



SCIO SC047165

Kirkcolm Community Trust

Fundraising - our experience and hints

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THIRD SECTOR
Dumfries and Galloway



Who are we ?

Some context

- Small village - 700 people in South West Scotland
- Mid range income with pockets of deep challenges
- An ageing Community with few opportunities for young people
- 6th most isolated community in Scotland by access to facilities
- Trust established in 2017 - significantly changed focus in 2021
- 2 iterations the “Hall” phase and the “ Hub “ phase
- We have 7 Trustees and two part time staff
- In 2020 we had; no building no staff and (basically) no money
- We now manage a Community meeting space - the Hub and a Community Cafe
- We have just taken over a community car park, a large piece of land which will be target of our; Net Zero, village development objectives and will be core to sustainability

Fund-raising profile

Some detail

- In 2020 we had about £200 in the bank
- We have raised slightly over £300k in the last 2 and a bit years
 - Approx £140k in capital the rest split between activities and salaries
- We have roughly another £200k in the pipeline (80% capital)
- At the moment we are grant reliant but with growing sustainable income
- We have a development plan that aims at full sustainability by 2027
- Fund-raising is done by a Trustee and the CDO (Us!)
- Ok we slightly cheated.....

Some key messages about fundraising

The important bits

- It is the most competitive environment in my life time (and I'm pretty old)
- But there are significant funds out there
- It is not about **you** - understanding donors and what **they** need is critical
- You can't do this on your own- you need support, advice , guidance
- Getting the processes right is a minimum requirement
- It is a cliché , but people give to people, networking is crucial
- Always under promise and over achieve
- Find every excuse this side of good taste to keep in contact with your donor
- Fund-raising is not an event it is process, it doesn't end when you have got the money

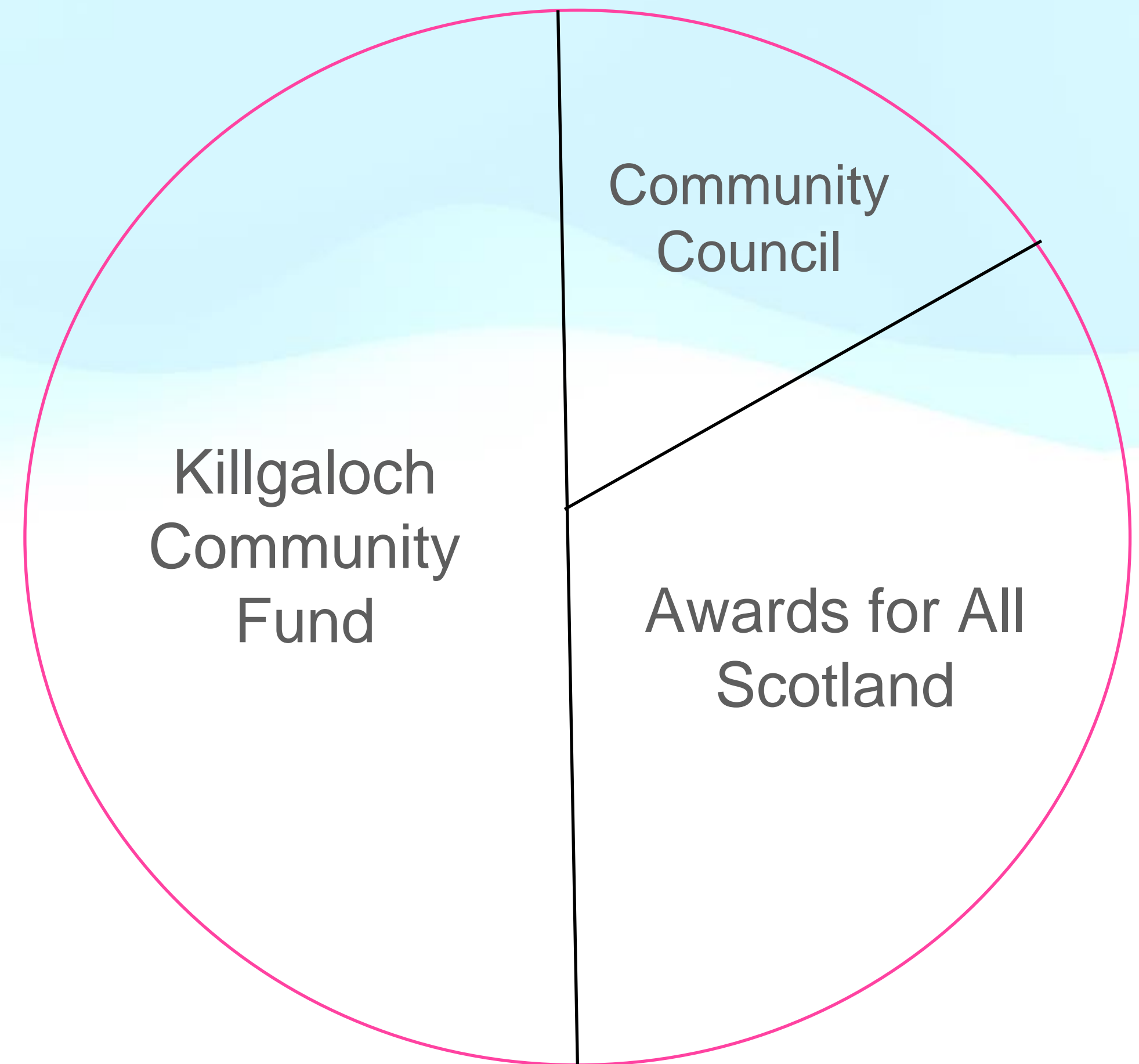
Forget the golden cheque

Think of Cakesno really

- The biggest mistake made is to look for the single donor who will fund all you need
 - a) that leads to dependency
 - b) donors like risk sharing
 - c) it is very depressing when you fail

only put all your eggs in one basket if you are particularly fond of omelettes, have a portfolio of fundraising targets

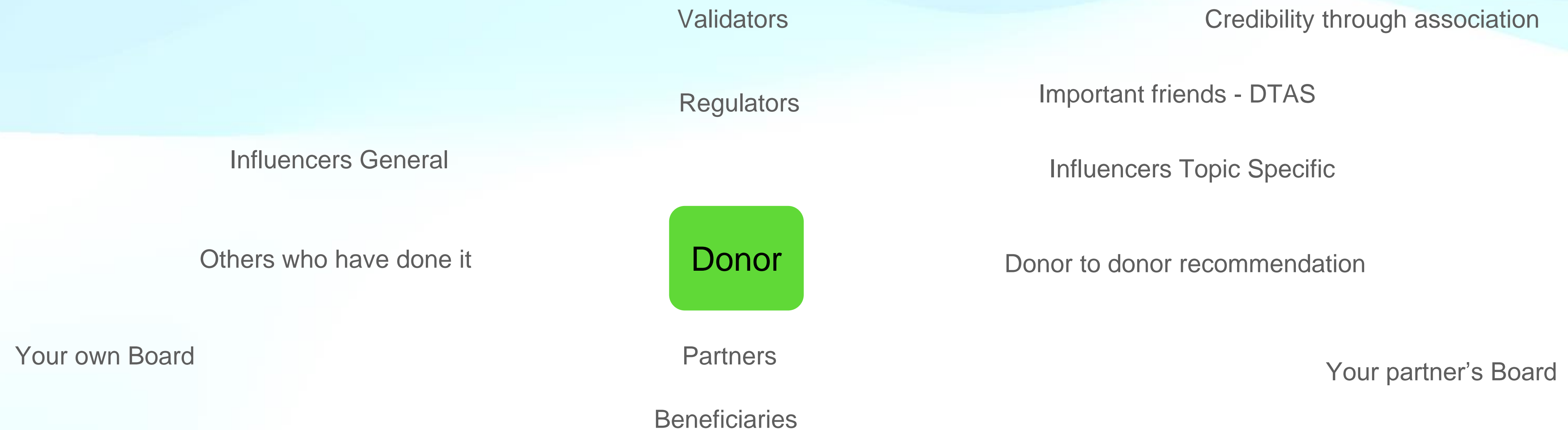
- Matched funding is the name of the game and creates a legacy of invested people and advocates for your work.
- *“Ansley, tell us about Cakes “*



Starting from Scratch

Creating influence and relevance when you have none

- We all start from somewhere, how can you create relevance that donors respect?



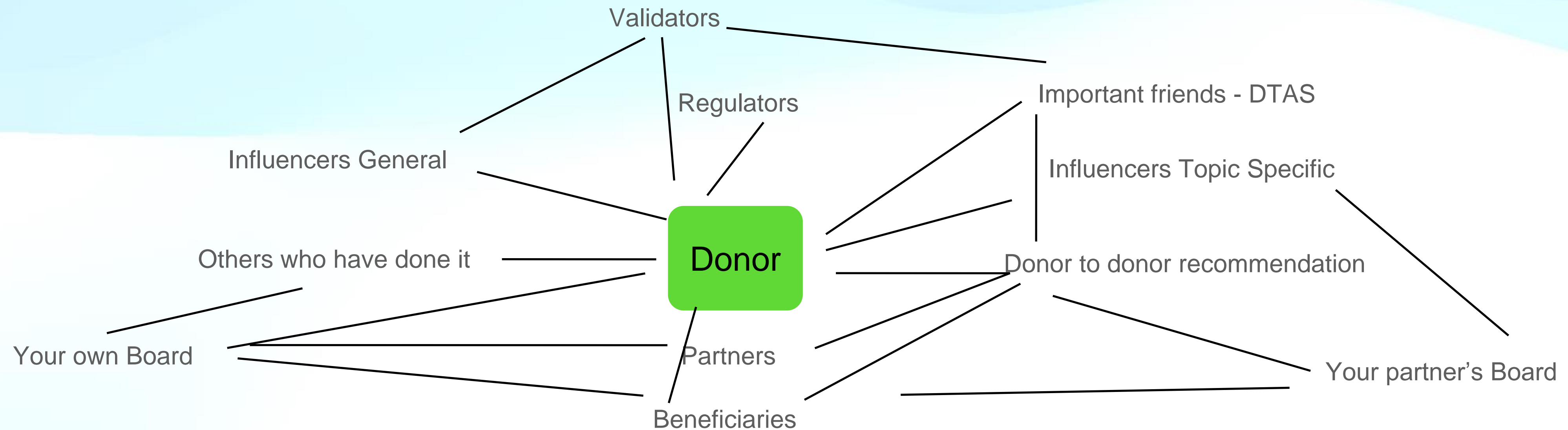
Six Degrees of separation or small world phenomenon

Chain-Link theory (Frigyes Karinthy)

Starting from Scratch

Creating influence and relevance when you have none

- We all start from somewhere, how can you create relevance that donors respect? Credibility through association



Six Degrees of separation or small world phenomenon

Chain-Link theory (Frigyes Karinthy)

Essential to improve your hit rate with donors

They need to see your relevance and to have trust you will deliver

- Demonstrable community relevance and acceptance of purpose
- A good understanding of your beneficiaries and how they will benefit
- A capacity to state in plain words what the problem is and why you are providing the solution
- A very clear baseline that illustrates change when it comes
- A means to prove all the above through others eyes
- A well developed product backed with statistical provenance
- Branding - differentiate yourself from local competition
- Core communications that you all adhere to

The essentials that you need

The day to day stuff

- Access to a fund-raising data base
- Training to use it (Ansley is currently undertaking professional fund-raising training)
- Backing from your Board (there will be failures)
- Time - expect 12-15 months from idea to cheque
- Day to day information and fund-raising updates
- Be inclusive, it is not about competition
- Critical friends
- Drive, dedication and a brass neck
- Don't worry about the 00000000s
- *Ansley tell folks what it was like to come to this new.....and what it feels like to succeed*

New

Coming into this environment

- Need support, advice and guidelines

Our own future

Sustainable by 2027 - how?

- Cost eradication - connected to Net Zero
- Hub bookings
- Promoting and managing events - massively increased due to “ Hurricane Ansley “
- Income from our cafe
- Some grants but full cost recovery
- Developing sustainable housing = rents
- Rent from properties on our land
- Legacies + Appeals
- Exploitation of intellectual property

Easy to say “ Ah but you have all of these assets “
In 2020, three years ago - we had none