



Local Group Guide to Fundraising for Local Projects

Introduction

We know Local Groups do brilliant work in their communities. From rebuilding green walking routes to launching campaigns such as Cut The Clutter, Groups' expert local knowledge and lived experience can bring real change to their streets. Change that makes walking and wheeling better for all.

We also know that hosting events and launching campaigns can be made far easier when you have the right resources to manage it. Equally, we have seen that for too long certain voices have been excluded from the conversation about what our communities need to feel safe and welcome on our streets.

We want to support our Local Groups to build successful local partnerships to help us create a more inclusive Local Group network where we seek to bring new perspectives on walking into the conversation. We hope that through creative and innovative Local Group led projects we can make walking more accessible and our streets more inclusive.

We want to help you access additional funding in your community so you can facilitate these partnerships, hold events, run walks and support your campaigns.

We've created this simple guide to:

- Explain some of the key steps to completing a funding application
- Explain the support you can get from Living Streets
- Give some case studies from our Local Groups

Starting Out

Everything we do in the Local Groups team is about relationship building. Using your own local relationships and community connections is a great way of learning about what the kind of changes people in your community would like to see and how they link to your aims as Group.

Our team has seen how Local Groups have benefitted from local funding opportunities and know the chance to test new projects can be exciting. We also know a lot of work can go in and want you to be successful.

To help, we can:

- Meet you to discuss your plan and give advice on what you'd like to do either in our Local Group drop-in or as a separate meeting
- Put you in contact with other members of our Local Group network who have worked on similar projects
- Give you an idea about what to ask for funds towards that will meet the requirements of the funders
- Help you to set up a bank account with your Living Streets Group name – read [our funding recommendations](#) and ask us if you want a letter to support your bank application
- Promote the project through our website and Social Media channels
- Offer links to training services offered by the Local Impact Team, such as Walk Leader Training
- Discuss our vision for Equalities and Diversity as a charity and how you can embed an inclusive approach to your project

However, **we cannot:**

- Write the application for you
- Allow Local Group volunteers to run activities with under 18s or vulnerable adults unless you are working with a partner organisation who is the lead organisation in relation to safeguarding.

Get Prepared

- Please [follow these guidelines](#) about the Code of Fundraising Practice to and avoid any activities that could put anyone at risk or negatively impact Living Streets' reputation.
- Helpful [resources and guidance](#) from UK Community Foundations.
- Helpful [resources and guidance](#) from Chartered Institute of Fundraising.

Applying for Funding

Before you apply:

Aisha, our Engagement Manager, needs to have approved any funding opportunities as suitable for your group before you apply, and you have discussed with her how we can support the project. You might have been asked to apply by the Local Authority and are considering what you need to fund, or you might have a project idea in mind that you need financial support to implement. Either way please contact Aisha in the first instance to discuss.

Ask these questions:

1. How does your project help Living Streets meet our [strategic aim](#) of making walking number one by increasing walking investment and improving walking routes, networks and infrastructure or calling for this locally.
2. Does your project consider the involvement of the different communities in your neighbourhood and what their needs may be? We can give you support on guidance on how to do create equitable partnerships in your area to help bring new perspectives to your work.
3. What do you plan to spend the funds on? You can discuss this with Aisha and develop a budget to set out what you will spend on different elements of the work/ travel expenses/ refreshments/ room hire etc.
4. What is your project plan? It should include things like:
 - Location – where it will take place
 - Timeline - when it will take place and how long it will last
 - Partners - who are you working with to deliver the project
 - Target audience – who you hope will benefit from the project
 - Aims - What are the issue/s and how will the project address them
 - Outcomes - What will change because of the project

Using these points to create a project plan will help ensure your application is relevant and achievable.

Researching opportunities

Sometimes you may want to apply for funding to continue or extend a project you are working on and may be looking to fundraise. Other opportunities may be more ad-hoc.

You may hear of an opportunity through word of mouth, your local Councillor e.g. their ward budget, [community foundation](#), [local Voluntary Community and Social Enterprise \(VCSE\) network](#) or a business nearby.

Once you have started framing your project plan, take the time to read the application guidelines provided by the funder including the eligibility criteria. It could include things like you must be a voluntary organisation, have operated for at least 12 months, have a bank account, must not be a political or religious body etc.

When you are ready to complete the application include:

1. Your project plan and how it links to their own aims as an organisation
2. Information on how your group is governed (we can provide letters of support or model constitutions if needed)
3. Confirmation of certain financial requirements (for example, a group bank account)

Make sure you have discussed the plan with any of your partner organisations working on the project with you, and – if possible – the funder. Once you start completing the application, you should aim to include:

- Key statistics – these could be used to highlight the issue you wish to address, for example, road casualty statistics
- Links to the Living Streets Policy or Campaign position on that topic, for example, 20mph
- An example of a local story to show how your aims would make your community a healthier, safer place to live
- How you will work alongside your partner organisations to deliver change for your community

It always helps to ask someone to read it through and get feedback. Take the time to check it before you click submit!

Please don't forget to:

We want to help make sure your application is successful but we need you to help us to help you. Please:

- Give us time to discuss and input – at least two weeks before the application deadline
- Tell us straight away if your Local Group is applying for funding and from who, in case we are going to similar funding providers for Living Streets projects
- Consider turning your project into a story for our website to celebrate your work
- Ensure any materials you provide have your official logo and use our [brand colours](#)
- Give us notice if you need support or information from the wider Living Streets team
- Keep us informed of how your application is going

Local Group Case Studies

We love learning about the work of our Local Groups and are proud of the innovative work they do. Some great examples of recent Local Group projects which have been funded by outside institutions include:

- [Our Voice Our Streets](#) - The Croydon Living Streets Group commissioned two artists to run WalkShops with teenage girls and non-binary young people, leading to the creation of a new mural for a local park celebrating young people. The project was funded by the local Town Team, We Love SE25.
- [The Baubigny Schools Pathway](#)- the Guernsey Living Streets Group fundraised from local businesses, raising over £20,000 to create a traffic free route to school.
- South London Somali Men's Living Streets Group - The group is part of the wider work of Uffo Athletics and were awarded £37k by the Climate, Health and Community Fund to sustain the existing Somali Women's Group, adding more weekly health and wellbeing walks and [creating new walks for the Men's group](#). This included workshops on health and wellbeing, health inequalities, climate change and added community outreach and purchasing digital equipment.
- Cambridge Living Streets Group run [CamStreets4People](#) Project funded by their local council. The project aims to encourage walking as a first-choice travel mode by building practical, visual information guides for popular journeys to destinations such as schools, workplaces, shops and other amenities.
- Chester Living Streets Group worked alongside partners in Chester to host the local active travel festival. [Active Travel Festival Chester](#) was first funded by a Crowdfunder campaign and now has many partners and sponsors, its key objective is to help change behaviour in the local community and encourage more active travel to improve health and wellbeing and to reduce car usage.

Receiving your response

- If you're funding application is successful, please let us know so we can support you with your next steps and your project management. If you don't receive a positive response from the funder, think about how you can use the work you've put in to go for similar community funding streams or small grants. After you have worked so hard it can be demoralising to get a negative response but please do keep going.
- Come back to the Local Group team at Living Streets through one of the drop ins or a separate meet up to talk things through – what went well, what didn't go well, what could we change for next time.