

# Meet the Funder – The Freshwater Foundation

*Mark Robbins, CEO The Freshwater Foundation*

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- ✓ <http://freshwaterfoundation.org.uk/>

# The Freshwater Foundation

*Who are we and what's our background?*

- ❖ A small grant making charity based in Ealing, offering funds and various services to community and voluntary groups in Ealing & Hounslow
- ❖ Our Background:
  - Founder & CEO is a university lecturer in Business Studies, specialising in Business Planning and Strategic & Project Management and with a long experience in the Voluntary Sector
  - When he received a legacy in 2015, he aimed to bring his money and expertise together to create a charity to support small local charitable and voluntary groups
- ❖ A Brief History:
  - Registered 2017, but only really get going autumn 2018
  - 2019 – a busy year:
    - ✓ *2 Grant Rounds and Small Grants Scheme*
    - ✓ *Develop management & governance approaches in tandem with groups we'd helped*
    - ✓ *Work with LBE Community Mgt on a community funding initiative*
    - ✓ *Outreach to marginal groups in Northolt*
  - **2020-24 – development, implementation and take-off!**
    - ✓ *More Grant Rounds – c.160 groups now supported & a lot more from more marginal areas/groups*
    - ✓ *Support/Train groups using our governance, management & networking approaches*
    - ✓ *Outreach to start-ups supported by user guides to help them (now c.40 groups)*
    - ✓ *Deepen partnership with various departments in both LBE & LBH councils, and developing relationships with MPs, Councillors, larger funders, national umbrella etc*

# The FF Grant Making Process

*Partnership from the word go*

## Eligibility

- Promotes Voluntary Effort
- Small Organisations
- £2K\£0.5K
- Ealing\Hounslow

- ✓ See:  
<http://freshwaterfoundation.org.uk/grant-applications/>
- ✓ *If in doubt, talk to us!*

Partnership

## Scrutiny & Discovery

- Probity\Competence
- Benefits
- What's your story?

- ✓ Application (you convince us)
- ✓ Visit (we get to know you & help you convince us)

Partnership

## Decision

- Board Decision
- Conditions
- Assistance\Training\Networking

- ✓ Conditions (you assure you us)
- ✓ Assistance (we help you assure us and *develop relationship*)

Partnership

**Next round Feb 24. Deadline end of April (payments July)**

# FF Grant Eligibility

Conditions you need to meet



A general point: sometimes a little complicated, but we do this to be as flexible and inclusive as possible. *If in doubt, talk to us!*

- ❖ Main – need to be constituted, but not registered/incorporated. Small – can just be an informal group. *All charitable objects considered – our aim is to be comprehensive.*
- ❖ For Capital & Project (new or ongoing) – and possibly some running costs ('Revenue')
- ❖ Generally from Ealing or Hounslow, or the bulk of the benefits to be gained by people within those boroughs (some exceptions)
- ❖ A significant voluntary element to the work; uses volunteers or promotes volunteering
- ❖ Groups will be relatively small; there is a general limit of £100K\annum, but there are many exceptions (complex but maximises inclusion)
- ❖ We will part fund projects (max. project size around £30K – again, exceptions)
- ❖ Max grant: Main - £2000 (can be split over 2 rounds), Small - £500 (can graduate to Main, less amount given for Small)

*We love start-ups and new groups! (funders often don't). We can give you that all important funding track record that other funders look for!*



# Services

- ❖ **Small Start-Up Guide & Resource Pack**
  - ✓ *Simple stepwise approach to setting up and developing your group, with a comprehensive set of templates, policies, useful listings etc. Later stages could be useful to established groups.*
- ❖ **Governance & Management Approach and Business Plan**
  - ✓ *With a former applicant, we developed a Governance & Strategic Management approach suitable for a small charity where the growth in activity not yet matched by organisational maturity.*
- ❖ **Impact Assessment Approach**
  - ✓ *Goes beyond Benefits Assessment – not just single activities and immediate effects, but all activities together and their overall social impact. Impress funders and re-evaluate the group.*
- ❖ **Training**
  - ✓ *Training & networking seminars and individual group tuition in Management & Governance Basics for Small Groups, and one on Strategic Management & Impact Assessment for more mature groups on its way.*
- ❖ **Funders Directory – 150+ Funders & 100+ Business Donors suitable to West London small groups**
- ❖ **Coordination & Networking**
  - ✓ *Through our new Networking & Cooperation Directory; supporting mutual assistance, information exchange & ad hoc discussions & initiatives on issues of common concern.*
- ❖ **Briefing Papers**
  - ✓ *A comprehensive look at Area Regeneration & its Civil Society implications on its way (honest!) – watch this space!*

# Pulling It All Together

A Development Trajectory towards Success

## ❖ Start-Up

- ✓ *Intimate support for start-ups. Background help and funds through the early stages until self-reliance and sustainability achieved.*

## ❖ Next Steps

- ✓ *More sophisticated approaches (in conjunction with other providers - EHCVS, YEF, NCVO etc) :*
  - ✓ *Impact Assessment & Strategic Management*
  - ✓ *Fully Developed Business Plans*
- ✓ *Created from approaches developed for larger and far better resourced charities, but adapted for small groups so that confer most benefits, but much simpler and cheaper to implement, and highly flexible.*
- ✓ *Relevance and ease of use ensured as were developed in tandem with groups previously helped.*

## ❖ The Wider World

- ✓ *Get (and give) assistance from other groups in the area through the Networking & Cooperation Directory.*
- ✓ *Benefit from our wider connections with local public life; local authorities, funders, MPs, other support & umbrella groups etc.*
- ✓ *Participate in and learn from debates on wider issues through Net&Coop groupings, briefings etc*

**Different stages relevant to different groups. Jump in or out where you want!**

Sustainability

Growth

Impact

# Key Takeaways

Get in touch!

## ❖ Grants

- ✓ *Main Grant Round - up to £2000 (next round, Feb 25, payments Jul 25): <http://freshwaterfoundation.org.uk/grant-applications> & get in touch at [info@freshwaterfoundation.org.uk](mailto:info@freshwaterfoundation.org.uk) for assistance*
- ✓ *Small Grants - up to £500, available all year and rapid processing (can be just 2/3 weeks): <http://freshwaterfoundation.org.uk/small-grants-500> & get in touch at [info@freshwaterfoundation.org.uk](mailto:info@freshwaterfoundation.org.uk) for assistance*
- ✓ *Go to <http://freshwaterfoundation.org.uk/project/> for examples of previous successful applicants*

## ❖ Further Services and Documents

- ✓ *Get in touch at [info@freshwaterfoundation.org.uk](mailto:info@freshwaterfoundation.org.uk) and we'll send the relevant documents and if you want, set up a meeting to discuss them further.*
- ✓ *Go to <http://freshwaterfoundation.org.uk/our-approach/> for more information.*

**The very best of luck and we look forward to seeing and supporting your efforts!**