

# **Show me the money**

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# Introduction

- About me
- Outcomes today:
  - More knowledge of different sources of finance
  - More tips, tricks and techniques to help access funding
  - Better able to advise students

# We'll cover...

- Pros and cons of:
  - Grants
  - Loans
  - Community shares
  - Crowdfunding
- Asking for, or earning money
- Funding sources
- Tenders/contracts

# Grants – what's hot?

- No repayment
- Support innovative action
- Cover costs before income generation
- Support less 'commercial' work

# Grants – what's not?

- Often short term
- Restrictions may apply
- Competitive process
- Often project specific
- Time of application
- Lack of flexibility
- Mission drift

# Loans – what's great?

- More independence
- Lots of investors looking to invest
- Quicker to obtain
- Flexibility
- Less competitive – can you repay?

# Loans – what's not so great?

- May need security
- Harder to access without assets
- May need track record
- **REPAYMENT** with interest

# Moments Cafe

- City centre dementia café and information hub
- £80K loan + £10k grant
- Investigating loans for franchising
- Why go to Costa?





# Community shares – good news

- Can raise large sums
- One member one vote
- Democratic
- Tax reliefs (possibly)
- Sense of community

# Community shares – bad news

- Democracy can be hard!
- Restrictions on removing money
- Managing lots of small shareholders

# Plymouth Energy Community

- Raised over £3 million
- Very clear offer
- 6% return
- Some investors put in large sums
- Most investors local at small scale



# Crowdfunding – the good stuff

- Profile and reach
- Testing ideas
- Ready made supporters
- Digital marketing affordable
- Fun/buzz
- Pre-match available

# Crowdfunding – downsides

- Not a magic wand
- Needs other marketing too
- Setting amount and rewards tricky
- Stress!
- Following up supporters

# Red House Theatre

- £8,000 raised
- Useful match from Council
- Facebook best
- Psychological tricks – milestones
- Remind people lots of times
- Make rewards simple



# Asking or earning?

Gifts	Grants	Tendering	Open market
<ul style="list-style-type: none"><li>• Donations</li><li>• Legacies</li><li>• Sponsorship</li></ul>	<ul style="list-style-type: none"><li>• Trusts</li><li>• Foundations</li><li>• Lottery</li></ul>	<ul style="list-style-type: none"><li>• Contracts</li><li>• Service level agreements</li></ul>	<ul style="list-style-type: none"><li>• Direct sales</li></ul>

← Asking Earning →

# Funding sources

- Landfill tax credits
- Section 106
- Councillor's local budgets
- Police and Crime Commissioner
- Housing Associations
- Parish Councils
- Public Sector – contracts/tenders
- Sponsorship



# Social investors

- Social Investment Business - [www.thesocialinvestmentbusiness.org](http://www.thesocialinvestmentbusiness.org)
- UnLtd - [www.unltd.org.uk](http://www.unltd.org.uk)
- Big Issue Invest - [www.bigissueinvest.com](http://www.bigissueinvest.com)
- Charity Bank - [www.charitybank.org](http://www.charitybank.org)
- Triodos Bank - [www.triodos.co.uk](http://www.triodos.co.uk)
- CAF - [www.cafonline.org](http://www.cafonline.org)
- NESTA - [www.nesta.org.uk](http://www.nesta.org.uk)
- CAN - [www.can-online.org.uk](http://www.can-online.org.uk)
- Unity Trust Bank - [www.unity.co.uk](http://www.unity.co.uk)

# There's more...

- Crowdfunder - [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk)
- Co-op and Community Finance - [www.coopfinance.coop](http://www.coopfinance.coop)
- CAN - [www.can-online.org.uk](http://www.can-online.org.uk)
- Santander - [www.santanderseda.co.uk](http://www.santanderseda.co.uk)
- UnLtd - [www.unltd.org.uk](http://www.unltd.org.uk)
- Esmee Fairbairn - [www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)
- Princes Trust - [www.princes-trust.org.uk](http://www.princes-trust.org.uk)
- Your bank!

# Tenders and contracts

- Tenders Direct - [www.tendersdirect.co.uk](http://www.tendersdirect.co.uk)
- Contracts finder - [www.gov.uk/contracts-finder](http://www.gov.uk/contracts-finder)
- Supplying the South West - [www.supplyingthesouthwest.org.uk](http://www.supplyingthesouthwest.org.uk)
- MyTenders - [www.mytenders.org](http://www.mytenders.org)
- Tenderlake - [www.tenderlake.com](http://www.tenderlake.com)

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