

Writing to Charitable Trusts

September 2023 Online Meet-up

with

Tom Chambers
& Peter Wilson

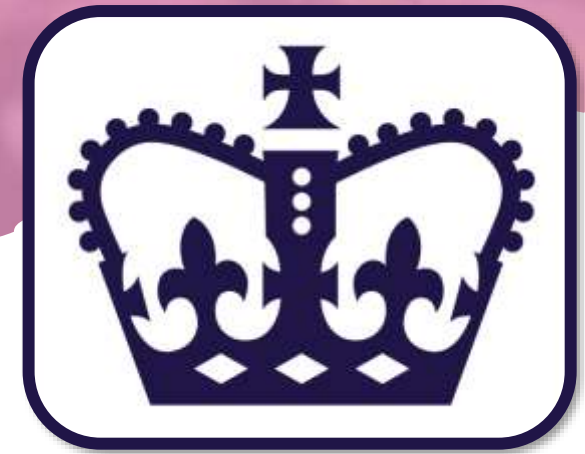


Writing to Trusts - contents

- Grant-Making Charitable Trusts
- Researching different Trusts
- Applying for Grants

Grant-Making Charitable Trusts

what are they,
and how are they relevant to you?



What are Charitable Trusts?

- UK organisations which exist to fund charitable endeavours
- Many accept applications for funding
- Usually bodies or individuals with money that they want to share through charity, managed by a board of trustees
- Wide range of aims and purposes
- Trustees usually only meet a few times per year, so apply early! Responses will take months

How is this relevant to you?

- Many Trusts will consider giving you a grant towards your Project Trust target if you write to them
- Single grants can range from £100 to over £1000
- Some will expect a report after you return to the UK
- We recommend finding and writing to at least 100 Trusts, as early as possible

To summarise...

- Trusts are like pots of money which you can apply for
- If you apply to enough relevant Trusts, you can raise a lot of your fundraising target
- You need to apply early in order to hear back with enough time
- Trusts will usually send you a cheque

Researching Trusts

how to find Trusts,
and what to look for



How to find Trusts

- The Internet!
 - Search engines (esp. local bodies: Rotary, Lions, Masons)
 - Official registry databases
 - [Charity Commission \(England and Wales\)](#)
 - [Office of Scottish Charity Regulator \(OSCR\)](#)
 - [Charity Commission for Northern Ireland](#)
- Look through the *Directory of Grant-Making Charitable Trusts* in a library

What to look out for

Positive matches

- Young people
- Expedition abroad, or international project
- Character building
- Challenges
- Education, social care, or youth development
- Sustainable development

Disqualifying factors

- Not a grant-making body
- Does not support individuals
- Geographically specific
- Clearly different charitable aims
- On our *Do Not Approach* List
- Does not consider unsolicited requests

To summarise...

- Use the *Directory* and the Internet to find relevant Trusts
- This is essentially a research project :D
- Create your own list of Trusts to apply to (but use our Recommendation and DNA to help you)

Applying for Grants

how to apply,
and writing your applications



How to apply for grants

- Search Trusts in your list for websites and application forms
- If not otherwise specified, a Trust will expect you to write them a formal letter (not an email)
 - Tell them about Project Trust and your placement
 - Explain how your project will benefit both others and yourself
 - Outline your fundraising plans, and why their grant will help you
 - Offer appropriate updates if they fund you

Writing your applications

- Write one letter and change the address & name for each one – then print and sign by hand
- **You might want to 'tweak' some letters for specific details**
- Consider making a leaflet to include in applications (also great for fundraising events/flyering local spaces)
- Tom can proofread applications!

Resources which Project Trust offers

- A list of Recommended Trusts (a starting point)
- A Do Not Approach (DNA) list of Trusts
- A template letter
- An example leaflet

To summarise...

- Except for specialised application forms, you should write a formal letter to address & send to Trusts
- Change the salutation and address for each Trust then print, sign by hand, and mail in the post
- Consider including your fundraising leaflet in the envelopes
- We can proofread & provide templates

Our sample Trust letter

Tom Chambers
The Hebridean Centre,
Isle of Coll,
Argyll,
PA78 6TE
Wednesday, 27 September 2023

The Generous Trust
53 Main Street,
Townsville,
Somewhereshire,
BY5 3AH

Dear Sir or Madam,

Funding Request

I am writing to ask you to consider me for one of your youth ocean empowerment grants. I see from your website you are looking for young people who are interested in developing marine skills whilst volunteering with underwater communities. I have been offered a place with Project Trust in a volunteering placement on Mars. I will be shadowing an experienced researcher and hope that by the end of my year-long placement I will be familiar with all aspects of Atlantis and aquatic life. I also hope to learn about marine research. This is a unique experience to learn about Atlantis culture and oceanic research skills in the field and I hope you are able to support this application for funds.

I am 18 and study biology, maths and anthropology at Sunny college. I have always been interested in marine

- Single side of A4
- Formal layout
- 12pt font minimum
- Named recipient or **"Sir or Madam"**



Outlining the process



Research Trusts to
apply to



Write a letter to
print & send them



Send out your
letters, and wait!

Don't forget to
have a thank-you
letter ready to go



Thanks for attending

the September 2023
Online Meet-Up

Tom Chambers, Fundraising Support

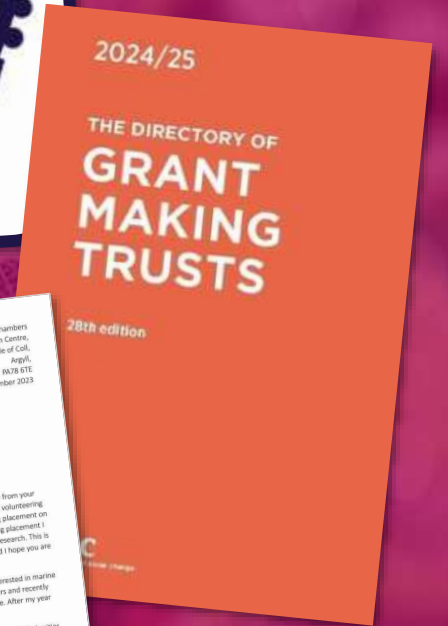
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