

Analysis of One East Midlands December 2010 survey on funding and funding advice

10 February 2011

In December 2010 One East Midlands surveyed voluntary and community groups in the region to find out about their fundraising activities for the year, about how they have used funding advice, and about their planned fundraising activities for 2011. The purpose of the survey was to provide information to members of the EMFAN network to help them understand the needs of their customers and to establish baseline data to support monitoring and evaluation of the EMFAN project.

Caution, low response rate!

Only 31 of the VCS groups in the region responded to the questionnaire. This isn't enough to be confident that the results are an accurate picture of the whole sector. Please do not make decisions based on this data alone.

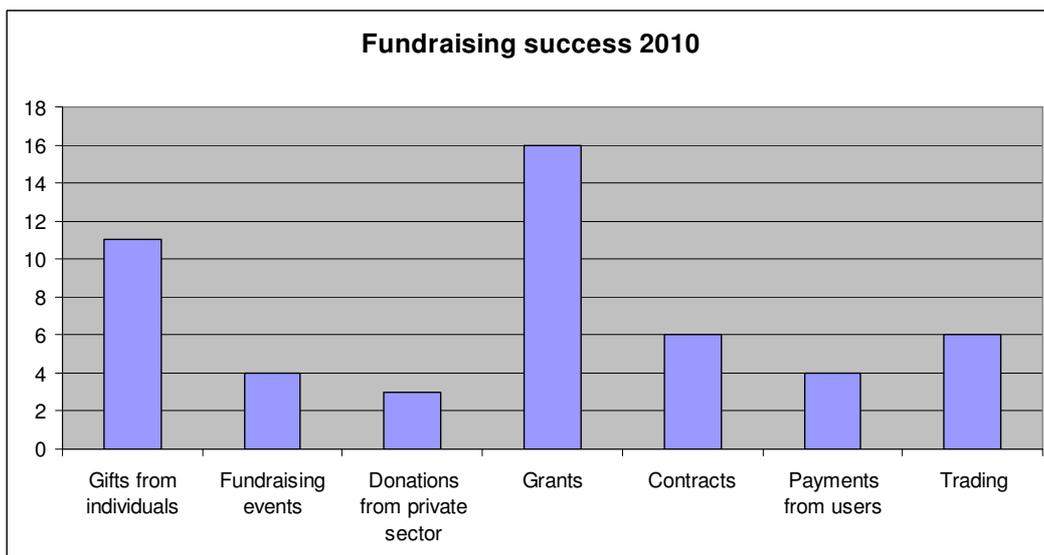
Who responded?

Most organisations who responded were in the £50k to £500k turnover bracket (43%) or in the £5k to £50k bracket (29%). 68% of organisations were either entirely volunteer organisations (32%) or mostly volunteers with a few staff (36%). Most of the rest were the opposite: mostly employed staff with a few volunteers.

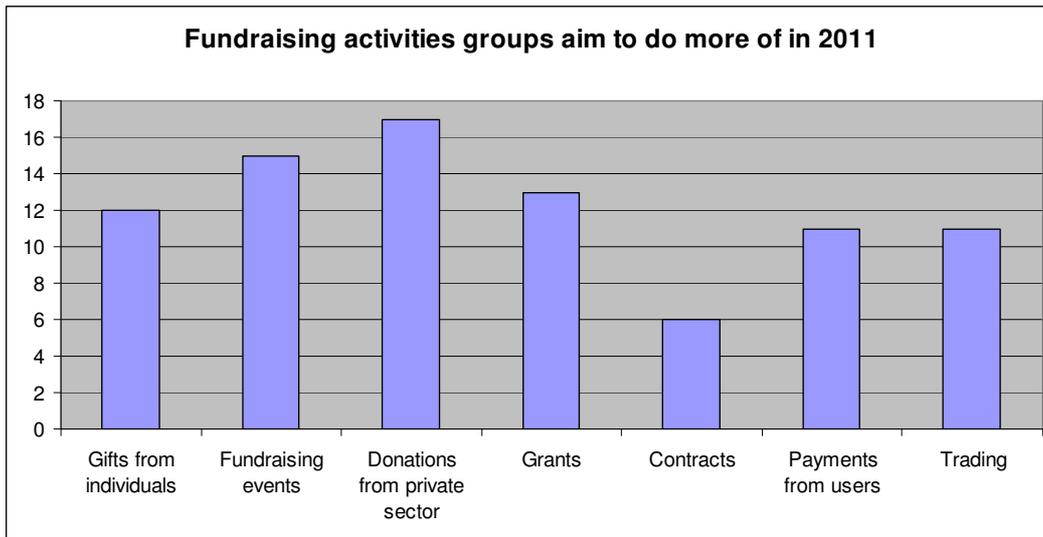
Last year's fundraising, this year's fundraising plans

In 2010 by far the most popular fundraising activity was applying for grants. The least popular activity was seeking donations from the private sector.

The most successful area of fundraising in 2010 was grant applications, with gifts from individuals also a good source of funds. Other types of fundraising all scored quite low.

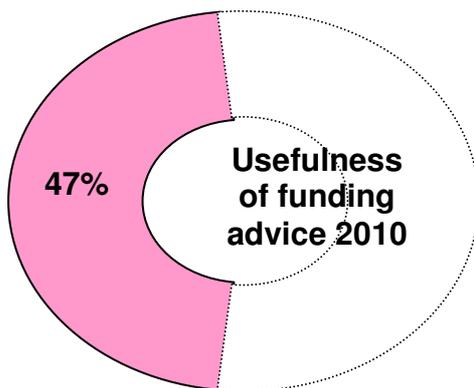


People's plans for 2011 are very different, with a good spread across a range of activities, with grant applications the third most popular activity. Suddenly seeking donations from the private sector is the most popular fundraising activity. Engaging in contracts is the least popular choice of fundraising activity.



Although people are planning less grant fundraising they are positive about their skills and knowledge in applying for grants, indicating that something else is going on, presumably pessimism about the availability of grant funding. On the whole people were positive about improved capacity across the range of fundraising activities.

Funding advice

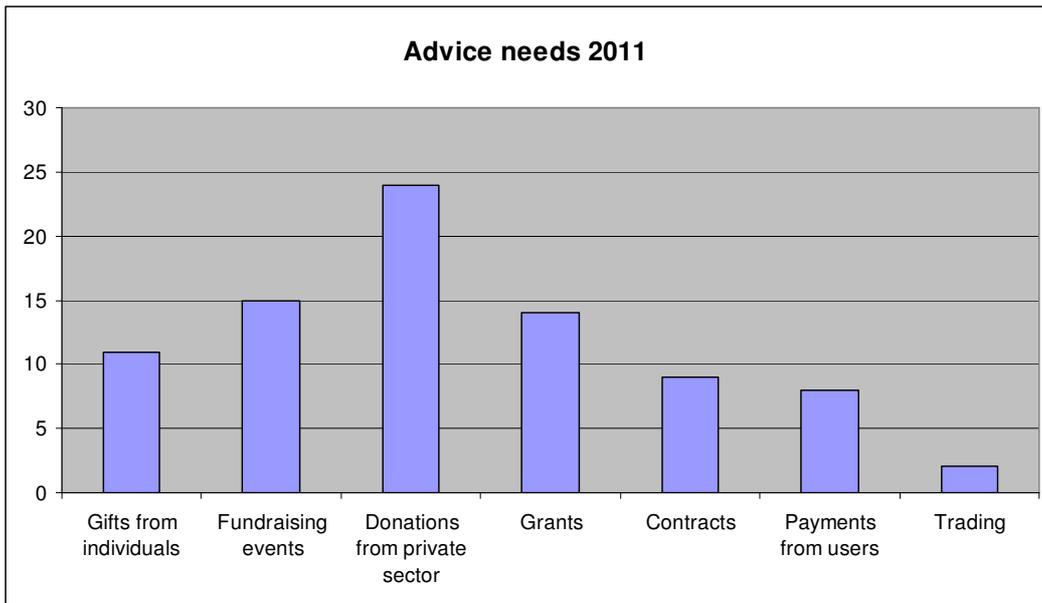


We analysed how much funding advice was valued by survey respondents who had made a moderate or high amount of effort in their fundraising. Where 100% would signify all respondents saying all advice was highly useful and 0% would mean no advice was useful, the score for 2010 was 47%. We will use this as a baseline figure for comparison at the end of 2011.

Over three quarters of respondents (77%) said they needed advice about at least one area of fundraising in 2010.

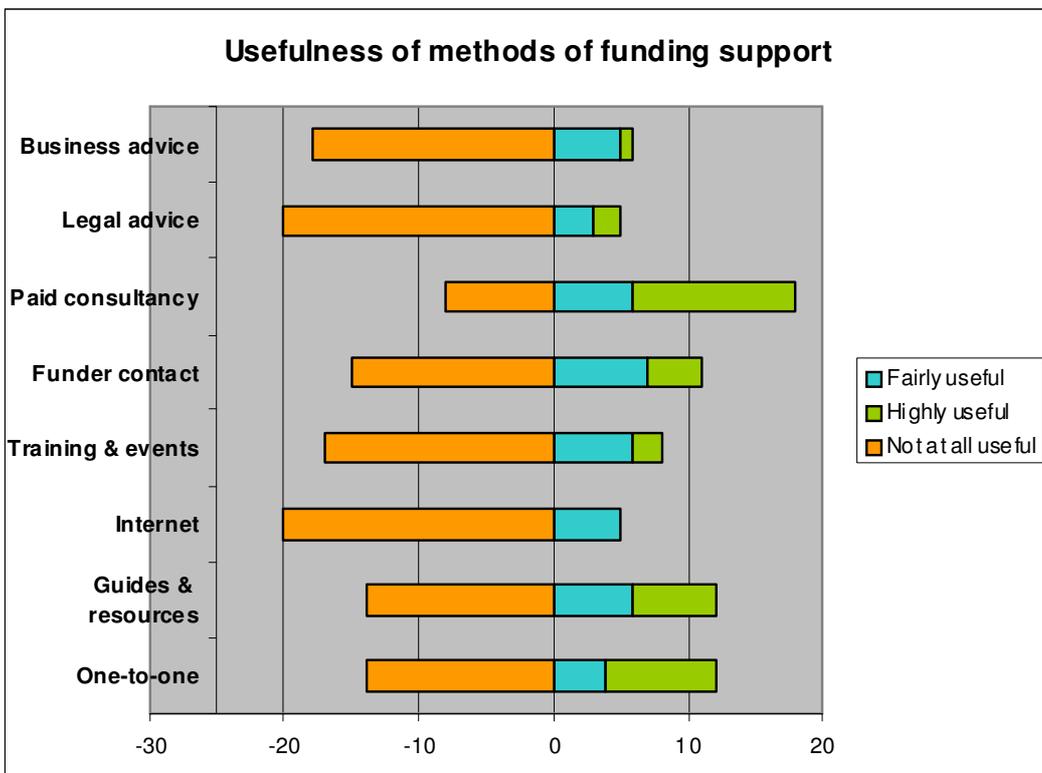
Funding advice was most valuable in two areas of fundraising: grant applications and securing gifts from individuals. It was seen as considerably less valuable in all other areas of fundraising, and least valuable of all in securing contracts. Note that this includes people who did not take external funding advice. Where advice was taken it was valued more highly (see above).

People are more interested in advice about how to get donations from the private sector than any other area of fundraising. The next biggest area of need is for advice about fundraising events, then grants.



Unfortunately a third of respondents who need advice about a particular area of fundraising don't know where to get it. This is particularly true for advice about trading, donations from the private sector, grants and fundraising events.

Nine out of 31 respondents said they need advice about contracts. Happily they all know where to go for this advice.



Groups appear prepared to pay someone to help with their fundraising. The most popular type of funding support sought was paid consultancy, followed by one to one funding advice, guides and resources, and contact with funders.