

# Fundraising From Trusts etc

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# DILEMMAS

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# MORNINGTON CRESCENT

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“Grant-makers are idiosyncratic, perverse and illogical; but can also be also demanding, intrusive and ignorant; but you have to play the game or lose the chance of a grant”

# The Henry Smith Trust 1628



# ROUTES TO RICHES

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- Research – [www.dsc.org.uk](http://www.dsc.org.uk)
- Trustees – who knows them?
- Applications – logframes

# Research

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# TRUSTEES

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# GENERATIONAL COHORTS

	Age Cohort	Media Preferred
SENIORS	1901 - 1924	Letter
SILENTS	1925 - 1945	Letter
BOOMERS	1946 - 1964	Letter. Phone. Email
GEN X	1965 - 1984	Email. Internet. Phone.
GEN Y	1984 - 2005	Mobile. Internet. Email.

# APPLICATIONS

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- Professional but passionate.

Logframes:

- Need - baseline
- Input
- Outcome

Monitor and evaluate:

- Indices of change

# Project design

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- Good project design that meets a real and defined need
- Ensuring all elements of your proposal link together
- Being SMART (Specific, Measurable, Achievable, Realistic, Time-Related)
- Capability + Leadership
- Past success

# Proving real need

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- Identifying the problem
- Severe social problem with wider social implications
- Lack of alternative services
- Identifying roots of a problem
- Baseline survey



Their objectives not yours...

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# Vary your approach...

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# STRATEGY

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“I saw the angel in the marble and carved until I set him free.”

MICHELANGELO

# The Relationship – keeping it alive

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- Reporting
- Courting
- Applying again



Photo © The National Gallery, London.

THANK YOU ~ GOOD LUCK!

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