

## Sources of funding

- Grant-making organisations.
- Companies.
- Individuals.
- Trading + fees.
- Events.
- Internet and Social Media
- Government.



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Community Sector

## How is funding divided?

- Commercial Sector
- Statutory agencies
- Voluntary Sector grant making Trusts
- Trading & Investments

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## How funding is divided

- Voluntary Sector grant making trusts =8%
- Commercial sector =6%
- Trading and investments=12%
- General public giving and Lottery= 38%
- Statutory agencies=36%

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## What is your strategy?

- Income analysis



- The Rule of Thirds

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## Return on investment

- Raising funds from trust and foundations offers a return of 1:9
- From corporate donors its a return of 1:8
- From legacies its a return of 1:36
- From individual donors its a return of 1:1.5 at worst and at best its a return of 1:2.5
  
- What is your fundraising strategy?

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## Giving & Social Media



87.9% of adults in the UK have used the internet in the last 3 months

**That's over 45.9 million people!<sup>1</sup>**

**... and there's another 2 billion worldwide.<sup>1</sup>**

<https://www.ons.gov.uk/businessindustryandtrade/itandinternetindustry/bulletins/internetusers/2016>

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## Giving & Social Media

**58%** ...but  
of people  
shop online



BUT

did you know that **67%**  
of UK adults gave to  
charity in 2015?  
That's 35 million UK  
adults (2 in 3 people)!

AND 42% donated in just one month in 2015:  
that's 22 million UK adults (two in five people)!

*Charities Aid UK Giving 2015*

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## Giving & Social Media

Charities who use online  
fundraising tools raise

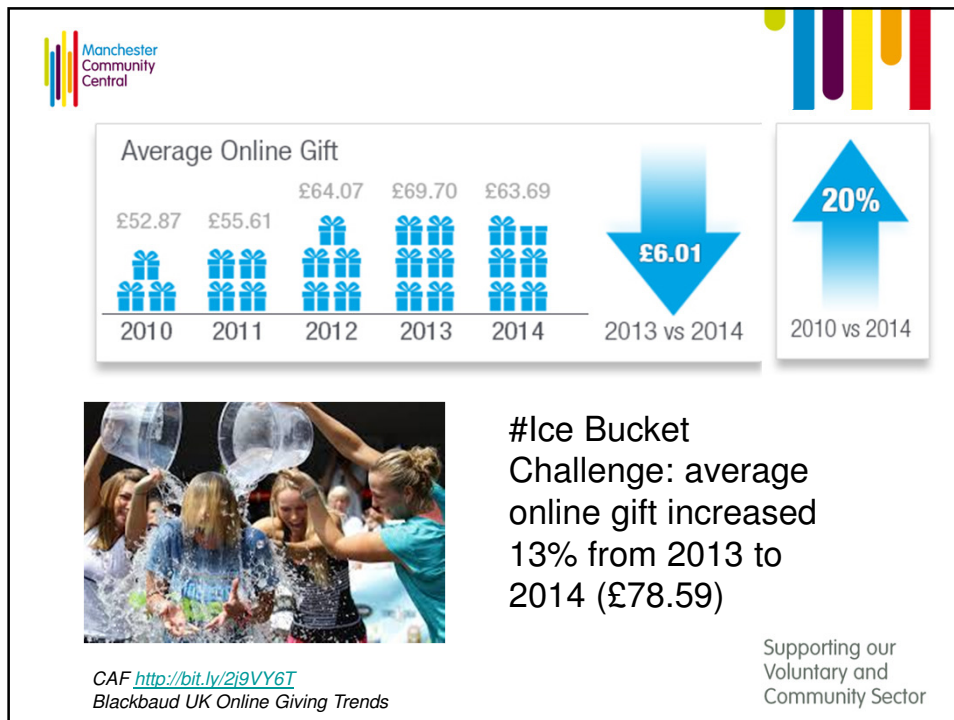


**6x**  
more

than those who don't



Community Sector



Manchester Community Central

## Giving & Social Media

The average **offline donation is £15.<sup>1</sup>**

- The average **online donation is £30.<sup>1</sup>**
- ... however this rises to **£54 when donors are targeted more specifically.<sup>1</sup>**

<sup>1</sup> Race Online 2012 Survive & Thrive casebook

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Manchester Community Central

## Giving & Social Media

46%  
of the UK is on  
**facebook.**

ator

Manchester Community Central

**1 in 5** emails from non-profits  
get opened...

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- 1 in 5 emails from non-profits get opened<sup>1</sup>
- ...with 3.4% generating a click.<sup>1</sup>
- But if fundraising emails are sent from your friends, then the open rate is 90%
- ...and 1 in 4 lead to a donation!

• Source MailChimp

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## Giving & Social Media

**40%** of donors  
go **online**  
before giving regardless  
of whether they are  
donating online.

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## What is your funding strategy?

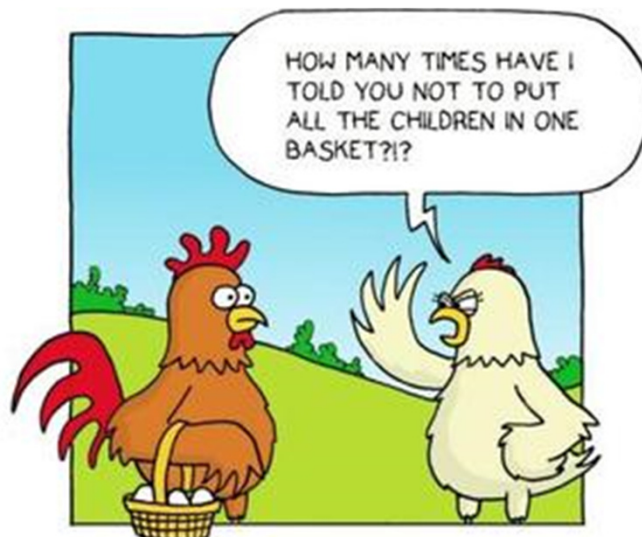
- Have you got one?
- If not, try this one: <http://bit.ly/2juKILs>
- Come and talk to us at Macc:

0333 321 3021 or [info@macc.org.uk](mailto:info@macc.org.uk)

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## Diversify your income streams!



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## Further Resources:

- Funding Eye guide to sources of funding: <http://bit.ly/2iUVfa8>
- Macc fundraising sources: <http://bit.ly/2ivAPDp>

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