

Trust & Foundation Fundraising

There are about 9,000 grant-making trusts and foundations, each of which has been established to give grants to support charitable activity, including to heritage organisations and groups.

Normally every trust has specific areas that it will support, and all will usually list areas it will not support. The majority only give funds to organisations that are established charities.

It is essential to research trusts to identify those that include arts as an area they are willing to consider supporting. In certain cases heritage may not be specifically mentioned as either being an area they will support or exclude, but it may indicate an interest in supporting 'projects that assist disadvantaged young people' for example, and if your project aims to assist in this area it may be worth applying. Finding out what projects have been supported by the trust in the past can help you judge whether that trust is worth applying to for your project. Closely matching your project against the trust's criteria for support is crucial as there is fierce competition for Trust funding and so applications without a clear match are a waste of time.

As the decision making process can often be quite lengthy you need to apply far in advance of the planned project as trusts generally will not fund work that has already taken place.

Top Tips for Trust & Foundation Fundraising:

1. Read the criteria and guidelines, if provided, before making a submission
2. Ensure you include any supporting documentation required
3. Don't include any additional information that is not asked for nor required
4. Attach a covering letter which summarises your case for support in an objective way
5. Make sure the appropriate person has signed the letter/application
6. Enclose any references required with your application
7. Ask a 'critical friend' to read through your submission before you send it

Further information can be found at *KnowHowNonProfit*

<http://knowhownonprofit.org/funding/fundraising/grants-funds-and-corporate-fundraising/trusts-and-foundations>

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