

Funding type	Positives	Negatives
Individuals	<ul style="list-style-type: none"> • Can be a quick process • High percentage of positive responses • Creates engagement • Continued support likely • Can be unrestricted 	<ul style="list-style-type: none"> • Labour intensive • Good database needed • Lots of small amounts over long period • Large direct mail can be expensive • Needs long term commitment • Market dominated by big charities
High Net Worths	<ul style="list-style-type: none"> • Can be sizeable gifts 	<ul style="list-style-type: none"> • Need contacts, for instance through Board • Slow careful cultivation
Grants – Trusts and Foundations	<ul style="list-style-type: none"> • Easy to research • Can be sizeable funding • Can develop a long term relationship with some 	<ul style="list-style-type: none"> • Application process is slow • Application writing is extensive • High competition • Often one-off grants • Usually restricted funding • Evaluation and reporting extensive • Small trusts give small amounts
Government Funding	<ul style="list-style-type: none"> • Large amounts of money • Can fund core costs 	<ul style="list-style-type: none"> • Application process is slow and detailed • Monitoring, evaluation and reporting is extensive • Dependent on policy shifts
Corporates	<ul style="list-style-type: none"> • Many available • Easy to approach • Can be quick funding • Can be cash or goods & services • Fits well with visible public activity • Can be long term 	<ul style="list-style-type: none"> • Hard to research • You have to offer them a benefit • You must know your audience • Small businesses give small amounts • Be aware of reputational risk • Competitive
Events	<ul style="list-style-type: none"> • Many possibilities • Can be good for organisation morale, and volunteers • Can become annual • Attracts media interest • Attracts other well connected supporters 	<ul style="list-style-type: none"> • Labour intensive • Can be long planning lead in • Can take some years to become financially beneficial • May rely on volunteers
Earned Income	<ul style="list-style-type: none"> • Unrestricted 	<ul style="list-style-type: none"> • Demands good market research and a highly professional offer