



Neighbourhood WATCH

Toolkit

Module 5: Funding and sponsorship

This module deals with some of the things that you could consider when raising funds and sponsorship for your Neighbourhood Watch scheme.

The aim of this session is to provide you with techniques for:

- selecting the parts of your scheme that require funding and sponsorship;
- deciding exactly what help you require;
- choosing potential sources of help; and
- setting out attractive proposals for sponsorship.

By the end of this module you will be able to:

- draw up a proposal document for potential sponsors;
- select the sponsors who are most likely to give you help; and
- approach sponsors effectively.

Introduction

Like most things in life, if your Neighbourhood Watch scheme is to survive it needs resources. Some schemes are financed by subscriptions from members while others have decided not to take this route. In either case, funding can be useful for helping with many aspects of running a scheme, for example:

- producing newsletters and other promotional materials (paying for paper, printing)
- hiring meeting rooms (although meeting in members' front rooms can be a cost-effective alternative)
- travel expenses
- paying for stalls at local events
- running a website.



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But don't just think in terms of money; although we have referred to sponsorship and funding, you should not think of these solely in terms of cash. Some organisations may offer you services as an alternative. Often, this may be better than money, and potential sponsors may be more likely to agree to give their services rather than finance. Services may come in many forms: use of design and print facilities for your newsletter, or use of a room to hold meetings may be some of the areas you may wish to explore.

Finally, don't ignore the need for expertise. For example, if you want to set up a new scheme or expand your existing scheme, consider approaching a local company for an hour of their marketing manager's time. It all adds quality to your Neighbourhood Watch scheme.

Whoever you approach for funding, what is all-important is how you make the approach and how to manage the resources if you are successful. This module gives you guidance on both.

Whether you are asking for finance, services or expertise, care must be taken about how the potential donor is approached and how the resources you obtain are managed.

Where can I get access to finance?

Fundraising is very much a seeking-out exercise and is one of the most important functions of your scheme's treasurer. Here are some possible targets for the treasurer's efforts:

Public funding

In some areas the local authority may have funds available that you can apply for. It is usually best to contact the town hall for advice. Thereafter, it may be necessary to show how your scheme or initiative can contribute to meeting local priorities as determined by the local authority, the Crime and Disorder Reduction Partnership (CDRP) and any other local partnerships. For further information on CDRPs see **Module 9: Community safety**.

It might also be useful to discuss funding with your local police contact, as the police are key players in local partnerships and may have further information and advice on current and future opportunities.



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The Substation Watch Project is funded by an energy company.

Private funding

Other funding may be available from companies and organisations both locally and nationally, and although most national organisations normally direct their available funding towards national projects, it is worth contacting local branches, as some do fund local community activity. One thing is certain - if you don't ask, you will never find out.

National Lottery funding

More than 150 Neighbourhood Watch groups have successfully applied for National Lottery funding to support local projects. Your project may qualify for Lottery funding, and you can find out by ringing the Lottery Funding Hotline on 0845 275 0000 or by visiting the Lottery Funding website (www.lotteryfunding.org.uk).



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Putting your case together



Remember

Be clear about what you want the funding for!

Your application will be stronger if you have a clear case showing:

- what you are going to do with the funding; and
- how you are going to manage your project and its funding.

Your case needs to show:

- an assessment of how secure your scheme is; and
- a proposal for funding.

Understanding your Neighbourhood Watch scheme

Before you put the case for your particular project, you need to understand how your scheme works and that it is on a firm foundation. In some instances, you may have to complete application forms, and it is useful to include details about your scheme such as:

- how long your Neighbourhood Watch has been in existence;
- how many households it covers and how many members it has;
- how often you hold meetings (including the AGM) or other events;
- whether you have a bank account (you must make sure that you keep good accounts of your finances); and
- how you intend to develop your Neighbourhood Watch scheme in the future.

It will be useful to include a statement of your aims and current activities (this is described in **Module 2: Starting and maintaining a scheme**).



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Preparing your case

Obviously your case will vary depending on:

- the type of organisation you approach, for example a local authority or commercial organisation; and
- whether you are asking for finance or for other resources.

Whatever your approach, you will need to provide information on the following points:

- How the finance/resources/facilities will be used. Keep the description of the form your event or project is to take concise and to the point.
- The resources or finance your Neighbourhood Watch will put into the project. Just because a sponsor agrees to donate half the finance does not mean that you need to match the funding. Your scheme may be able to donate time, use of transport, use of premises and other resources as the other half of the contribution.
- The geographical area and timescale of your event or project.
- How the sponsor will benefit from your project. Some organisations may want publicity in exchange for committing resources or funding. Include details of any publicity they will receive in the proposal (i.e. through your newsletter or from display stands at any events you run).
- Whether the sponsor or donor will be the only source of income or resources.

Laying out your case - preparing a proposal document

When you have collected your information, lay it out in a simple proposal document. A proposal document should be very concise - no more than two or three pages - and give the reader a broad view of your organisation, the proposals and what sponsorship you need.

The proposal document should contain these sections:

1. Your organisation

Include the information that was covered in 'Understanding your Neighbourhood Watch scheme'.



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2. The problem

A brief summary of the situation you are trying to address.

3. The solution

A summary of the event or project that requires the resources. Include here:

- who the solution is aimed at;
- the timescales involved; and
- the area it will cover.

4. Resources

A summary of:

- the total resources required for the project or event;
- the resources you can provide;
- the resources required from the sponsor; and
- any other sponsors involved.

5. The benefits

A brief statement of how you think the sponsor will benefit. Include here details of any opportunities the sponsor will have to advertise. If the sponsor is a local government organisation, describe how the project or event links in with their policies.

Approaching potential sponsors

When you have drafted your proposal document, the next stage is to make contact with potential sponsors.

The first contact

It is very important when making first contact with a funding provider that you are clear how you will use the resources.

Choose a potential provider that should benefit from your project. For example, if the event is for young people you might approach a local sports shop or fast food chain; if it is for senior citizens you might consider a local bank or a retailer with senior citizens as its main market..



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Your aim is to arrange a meeting where you can put your case face-to-face, ideally with the person who can make the decisions.

If you decide to make the first contact by telephone, rather than by letter, try to avoid too much discussion of your proposals over the phone - it could detract from the face-to-face meeting.

If the person you want to speak to is unavailable, it is essential that you ring back and try again, rather than leave a message.

Don't be put off if your idea gets rejected - try again and you will get there eventually!

And finally...

Having agreed the funding, your agreement should be set out in a formal letter to the sponsor or donor.

Don't forget to send a letter of thanks. It is not always wise to keep going back to the same sponsor but you may find an occasion when you want their help again.



Practical activity 5: Funding and sponsorship

This activity is intended to help you draw up proposals for sponsorship and funding. The session will probably be most useful the first time you try to attract funding or sponsorship for one of your events. However, the steps described in the activity can be used as often as you like. By the end of this session you will have:

- chosen the project or event you wish to have sponsored;
- chosen the companies or organisations you wish to approach;
- drawn up a proposal document for potential sponsors which presents your case; and
- decided who will make the first approach to the potential sponsors, and present your proposal.

Stage 1: Identifying the project or event



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Look at your scheme's list of events or projects. Choose one that requires some form of sponsorship. Ask yourself:

- What kind of sponsorship is required - is it money, equipment or services?
- Why is it necessary to have funding? What will be the effect of not having funding?
- What resources will you need? How much money will you require, or exactly how much equipment or services?
- Over what time period will you require the funding or sponsorship? Is it a one-off need or an ongoing one?
- What geographical area will be covered by the event or project?



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Stage 2: Identifying possible sponsors

Now is a good time to identify potential sponsors or sources of funding. There are several sources you can look at:

Local authorities: some local authorities have funds that you can apply for. They also have access to town halls and other venues that you may be able to use.

National companies: are there any national companies with regional or national headquarters in your area?

Local companies: what local companies are in your area?

Charitable organisations and trusts: some charitable organisations and trusts have funds available for certain types of work. These can be national charities or local charitable trusts. Your local library will have a copy of the Charities Digest, which contains details of local and national charities. The digest will also tell you whether charities give money or provide services only.

At this stage you need to do some research. Look in the telephone directory and pick local or national companies that are situated in your area. Make a list of potential sponsors.

For each type of sponsor ask:

- do they supply or make the kind of equipment you are looking for?
- do the companies have a track record of supporting local causes?
- do the organisations cater for people in the groups your event or project is aimed at?

You may need to do some further research by telephoning your local authority and businesses and finding out whether in principle they are able to help.

Once you have collected all your information, draw up a shortlist of possible sponsors and move on to Stage 3.



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Stage 3: Putting your case together

Now that you have identified possible sponsors, the next stage is to put your case together. You will need to draw up a proposal using the information you gathered in Stage 1.

The easiest way of doing this is to:

- get the group members to read through the part of this module from 'Putting your case together' to the end (if necessary you can photocopy the relevant pages to use as handouts); and
- list all the points you need to consider about the security of your scheme and the type of sponsorship you require.

Make sure you have considered all the points in the module.

Then write a draft copy of your sponsorship proposal. You can do this in a group, but it may be better if one person - perhaps your scheme secretary or treasurer - does this on their own. Use the plan for laying out the proposal document that appears in the module.

Stage 4: Approaching the organisations

Agree the final list of organisations that you intend to contact, and delegate someone to make the initial approach by telephone and to meet with potential sponsors.

Finally, set a date when you will come together to review your progress so far.

Good Luck!