

Factsheet 4

Finding the Funds



How do you get funding?



- ↘ Funding from other organisations
- ↘ Creating funding yourself

Consider:

- ↘ Walking need not cost anything!
- ↘ Affordable activities will include everyone and exclude no-one
- ↘ Groups should be able to cover their running costs from membership income – (living within your means)
- ↘ Money in the bank brings with it responsibility and accountability
- ↘ Fundraise for specific projects that cannot be funded by the group, but will benefit current and potential new members



Walking need not cost money

If your walking group is a small, informal group that meets up to enjoy a walk together, it's probable that you have no need for any funds.

You may decide to collect 50p a week from everyone, towards refreshments at the end of the walk or to cover the cost of photocopying your programme of walks for the next few months.

If this describes the financial activity of your group – well done! Long may it continue!

What might you need money for

Costs are likely to start when your group gets larger, or has plans to grow. So what sort of costs might you need to cover?



Ways of collecting funds for your group:



Administrations costs

- ✎ Photocopying – forms, posters, flyers, newsletters, membership cards
- ✎ Telephone costs
- ✎ Maps

Development costs

Marketing

- ✎ Flyers and posters
- ✎ Events

Equipment

- ✎ First aid kits
- ✎ Walk leader kit bags
- ✎ Reflective bands/clothing
- ✎ Water bottles
- ✎ 'Branded' clothing

Training

- ✎ Venue hire
- ✎ Refreshments
- ✎ Walk leader training course costs

Additional Running Costs

- ✎ Walk leader insurance
- ✎ Incentives
- ✎ Volunteer expenses

- ✎ Self-sufficiency - covering the basic running costs of a small group could be covered by the walkers.
- ✎ Fundraising within the walking group or within the broader community through quiz nights, raffles or car boot sales.
- ✎ Application for funding to a local or national organisation. This is a more formal process which requires detailed plans of how your group will develop or provide additionality with the funding that you are seeking.
 - Find the right source of funding for the aims of your group and/or one which you can contribute to their targets/agenda.
 - Develop your plan/application with your volunteers and participants so that they are involved in the process and the development of the walking group.
 - Keep it simple and realistic – make sure that you can deliver what you say on paper!
 - With funding comes responsibility and accountability. Often, you will be required to keep records, provide reports and account for every penny.



Notes

For further information, contact:

- Sports Council for Wales
- Awards for All
- Big Lottery Fund
- Local Voluntary Service

www.sports-council-wales.org.uk

www.awardsforall.org.uk/wales

www.biglotteryfund.org.uk/wales

Search for local contacts

