
- Examples: Tutor Trust and Weston Foundation

2. Fundraising Trust

- BBC Children in Need and Comic Relief
- Oxfam – combines service provision with an element of grant making
- Community Foundation = both a fundraising trust & endowed trust as they are fundraising for income to establish an endowment

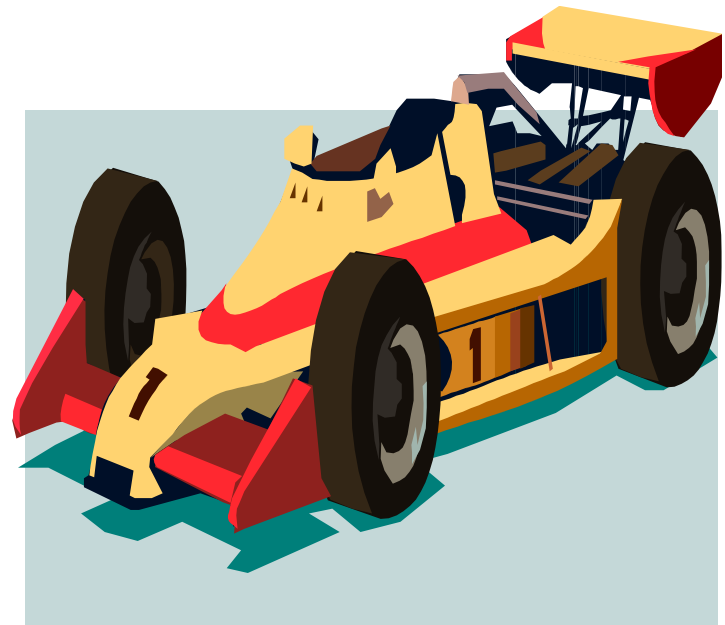
3. The Corporate Trust

- Derive their income from their parent company.
- Corporate Trusts can either operate independently or may be established solely as the corporate body's method of charitable giving

The Life Cycle of a Charitable Trust

Stage One: The original settlement

- Creator known as settlor
- Money has become an asset
- A potential vehicle for tax effective giving
- An 'empty shell'
- Experimental giving



The Life Cycle of a Charitable Trust

Stage Two: The settlor retires

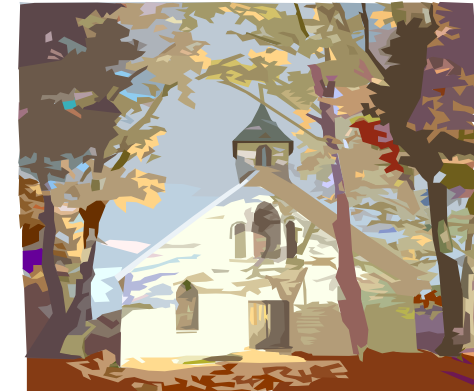


- Active participation in grant making
- Intuitive/ personal decisions
- Trustees provide guidance
- More funds (probably)

The Life Cycle of a Charitable Trust

Stage Three: In Memoriam

- Injection of funds from Will
- Trustees decide
- Conservative giving, based on the fossilized recollection of the Settlor
- Rarely radical changes



The Life Cycle of a Charitable Trust

Stage Four: Why are we called this?



- No one knows the settlor
- Trustees are free to make own decisions
- Changes to policies & investments
- Transformation or termination

The Life Cycle of a Charitable Trust

Stage Five: The professional body

- Trust Manager introduced - the executive 'guides' the Trustees
- Independent investment portfolio
- Rules for Trustees: terms & roles



Researching Charitable Trusts

There are thousands of charitable trusts, therefore use a printed or online directory to search through and identify your best prospects...

MAIN TRUST FINDING RESOURCES:

Directory of Social Change (DSC) Publications & CD-ROMs/ Online facilities

- **The Directory of Grant Making Trusts 2009/10**, Published in association with CAF. Contains basic info. On 2,500 trusts and costs £99.
- **A guide to Major Trusts 2009/10** – Volumes 1 & 2. These provide more detailed info. On 1600 of the largest trusts. Each volume costs £45.
- **The Grant-making Trusts CD-ROM 2010**. Published in association with CAF. CD version of above publications, thus easier to use search functions. Cost £258.75.
- **The International Development Directory**. Published by DSC. Includes info. On funders. Cost £19.95.
- **DSC's online data base of 4,000 trusts: www.trustfunding.org.uk**. Costs £258.75-£661.25 (depending on number of users) for an annual subscription. Also contains same data as Grant-making Trust CD-Room, but is advantageously updated throughout the year. Will email you the changes such as contact details or Trust wound up.

Researching Charitable Trusts

Using: www.trustfunding.org.uk

Searches are relatively easy, by:

1. **Geographical area**
2. **Type of beneficiary**
3. **Trust name**
4. **Name of Trustees**
5. **Type of grant**
6. **Location**

Each page contains:

- Trust name
- Grant total & year the accounts were registered with the CC
- Beneficial area
- Narrative with more insight into Trust-grant making activities such as a list of the major beneficiaries and levels of grants awarded
- Exclusions
- Applications: advice on how to apply and when
- Contact details and name of correspondent
- Trustees are listed
- Trust's website if exists and other info.

Researching Charitable Trusts

Getting in-depth Trust information in addition to www.trustfunding.org:

1. The Central Registry Section of the Charity Commission website

<http://www.charity-Commission.gov.uk/registeredcharities/first.asp>

Enter Trust's name or charity registration number and will get:

- A summary of Trust's income & expenditure over last 6 years.
- Can also download the audited accounts for the most recent 5 years, which may include a list of all grants they have made, so you can see where your project might fit funding a similar area.

Researching Charitable Trusts

2. Guide star – an online directory of every Charity in the UK (it's FREE!)

www.guidestar.org.uk

Many Trusts can be found on this site by putting the Trust's name into search engine:

- Can access the Trust's profile – information similar to trustfunding.org
- Can download copies of the accounts
- Information on larger Trusts is wide ranging (DSC tends to supply better info. on smaller Trusts).

The Top 10 Charitable Trusts Funding International Development Work

- Parthenon Trust
- Oak Foundation
- Tudor Trust
- Sainsbury Family Trusts
- Baring Foundation/ John Eller Man Foundation
- Rufford Maurice Laing Foundation
- Children's Investment Fund Foundation
- Comic Relief
- Sigrid Rausing Trust
- Elton John Aids Foundation UK



Sir Francis Baring

Securing Funds from Trusts

1. Research and Evaluation

Check website & trustfunding.org.uk

- Does the Trust have a proven interest in your type of work?
- Can they give you the funding you need?
- How do they communicate with potential beneficiaries - will they open dialogue

Telephone/ email:

- Fact finding and clarification
- Convey empathy
- Establish rapport – find a connection

2. Raising Awareness

- Does the Trust know who you are?
- Do they know what you do?
- Are they interested in finding out more about you?
- Don't ask at this stage

3. Exploring Opportunities

- An exchange about respective needs
- Active listening by both parties
- A mutually agreed proposal where your ideas have been adapted

4. Asking for Commitment

Managing a face to face negotiation

- Greeting
- Fact finding
- Turn them on
- Evidence
- Decision

The Options for Asking

- **The Stretch** – make it hurt & go for more than you (and they) expect
- **The Shopping List** – Assume: A or B or C
- **Bench marking** – promote the path that others have followed
- **Bumble** – invite them to offer

The 13 Key Questions Trusts Ask...

1. How many beneficiaries?
2. What are their specific needs?
3. What are the aims of your organisation?
4. How does your organisation engage its beneficiaries?
5. How does your work connect with other organisations?
6. What are the project aims/outcomes?
7. What are the key activities?
8. What is the timescale for the project and when does it start?
9. How much do you need?
10. How will you monitor your progress?
11. How will you evaluate the project?
12. How will you fund the project in the long term? Or...
13. How will you disseminate the results if it is a one off activity?

Any Questions?





THANK YOU

www.thet.org

Joanna Stapley
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