



Tropical Health & Education Trust

# FUNDING LINKS

**In spite of their voluntary nature, successful Health Links (Links) can cost up to £30,000 a year. While staff may give their time and expertise without expecting any payment, funds are still needed to meet a range of other costs. Visits to the UK from overseas partners involve the cost of: visas/passports; flights; travel to and from the airport; and a weekly living allowance. Visits from the UK to a partner's country demand all the costs of overseas travel including insurance and immunisation expenses. Funds may also be needed for the purchase and transportation of training materials and other equipment.**



## ABOUT FUNDRAISING

Fundraising is a very competitive field in the UK. Vast numbers of charities compete with each other to obtain funds. High profile campaigns such as Red Nose Day and disaster relief appeals, or charities with household names, tend to attract a lot of attention and dominate media outlets. Partly as a result of these frequent and large campaigns, donor fatigue has become a growing problem. However, with the right planning and an understanding of your most likely donors, it is possible to raise sufficient funds.

## WHAT WORKS?

The following information is always worth considering for any fundraising initiative:

- **Set specific fundraising targets.** Be clear about the amount per year you need to raise, how it will be spent, and what the benefits will be.
- **Start small.** Target people that Link members know. Your first audience should be the people who are going on exchanges. These people can use their own personal and professional networks to build the initial support for Links activities.
- **Establish broad based fundraising.** Don't leave one or two people doing all the work.
- **Involve your institution.** Internal fundraising within the participating NHS or academic institution can be the most efficient and reliable method of generating funds. NHS Trusts may provide funds for Link activities and can reduce costs through offering free or cheap accommodation and meals to Link visitors. Work colleagues can be an excellent source of funds. With growing support more members of staff will agree to join a **payroll giving programme** (please see separate payroll giving document) – making a small donation directly from their wages each month.
- **Involve the Local Community.** Trusts and other funding agencies receive many applications and there are large demands on their funds. Smaller, local organisations tend to receive fewer applications so may be more likely to support local projects. Giving talks to community groups is an excellent way of raising awareness and involving the community. Individuals are also more likely to donate if they feel connected to the project. Faith-based organisations, Rotary/Lions Clubs, local Trusts and Foundations and Women's Institutes are all examples of potential local donors.
- **Consider funding sources in the region of the overseas partners.** Applications for funding could go directly to the British High Commission/Embassy or other nations' embassies in that region. Alternatively, local diasporas from that region may provide support and funds for any campaigns in the UK.
- **Organise Events.** Awareness and support for Links can be raised through social events such as pub quiz nights, coffee mornings, Ceilidh and an auction of promises, jumble/plant sales, wine tasting, and sponsored activities such as marathons. Be sure you have thought carefully about the cost effectiveness of such efforts, really time-consuming events that produce small sums can be demoralising!
- **Research on the internet.** This is a good way of identifying local companies and their charity preferences.
- **Publicity.** Radio diaries, articles in professional magazines, emotionally charged personal stories in local papers will all raise awareness and support for the Link – and they will often agree to requests to include an address for donations at the end.
- **Develop a list of Volunteers.** It is important to possess a pool of people who are willing to go and speak to societies, faith-based organisations and schools. They will need to be briefed and have an understanding of how the Link really makes a difference and contributes to the larger Make Poverty History Campaign and the Millennium Development Goals, for example. Staff who have already been on an overseas visit would be ideal for this role as they can provide personal experiences and photos.

**Don't forget that reaching out to people to tell them about the health needs and challenges of poorer countries is itself a worthwhile goal.**

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If you would like more information about Links, please consult the Links Manual on [www.thet.org](http://www.thet.org)



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## Fundraising Activities **NOT** likely to be effective:

- **Targeting the Obvious.** For example Tesco receive thousands of funding requests each week.
- **Applying for big grants without registered charity status.** Many trusts and foundations will not consider proposals which come from a source other than a registered charity. This does not mean you should try to register, but rather look for other sources.
- **Applying to national charitable trusts.** National trusts tend to want national projects. Do not apply to any trust without first reading their funding guidelines, usually available on the internet or in the Directory of Grant-Giving Charitable Trusts.
- **National funding.** Some bodies may provide funds for links activities, but competition will be strong, and they tend to offer one-off donations for a single visits or equipment. See box 2 for a list of potential donors that would be suitable for various Link activities.
- **Rushing to obtain funding.** Strategic planning needs to be put into a fundraising campaign. Clear targets and a good understanding of the Link's aims and beneficiaries need to be identified.

## Experiences of Fundraising Activities from the Gwent-Southern Ethiopia Link

**Ceilidh** and **curry evenings** were organised as fundraisers. Although the funds raised from these events were small, they were enjoyable for sponsors and increased the awareness of the Link.

**Payroll giving** initially had a poor response and as a result it was felt that they needed to create some sense of relevance. Presentations were made to targeted audiences. An **emotive story** was told about an individual woman they were hoping to help. Payroll forms were distributed before the start of the story. At the end of the story a hard-hitting picture was left up and people were asked to fill in forms there and then. They were asked to give as little as 50p a month (This was linked to the story – 50p = bus fare for the woman to get to hospital.) Most people gave at least £5.

### Things they found have not worked:

- Giving statistics
- General mail shoots and emails
- Asking for large donations
- Giving forms to take home and complete

### Things that have worked:

- Making sponsors feel included
- Organising unusual, different events
- Talking about real people and real lives
- Using an emotive photo.

**Please share with us any proven sources and methods of successful links fundraising we have not included here.**

## Sources of UK Funding

### Seed Corn Funding (THET)

THET offers a small grant of £2000-2500 to assist in the establishment of new links and to cope with any initial difficulties with fundraising.

**Development Partnerships in Higher Education DelPHE**, a new DFID scheme, supports partnerships between Higher Education institutions in the UK and overseas. Up to £50,000 per year for up to 7 years.

[www.britishcouncil.org/learning-delphe.htm](http://www.britishcouncil.org/learning-delphe.htm)

### England Africa Partnerships Scheme (EAP)

The Department for Education and Skills aims to boost existing and help build new links in African higher education through 1-year grants of between £50-100K.

[www.globalgateway.org.uk/Default.aspx?page=3082](http://www.globalgateway.org.uk/Default.aspx?page=3082)

### Welsh Assembly Government Fund

Offers up to £50,000 towards a Welsh-Southern hemisphere health link.

[www.wales.nhs.uk/page.cfm?pid=18840](http://www.wales.nhs.uk/page.cfm?pid=18840)

### Scottish Executive

Small and large grants for projects primarily in Malawi

[www.scotland.gov.uk/Topics/Government/FOI/Disclosures/2006/09/malawi#a1](http://www.scotland.gov.uk/Topics/Government/FOI/Disclosures/2006/09/malawi#a1)

### BMA/RCN Humanitarian Fund

£2000 to support humanitarian visits overseas by UK health professionals

[www.bma.org.uk/ap.nsf/Content/HumanFund2006](http://www.bma.org.uk/ap.nsf/Content/HumanFund2006)

### BMA/BMJ Information Fund

Funding for educational materials such as text books, journals, CD-ROMs and videos

[www.bma.org.uk/ap.nsf/Content/LIBDisposalAgencies](http://www.bma.org.uk/ap.nsf/Content/LIBDisposalAgencies)

### Royal College of Physicians

A bursary of up to £2,000 can be provided for new doctors from lower income countries to come to the UK to receive relevant specialist training.

[www.rcplondon.ac.uk/International/bursaries.htm](http://www.rcplondon.ac.uk/International/bursaries.htm)

### DFID Development Awareness Fund

If your Link activities raise awareness of development issues, they may be eligible for a grant of 10K to 100K. A smaller mini grant scheme is also available for 1K to 10K.

[www.dfid.gov.uk/funding/daf.asp](http://www.dfid.gov.uk/funding/daf.asp)

### Commonwealth Fellowship Scheme

To cover visits of 3 to 6 months for the professional development of Link partners from Commonwealth developing countries.

[www.csfp-online.org/cgi-bin/schemes.pl?display=scheme&id=17](http://www.csfp-online.org/cgi-bin/schemes.pl?display=scheme&id=17)

## Further Useful Fundraising Sites:

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)  
[www.thefundraisingdirectory.co.uk](http://www.thefundraisingdirectory.co.uk)

[www.thet.org](http://www.thet.org)