

LINK Fundraising Methodology

Fundraising is carried out by staff working to a strategy agreed by the Board's Funding Sub-Group which was formed from the recognition that fundraising for LINK is challenging, and that dedicated fundraising time does not automatically mean greater success.

Staff-time for active fundraising (as opposed to reporting to funders) is currently around 18 days per year. The majority of this must focus on ensuring funding is available for essential services and discretionary activities (columns A and B) ie the core forward budget including 3-year agreements with SNH, SE, and other charitable funders. Fundraising time in relation to projects (column C) is inevitably constrained.

The fundraising process for projects is as follows:

- Rolling Essential Services (As) needs year-on-year are the key priority for the LINK staff fundraising time. Availability of staff-time for project fundraising will tend to be a 'grey' area; staff are remitted by the Board to prioritise according to their capacity
- Projects which members wish to pursue as LINK must be 100% funded/fundable either through interested members contributing to the costs and/or through external funding sources – if stable longer-term funding of Essential Services is to be protected.
- New 'project' needs should be flagged up at annual Forward Planning and Review meetings where priorities for staff assistance with fundraising will be agreed (or by the Board immediately after the meetings)
- Task Forces planning to fundraise to external sources, or interested in fundraising for projects should return a completed proforma (see below) to the LINK which:
 - Demonstrates why the work should be carried out by LINK
 - Indicates how fundable it is, and from which possible sources
- The Funding Sub-Group will meet several times a year to:
 - monitor overall fundraising activities in LINK's name and ensure coordination
 - consider incoming bids for fundraising assistance on their merits
 - recommend whether and where staff-time can be offered to these at any one time (there cannot be any guarantees of assistance)
 - make recommendations about use of available LINK Discretionary Project Fund.
- Where Task Forces make independent approaches for funding projects in LINK's name – this is welcome. All drafts must be cleared by the Funding Sub-Group to ensure against duplication of approaches to funders.
- The Board will give final clearance on the basis of recommendations from the Funding Sub-Group.

You can download a PDF of our **Project Funding Application form** and our **Project Management guidance** in this section of the website.