



Funding

**SEC Regional Session,
Croi, Galway City
2nd May 2019**





Background.

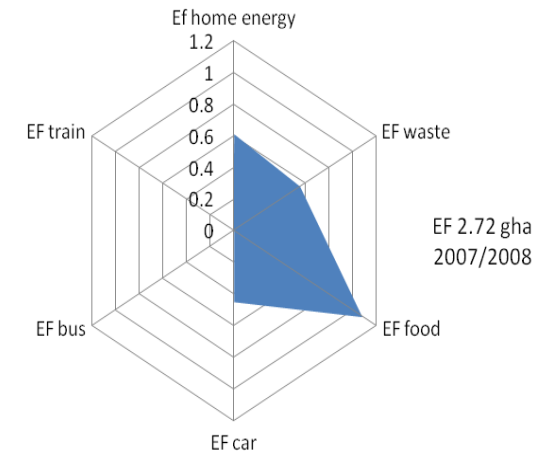
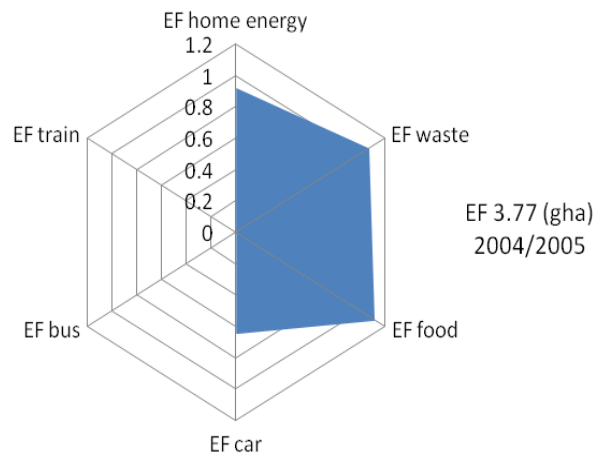
Behaviour Change

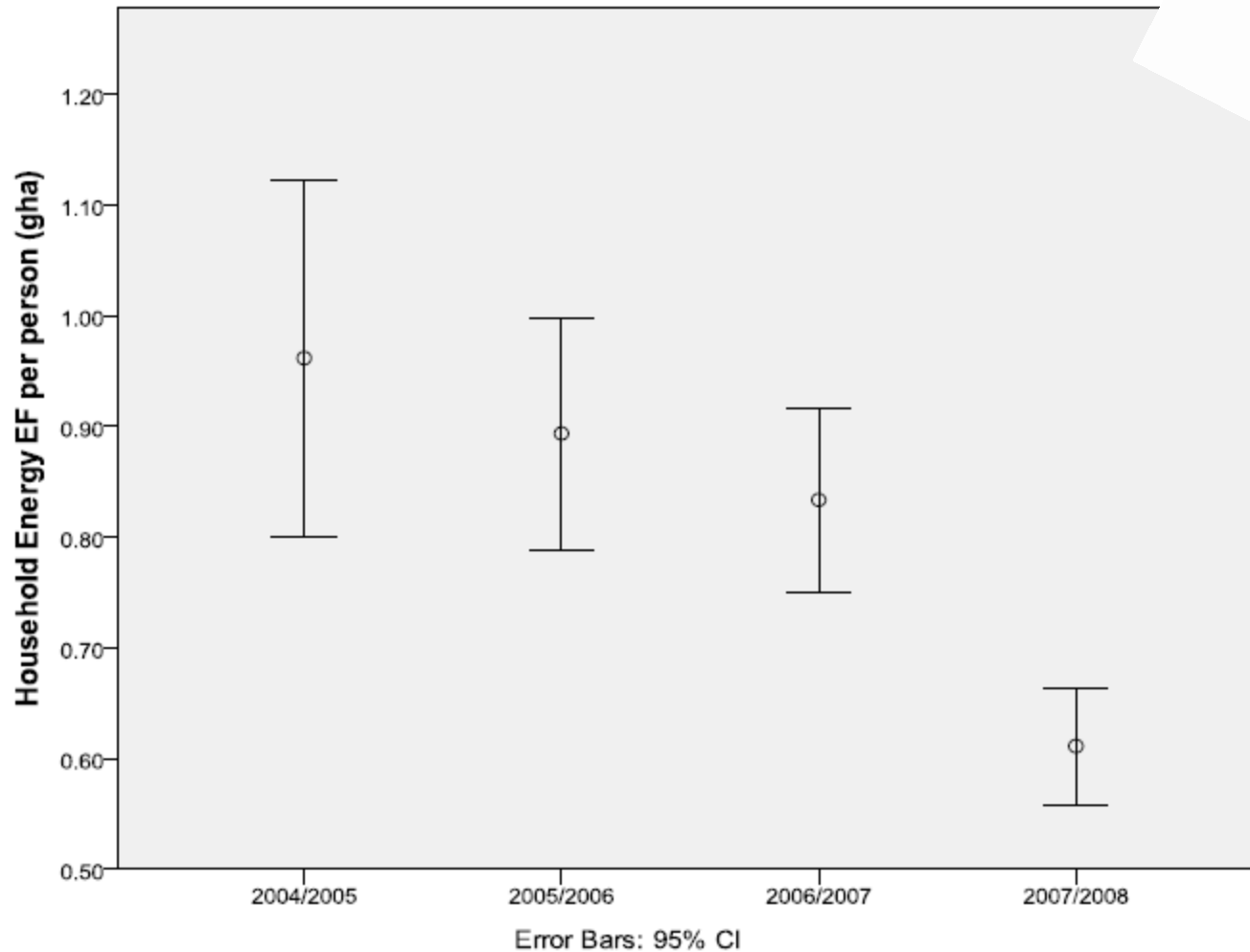
1. European Projects: Energy Energy Neighbourhood I Impacts across 9 countries, > 600 communities. Average savings of 10% per household and community ([click here](#)). Climate action.
2. European Project Energy Energy Neighbourhood II Impacts across 16 countries, >900 communities. Average savings of 10% per household ([click here](#)). Also identified the power of customised information for sustainability of communities.
3. UL research behaviour change at a community scale in a number of communities.



Material Flow Analysis

1. Resource Flows of Communities & SMEs.
2. Measurement is key for management.
3. Over 95 communities measured.
4. Repeated measurement – 36% reduction in energy conservation.







<https://www.tandfonline.com/doi/abs/10.1080/13549839.2018.1434493>

<https://www.tandfonline.com/doi/full/10.1080/13549839.2018.1481021>

http://www.epa.ie/pubs/reports/research/econ/Research_Report_238.pdf

<https://www.sparkchange.ie>



Sustainable Community Transition

Communities and examples are:

1. Birdhill.
2. Lorrha.
3. Ballina.
4. Templederry.
5. Emly.
6. Galway.
7. Ecovillage Cloughjordan.
8. Killaloe.
9. Drombane Upperchurch.



Sustainable Energy Communities, examples are:

1. Inis Mor.
2. Mulranny.
3. Westport.
4. Inishturk.
5. Headford.
6. Inisboffin.
7. Galway.
8. NUIG.
9. GMIT.
10. Furbo.



Following discussion builds on this context and community work both within and without The Wheel. This is based on what successful communities are doing – those successful in attracting grants and funds.

I first set out 10 steps

I then look at your case for support

I then look at grants and supports

This is distilled from experience across hundreds of communities in Ireland and thousands of European communities over the last 20 years.

10 steps to becoming more financially sustainable

Step 1:

Committee/board, joint commitment decision with timeline for action.

Becomes a continuous - standard agenda item.

Skills: in-house, consultant or voluntary mentor

(www.volunteer.ie/about/volunteer-centres)

Responsibles are responsible and accountable.

Step 2:

Articulate your purpose, what you do is important but you need to persuade others to share your passion, craft a meaningful mission statement, simple and clear, no jargon (www.grantspace.org/tools)

10 steps to becoming more financially sustainable

Step 3:

Analyse current resource profile, operation costs, what resources (financial and non-financial) you are in receipt of. (1) Plots all activities into a single meaningful image –

<https://nonprofitquarterly.org/2014/04/01/the-matrix-map-a-powerful-tool-for-mission-focused-nonprofits>

(2) Financial strengths and weaknesses

www.nonprofitfinancefund.org/sites/default/docs/2010/Self-Assessment_Landscape.pdf

(3) Categorises and plots financial health

www.ncvo.org.uk/images/documents/practical_support/funding/sustainable-funding.Sustainable%20Sun%20Tool.pdf

10 steps to becoming more financially sustainable

Step 4:

Limited resources. Charitable discounts eg:

www.enclude.ie/technology-donations pro bono

support www.lawlibrary.ie/Legal-Services/Voluntary-Assistance-Scheme.aspx, group savings schemes

www.wheel.ie/ResourcePoint, resource sharing eg:

office and accomodation – www.carmichaelcentre.ie

Step 5:

Calculate what you need. Donors need to know what their money will be spent on.

10 steps to becoming more financially sustainable

Step 6:

Generate a list of funding options, as long as possible, seek input as wide as possible, brainstorming, questionnaires, suggestion boxes. Discount nothing – be ready to think outside the box.

Step 7:

Assess options – reduce to 10 options or lower, need a scoring system, need criteria that are important to you (potential, possibility, probability, how easy, your capacity...), need to weight these, score the options – rank and priority.

10 steps to becoming more financially sustainable

Step 8:

Do your research on the implications of each option, resources, legal matters, risks. What's involved, who can help.... Develop a priority list.

Step 9:

Develop and implement an action plan – targets, timelines and responsibilities. One or 2 of the options.

Step 10:

Monitor progress, net income more meaningful than gross income, what is the opportunity cost (resources and time), plough on, amend or move to the next option.

Identify grants

What to do?



Build your case for support

Articulate your purpose, what you do is important but you need to persuade others to share your passion.

The cause

Persuasive, you may understand but you must convey..

Describe the problem you set up to tackle....

Logical rational external research evidence and emotional evidence like personal anecdotes

Express your vision, how things can change in the future

The organisation

Covers the how your organisation can tackle the issue(s), showing necessary capacity, show strengths and previous successes.

Identify grants

Funding Point: www.wheel.ie/funding 840+ grant schemes.

Activelinks Community Exchange, sign up weekly email www.activelink.ie/content/newsletter-info.

National Rural Network website grant info, Life, Leader www.nationalruralnetwork.ie.

Sign up for other e-bulletins from other umbrella organisations.

Engage with your PPN and all relevant stakeholders.

European grants

www.ec.europa.eu/contracts_grants/grants_en.htm

Examples H2020 managed from Brussels and Leader is managed in Ireland.

EU – do not usually provide core funding, project funding.

Do your ideas or projects involve development of research on new ideas.

Are they innovative so that they should be transferred.

Do you need to link or share with ideas that take place elsewhere in the EU.

www.accesseurope-ireland.org www.wheel.ie EU

networks, National Contact Points for funding

European grants

Erasmus+, educational –

www.leargas.ie/programmes/erasmusplus

Europe for Citizens, twinning, community projects with a european theme, www.europeforcitizens.ie

Interreg V, substantial, small groups, Ire/NIre/Scot -

www.seupb.eu/Home.aspx, Wales-Ire –

www.southernassembly.ie/en/programme

LIFE – environmental groups,

www.environ.ie/en/Environment/LIFEProgramme

Statutory supports

Monetary schemes

DCCAIE – EPA (LAPN, Stop Food Waste...) and SEAI (SEC)

Department of Rural and Community Development

Department of Agriculture, Food and the Marine

Department of Employment Affairs and Social Protection

Department Culture, Heritage and the Gaeltacht

Department of Children and Youth Affairs, HSE, Local Authorities, Pobal.....

National lottery, www.lottery.ie/en/Good-Causes-and-Winners/Good-Causes

Beneficiary Fund -

[www.nicdtf.ie/RESOURCES/upload/National Lottery Grants.pdf](http://www.nicdtf.ie/RESOURCES/upload/National_Lottery_Grants.pdf)

Non-monetary schemes

Human Resources – training and employment schemes,

Community Employment, Community Services Programme,

First Steps, JobBridge, Rural Social Scheme, TUS.

www.welfare.ie

Statutory supports

Monetary schemes

Dormant Accounts Fund - unclaimed funds from accounts –

www.pobal.ie/FundingProgrammes/DormantAccountsFund/Pages/default.aspx

Heritage Council –

www.heritagecouncil.ie/grants/grants

Local Agenda 21 Environmental Partnership Fund –
Local Environmental Awareness Officers

SEAI – BEC, SEC - Community Fund,

www.seai.ie/Grants/Better_Energy_Communities

Grants from Trusts

Trusts are diverse from local to global and give grants.

Philanthropy Ireland – find most of the trusts here

www.philanthropy.ie/our-members

Funding Point

www.wheel.ie/funding

Examples:

Community Foundation for Ireland –

www.foundation.ie/apply-for-a-grant/types-of-grant

NTR Foundation – environmental projects, [www.ntr-](http://www.ntr-foundation.org//projects-we-support)

[foundation.org//projects-we-support](http://www.ntr-foundation.org//projects-we-support)

Social Entrepreneurs Ireland – www.socialentrepreneurs.ie

The Ireland Funds – www.theirelandfunds.org/seeking-grant

Other support

Volunteers, also from companies

<https://www.volunteer.ie/organisations/engaging-with-companies/>

Google ads offer grants for community-group ad campaigns

www.google.ie/grants/details.html

Award Schemes

Tidy Towns prizes – www.tidytowns.ie

www.avivastadium.ie/stadium-info/community-grants-scheme

www.coca-cola.ie/packages/thank-you-fund

www.uk.lush.com/article/charity-pot-funding-guidelines

www.food-and-community.tesco.ie/home/supporting-local-communities/community-fund-stories

Fundraising and others

Donations – public plus

<https://www.wheel.ie/funding/guidance/fundraising-from-the-public>

www.ictr.ie/content/fundraising-codes-practice

www.ictr.ie/files/Cash%20handling%20post_web.pdf

Think outside the box, a very useful resource can be pro bono specialist solicitor for example – law society

Cash collections

Crowd funding – www.fundit.ie and www.kickstarter.ie

Raffles, lottery needs gardai permit

Sponsored events, platforms help you to collect –

www.everydayhero.com www.idonate.ie

www.justgiving.com

Others

Renting

Goods – www.icsa.ie for advice on reselling, upcycling

Knowledge

Current services – can you charge (more)

New services

Tendering – www.etenders.gov.ie

Subcontracts

Corporate sponsorship

<https://deeriverrock.ie/thirstforbetter> 10c per recycled bottle code

Wheel training

1 million euro fund:

<https://www.ecclesiastical.com/movement-for-good/>



Funding reference:

[https://www.wheel.ie/sites/default/files/media/file-
uploads/2018-
09/the_wheel_EPA_Fundinghandbook_web.pdf](https://www.wheel.ie/sites/default/files/media/file-<u>uploads/2018-09/the_wheel_EPA_Fundinghandbook_web.pdf</u>)



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