

Funding

We are a charity organisation, and so the funding we gain from girls joining a unit and paying a subscription is not always necessarily enough to run. In Hampshire East, we are looking at at least £33 per year per girl and per adult in annual subscription costs, which get split between the county, region and headquarters. This is our membership fee that needs to be paid. We obviously don't want our adult volunteers to have to pay when they are giving their time, so we need to absorb their costs into the girls.

You also need to consider rent, resources, activities, badges, certificates, trips out, adventure, day to day costs (such as printing and postage).

Now you need to ensure that even with covering all of these costs in three terms a year, you're not out-pricing your local community. Remember, affluence varies a lot within a mile or two, so you may have girls regularly using the foodbank and girls going to private schools within the same unit. £35 per term for one girl is another girls weekly shop price. This is why it's really important to keep costs to our girls as low as possible, and fundraising can really help with that. If you don't have time to fundraise, seriously consider recruiting a volunteer just to do this for you. It's a role that people can do from home, from their phones, in their lunch break or in the middle of the night, so it suits those people who would like to help us but can't attend unit meetings regularly.

Events

Putting on events can work in two ways. You can run an event for girls and their friends to attend such as a fun day or a themed event, or you can run an event for the general public as a fundraiser.

Ideas for events to raise money:

Charge a ticket fee for a fun day/afternoon/themed day such as a £5 bubble themed morning, where you make mocktails, do bubble printing, make giant bubbles out of string, make bubble-dough to take home. Perhaps ask a local community centre or church/village hall if they will host you for free in return for some cleaning or gardening? Make the activities cheap but engaging, you want as much profit as possible. Selling tickets in advance means you know how many to cater for, and for ratios. Maybe get the girls involved in selling tickets - could the one who sells the most tickets win a prize? Any theme will work, Saturdays near Christmas are especially popular with parents, as you can market it to them as a chance to do their Christmas shopping while you babysit!

Quiz and curry nights are great money raisers if you have a hall suitable to host. There are plenty of free quiz night formats to download from the internet, and a couple of big pots of curry (one meat one veg), rice and poppadoms go down a treat - little cooking effort (could you rope a parent or two in to help?!), charge tickets in advance, if you're in a suitable location, get quiz teams to bring their own drinks if they want to. You could easily charge between £5-£10 per person, and if you have time and inclination, writing to companies for prizes could add a raffle in as well!

Grow-a-pound challenges, raffles, carboots, cake sales, coffee mornings - Google is your friend when it comes to fundraising!

Funding and Grants

Grants and funding are a brilliant way to get money, there are lots out there to apply for, but they're usually for a particular project, rather than ongoing costs. However, our girls love a badge and love a project, so you would be spending that money anyway - getting funding for it just means you don't have to find that money out of subs.

Most supermarkets have a community fund, and it's worth getting in contact to see how you can apply. In Hampshire, we have the hiwcf.com which has local grants constantly updated. Other places to ask are any factories or large companies you have nearby - they usually want to give back to their local community, and if you can say what you need the money for (ie. to educate girls about Period Poverty, or to take them on a STEM themed trip out, or to buy some sports equipment), they will often help you to achieve your aim. A grant application locally is anywhere between £250 and £3000. Each application takes around 3-6 hours to complete in full. Again, if you don't have this time to spare, find someone who will do this for you. Remember to evidence how you spent the money with receipts, write ups and photos if you get a grant.

Resources

If you are in need of craft or sports equipment - ask your local community! Be specific, and be prepared to get more than you wanted! (For instance, I asked a community networking group if anybody had any spare PVA glue and A4 paper - we were donated enough to provide all the new units with glue and paper!) Schools and other community groups may be having a clear out, so let them know what you need and ask if you can take any of their old equipment off of their hands. Don't be afraid to ask - it will just end up in a skip otherwise!