

# Finding funding for School Travel Projects

[www.sustrans.org.uk/schooltravel](http://www.sustrans.org.uk/schooltravel)

## Fundraising tips and advice

Fundraising for a project is very similar to publicising it: you have to really sell it. Funders will be more likely to give money to catchy projects that stand out from the crowd. They may read hundreds of applications, so make yours as different and memorable as possible. The most important thing when you are applying for funding is to know what it is you actually want money for. It could be one of many things, for example:

- joint funding for new cycle storage
- an event like a bike ride and picnic or a BMX display team performing at your school
- items such as bikes, helmets, locks or lights, perhaps linked to your school's Bike Club
- a trip - for example hiring bikes

**What do you need the money for?** Be specific: e.g. we need £500 to do up the sheds.

**What are your targets?** Set yourself SMART targets (specific, measurable, achievable, realistic, targeted ones). Be careful not to set your sights too high at first.

**Be strategic.** Know where each small project fits into the whole, this will help you prioritise.

**What are the resource implications?** Time, people, experience, enthusiasm. Which fundraising method will be least demanding on these resources?

## Top tips

- Going for one larger pot of money is not always the easier option
- Find out what has been successful in the past
- Keep people updated on progress
- If you are applying to a grant-giving body, don't be afraid to ring them and ask what makes a successful application
- Know who you are selling to and package it up appropriately
- Make realistic financial targets, break a project down into bite size chunks
- Enthusiasm is contagious, be excited about your project and others will be too
- Don't give up!



Visit the 'News' section at [www.sustrans.org.uk/schooltravel](http://www.sustrans.org.uk/schooltravel) for regular updates



### **Walking Buses and supermarkets!**

If your school is near a Co-operative Group store you may be eligible for a free Walking Bus package containing hi-vis vests, snapbands, banners and posters. For more details visit:

[www.co-operative.coop/corporate/ethicsinaction/climatechange/climate-change-projects/walking-buses](http://www.co-operative.coop/corporate/ethicsinaction/climatechange/climate-change-projects/walking-buses)

Local supermarkets are normally happy to donate food for event like Bike Breakfasts or picnics, too.

### **Searching for grants? Try websites such as:**

[www.funderfinder.org.uk](http://www.funderfinder.org.uk)

[www.grantnet.com](http://www.grantnet.com)

[www.greengrantismachine.co.uk](http://www.greengrantismachine.co.uk)

[www.grants4schools.info](http://www.grants4schools.info)

### **Corporate sponsorship**

Try to keep your project relevant to the company that you are targeting. Corporate sponsorship often comes as donated goods rather than money. Stress that the company will get great PR. Try asking for 'support' rather than money. Many businesses are happy to support schools.

#### **Pros**

- You can utilise local 'links' to businesses in the area
- Companies are often keen for 'free' PR

#### **Cons**

- Can involve cold calling and a bit of pleading
- Sometimes a company can feel you owe them something

### **Small-scale funding bids**

These can be a great way to raise larger amounts of money, (£500 to £2500). Be sure that your project fits into their criteria before anyone spends hours filling in the forms.

#### **Pros**

- A good way to raise a larger amount of money in one go
- You can raise money for a whole project, e.g. bike sheds, tabards, training, and admin all from one pot of money

#### **Cons**

- Criteria can be quite specific
- You may need to wait from 3 to 6 months for a response
- You must be aware of closing dates
- Application forms can sometimes be confusing and time consuming

### **'In house' fundraising**

#### **Pros**

- Everyone in the school can get involved resulting in greater project ownership
- The school is in control, and can see tangible results, and little prep needed
- In house funding methods are generally fun too

#### **Cons**

- Can be labour intensive on the school's side, although can be built into existing school events
- The amount of money raised can depend on the size of school, very small schools generally have fewer resources to tap into

## Where to find funding?

### Local Councillors

Councillors have a budget for supporting local initiatives, and many have supported Bikeability cycle training at local schools. Here are some other potential funding sources.

<b>Lottery grants</b>	
Awards For All <a href="http://www.awardsforall.org.uk">www.awardsforall.org.uk</a>	National Lottery grants of £300 to £10,000 to fund a specific project to help improve local communities. Awards for All have previously funded numerous school walking and cycling projects. Typically schools apply for the cost of a package of measures, for example, a pool of bikes with storage and safety equipment along with training, to allow more sections of the community to access cycle training. Application process is relatively straightforward and turnaround time short.
Fair Share Trust <a href="http://www.fairsharetrust.org">www.fairsharetrust.org</a>	Aims to improve local neighbourhoods and leave a positive lasting legacy in areas that have not received their fair share of Lottery funding in the past. Distributed through local foundations which may also run other grant schemes.
Lottery Funding <a href="http://www.lotteryfunding.org.uk">www.lotteryfunding.org.uk</a>	A search facility for finding all relevant National Lottery funding programmes.
<b>Government grants</b>	
Environment Wales <a href="http://www.environment-wales.org">www.environment-wales.org</a>	Various grants to help with both start-up and established projects by voluntary organisations in Wales, which encourage and support the participation of communities in local sustainable development.
Sport England <a href="http://www.sportengland.org/funding/small_grants.aspx">www.sportengland.org/funding/small_grants.aspx</a>	Supports local community sport projects which seek to increase or sustain participation or develop opportunities for people to excel at their chosen sport.
Sports Council Wales <a href="http://www.sportwales.org.uk/funding--support.aspx?">www.sportwales.org.uk/funding--support.aspx?</a>	Operates a number of funding schemes that aim to increase levels of physical activity and sport in Wales.
<b>Other funding sources</b>	
Cash for Clubs <a href="http://www.cash-4-clubs.com">www.cash-4-clubs.com</a>	Sports club grants of up to £1,000 for facilities, equipment and gaining coaching qualifications. Awarded on a quarterly basis.
Ecological innovation grants <a href="http://www.britishecologicalsociety.org/grants/education/index.php">www.britishecologicalsociety.org/grants/education/index.php</a>	This grant is to help teachers to develop creative and innovative approaches in communicating ecology to young people of all ages. Up to £1500. Deadlines: Mar 15, Sep 15.
GrantScape <a href="http://www.grantscape.org.uk">www.grantscape.org.uk</a>	Manages various grant programmes on behalf of other organisations. Includes support for local communities in creating enjoyable new outdoor green spaces, including by transforming existing unloved areas.
Heart Research <a href="http://www.heartresearch.org.uk/grants/healthyheartgrant">www.heartresearch.org.uk/grants/healthyheartgrant</a>	Grants of up to £10,000 to community groups, voluntary organisations and researchers spreading the healthy heart message.
Landfill Communities Fund <a href="http://www.entrust.org.uk">www.entrust.org.uk</a> See also: <a href="http://www.biffaward.org">www.biffaward.org</a> <a href="http://www.sitatrust.org.uk">www.sitatrust.org.uk</a> <a href="http://www.veoliatrust.org">www.veoliatrust.org</a> <a href="http://www.viridor-credits.co.uk">www.viridor-credits.co.uk</a> <a href="http://www.wren.org.uk">www.wren.org.uk</a>	Various organisations including landfill operators and environmental organisations distribute funds raised from landfill tax for building community facilities and promoting biodiversity. Project generally needs to be sited near a waste operation. See <a href="http://www.entrust.org.uk/home/lcf/funders-directory">www.entrust.org.uk/home/lcf/funders-directory</a> for a directory of grant makers.
The Pod <a href="http://www.jointhepod.org">www.jointhepod.org</a>	Helps schools with eco-initiatives including resources and places to apply to for funding.

<b>Support from Businesses</b>	
Asda Foundation <a href="http://charities.asda.com/asda-foundation">charities.asda.com/asda-foundation</a>	Can assist any charity in the UK as well as people and projects who require financial assistance. Requests must be made through staff at a local Asda store.
B&Q One Planet Living Grants <a href="http://www.diy.com/grants">www.diy.com/grants</a>	B&Q's grant scheme is currently closed but may reopen in 2011. However, stores are able donate waste materials, for example slightly damaged tins of paint, off-cuts of timber, and end of range materials, to community groups, charities and schools. Ask at your local store.
Co-operative Community Fund <a href="http://www.co-operative.coop/membership/local-communities/community-fund/">www.co-operative.coop/membership/local-communities/community-fund/</a>	You'll need to be a community group, voluntary group, self-help group or charity. Funds anything from equipment to event costs, help towards rent or fixtures, uniforms or computer equipment. The fund grants between £100 and £2,000.
Ford Britain Trust <a href="http://www.ford.co.uk/AboutFord/CorporateSocialResponsibility/FordBritainTrust">www.ford.co.uk/AboutFord/CorporateSocialResponsibility/FordBritainTrust</a>	Accepts grant applications from schools in the areas surrounding Ford's UK operations: Essex (including East London), Bridgend (South Wales), Southampton and Daventry. Small grants up to £250 and large grants up to £3000.
Marks and Spencer	Local stores have a small budget, supporting employability projects and other local initiatives.
Morrisons	Each local store has a small charity budget to support local good causes.
Sainsburys	Community grants of up to £500 to support causes such as refreshments at school events, sports kit etc. Contact local store.
Tesco Community Award <a href="http://cr2010.tescopl.com/communities/tesco-charity-trust.aspx">cr2010.tescopl.com/communities/tesco-charity-trust.aspx</a>	£500-£4,000 grants for projects local to Tesco stores. Previously supported projects include Playground equipment in schools and local communities, outdoor classrooms and Breakfast and after school clubs
Santander Foundation <a href="http://www.santanderfoundation.org.uk">www.santanderfoundation.org.uk</a>	Supports education and training for disadvantaged people. Grants of up to £10,000 can be awarded anywhere in the UK. The average grant is £4,000.
Waitrose Community Matters	Each branch has £1,000 each month to give to three local organisations (community groups, schools, charities). Nominated by customers, branches have a Champion to find out about local beneficiaries.
<b>Support for youth led projects</b>	
Prince's Trust Community Cash Awards <a href="http://www.princes-trust.org.uk">www.princes-trust.org.uk</a>	Grants of up to £3,000 to help young people set up a project that will benefit their community.
Sita Trust Young Person's Volunteering Fund <a href="http://www.sitatrust.org.uk/volunteering">www.sitatrust.org.uk/volunteering</a>	Supports volunteering projects which transform community amenities and green spaces. Must be led and delivered by 14-25 year olds. Can support projects in England and Wales and can provide up to £10,000 towards agreed project costs
Think Big – O2 <a href="http://www.o2thinkbig.co.uk">www.o2thinkbig.co.uk</a>	Grants for 13-25 year olds for projects to improve their communities or surroundings.
UnLtd <a href="http://www.unltd.org.uk">www.unltd.org.uk</a>	Awards to provide practical and financial support to social entrepreneurs in the UK. Various levels of funding. Individuals only. Also has a good links to other fundraising sites <a href="http://www.unltd.org.uk/useful_links.php?Section=Further+Funding">www.unltd.org.uk/useful_links.php?Section=Further Funding</a>
YouthBank <a href="http://www.youthbank.org.uk">www.youthbank.org.uk</a>	Innovative grant-making initiative run by young people for young people. Local YouthBanks provide small grants to fund good ideas to benefit their own communities.

Sustrans is the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day. It's time we all began making smarter travel choices. Make your move and support Sustrans today. [www.sustrans.org.uk](http://www.sustrans.org.uk)