



# New Trends in Charity Funding

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Supporting our  
Voluntary and  
Community Sector



## The Green Paper on *Giving*

- For consultation till 9 March
- More about assembling ideas than formulating government policy
- Covers twin issues of money and time, i.e. donations and volunteering
- Assumes much reduced state support for the sector



# Policy proposals

Main focus for Government action is on:

- Deregulation (e.g. reduction of requirements for CRB checks);
- Removal of bureaucratic barriers to voluntarism (e.g. simpler Gift Aid admin)
- Nothing else



## Policy implications

Successful charities will be:

- EITHER those best able to operate in a highly competitive market for public service contracts;
- OR those with the best direct fund-raising machines.



## Possible conclusions

- A two-tier sector: large and contracts-driven or small and funding-led.
- Small but outcomes-focused charities will struggle.
- Values-driven charities may need to embrace appearance management.



## An agenda for change

Strong focus on innovation to deliver more cost-effective solutions, e.g.

- on-line volunteering
- **on-line giving**



## Connecting with potential donors

Get your supporters to spread the word:

- “Tell your fans” on Facebook
- twibbons (tags added to Facebook and twitter avatars)



## Shop and donate

Small donations free to the donor at:

- [pennies.org.uk](http://pennies.org.uk) (limited scope – for now just 13 national charities & 3 retailers)
- [giveasyoulive.com](http://giveasyoulive.com) (well established – for any charity and most major retailers, but not mentioned in the green paper)
- [everyclick.com](http://everyclick.com) (search engine)





## Giving made easier

Harvest donations and process gift-aid at:

- [virginmoneygiving.com](http://virginmoneygiving.com), [justgiving.com](http://justgiving.com) - both good for collecting sponsorship
- [givey.co.uk](http://givey.co.uk), [cafonline.org](http://cafonline.org) (established but not mentioned in the green paper) – both allow donation by text message



## Internet fund-raising: summary

For most local charities, these methods:

- may be worth considering
- may yield small sums of money
- may be cost-effective if volunteer-led
- may not be cost-effective if staff-led
- may not compensate for lost grants



## Charities and the internet

But the Internet has wider uses, e.g.:

- cost savings on existing services;
- new services at low cost;
- more effective networking & admin.

For a range of case studies see:

- [raceonline2012.org/surviveandthrive](http://raceonline2012.org/surviveandthrive)