



This helpsheet should be read in conjunction with the 'Starting a war memorial restoration project' helpsheet. This is a practical guide to raising funds for your project. The relevance of the different suggestions will depend on the project so it is recommended you select those ideas most applicable rather than trying to follow all the ideas suggested.

Fundraising is challenging, it may take a long time to secure the funds you need but do not get downhearted. It took many communities years to raise the funds to erect their war memorials.

### Planning: The case for support

Successful projects are well planned with resources carefully organised to achieve an objective.

Prepare a 'case for support' identifying what the funding is for and why it is required. Keep this simple, short and very clear. Personal stories and good photographs help bring your appeal to life but try and keep to one page; be realistic about how much people will read. Please see War Memorials Trust's 'Researching the history of a war memorial' and 'Researching the names on a war memorial' helpsheets for further information.

- State your key objective e.g. repair the war memorial.
- Identify the problem - what is the current problem and why is it urgent and important?
- Be clear about what you are going to do with the money raised. You should have a conservation plan with a detailed method statement, breakdown of costs and good quality photographs available.
- Explain the long-term benefits of the project - people like to give to projects that will live on.
- Highlight the consequences of inaction - explain what will happen if work is not done.
- Add endorsement - the support of the families and friends of those commemorated will bring a voice to your project and the support of important locals will add weight to your cause (e.g. endorsement from the county Lord Lieutenant, the local branch of the Royal British Legion, veteran associations, ex-service organisations, members of the clergy, etc).

### Planning: How to ask

- Be specific in your requests e.g. fixed sums of money.
- Ask for something realistic e.g. ask someone for a sum they can afford to give, do not put people off by asking for too much and making them feel their gift is worthless.
- Think about who is the best person to ask e.g. if you are approaching the Rotary Club do you know someone who is a member who could ask?
- Be clear about the nature of your request. An appeal for a one-off project which has a clear result is often far more likely to be successful than a general approach.
- People like to give to people, particularly for a local project - can you ask face-to-face or via telephone?

**War Memorials Trust 42a Buckingham Palace Road London SW1W 0RE**

**Telephone:** 020 7233 7356/ 0300 123 0764 **Fax:** 020 7834 0202/ 0300 123 0765

**Email:** [conservation@warmemorials.org](mailto:conservation@warmemorials.org) **Website:** [www.warmemorials.org](http://www.warmemorials.org)

**Registered Charity Commission Number:** 1062255

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- Cover as many possible donations methods as possible, individuals make donations in response to: personal and telephone requests; letters; advertising; word-of-mouth; events; street and door-to-door collections; TV/radio/local press appeals.
- Do not just ask for cash - consider asking for materials, labour, sponsorship such as help with postage, help with research, IT etc.
- Find someone with links in your community to champion your cause and raise the project's profile.
- Ask people if they would like to keep in touch with the project, consider sending a regular update or a progress report depending on the length of your project. Make sure people get invitations to any ceremonies or events.

### **Remember**

If you don't ask, you don't know. The worst anyone can say is no; but they might just say yes!  
War memorials are emotive objects. People care and will want to help.

## **Action: Who to ask**

### **Local community/individuals**

- Ask directly (face-to-face or by telephone) and do not be embarrassed to ask for money for a good cause. Organise talks locally about your project (e.g. at church groups, the Women's Institute, the Royal British Legion, local clubs, etc) and do not forget to ask for donations.
- Send short, clear and concise letters to those on your contacts list and add interesting enclosures for further information (e.g. good quality photographs, personal stories, etc).
- Get some collection tins and place within the local community e.g. local pub, Post Office.
- Organise events/activities (e.g. pay-to-come events, sponsored events, lotteries, games, raffles, auctions, etc). Remember that those who cannot help financially may be able to offer time to help organise events.
- Organise door-to-door or street collections - you will need permits from your local authority but it can be an effective way of raising funds and awareness of the project. Remember you will need to organise the collecting, counting and recording of donations.
- Local media from a parish newsletter to a local radio station may be interested in your project.
- Local schools or youth groups could get involved to raise money and involve young people in preserving their local war memorial heritage.

### **Veterans groups**

- They may be able to hold events for you, support the project or help promote your fundraising (please note the Royal British Legion cannot spend its funds on war memorials).

### **Local interest groups**

- Local Rotary/Lions etc may be able to help with fundraising.
- Local history groups may be able to support your research or provide background stories to help you promote your project.

### **Council**

- If you are going to approach the local authority for money, get the names of Councillors, heads of several relevant departments and PR Officers (these are all likely to be involved in the grant-giving process and may generate further contacts or awareness).

### **Families**

- Are relations of those commemorated on the memorial still living in the community or can they be traced? They may want to contribute to a project on the memorial which commemorates their relative.

## Lottery

- Investigate if your project might fit into a National Lottery scheme visit [www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk) or call 0845 275 0000 or seek details of organisations later in the helpsheet.

## Grant-giving bodies/charitable trusts

- Details of grant-giving bodies can be found in the 'Directory of Grant Making Trusts' which is published by the Directory of Social Change and is available for reference in most libraries or accessible online for a fee at [www.trustfunding.org.uk](http://www.trustfunding.org.uk) or by contacting 08450 77 77 07.
- Find trusts that have an interest in war memorials, the Armed Forces/Services, heritage, specific denominations, types of object (e.g. gardens) or your geographical area. Do your research, read all guidelines (where applicable) and then send your application/letter. Do not waste time on funders for which you are clearly ineligible.
- Make sure letters are short (one A4 page maximum), clear, concise and that you enclose all the relevant information as clearly marked supplementary enclosures (e.g. your case for support, method statement, quotes, good quality photographs, etc).

## Companies

- Approach companies which you know have a relevant interest in your project, a strong local connection or a donations policy which fits your project.
- Research the possibility of approaching national or large companies where your project fits their donations policy. Check 'The Guide to Company Giving' (at your local library or online at [www.companygiving.org.uk](http://www.companygiving.org.uk)) for contact information.
- Clearly present your project and explain how the company will benefit from making a donation (e.g. raising their profile within the local community).
- Remember that companies can also provide expertise, staff or materials instead of money.
- Ask for donations personally and back up your request with a short letter and interesting supporting materials (e.g. good quality photographs, personal stories, etc).

## Online research

- Internet searches can help identify funders through geographical location, type of work etc.

## Organisations which may assist war memorial projects

### UK:

- **War Memorials Trust**

2nd Floor, 42a Buckingham Palace Road, London SW1W 0RE, T: 020 7233 7356/ 0300 123 0764,  
E: [conservation@warmemorials.org](mailto:conservation@warmemorials.org), W: [www.warmemorials.org](http://www.warmemorials.org)

- **National Lottery - Heritage Lottery Fund**

Head Office, 7 Holbein Place, London SW1W 8NR, T: 020 7591 6000, E: [enquire@hlf.org.uk](mailto:enquire@hlf.org.uk),  
W: [www.hlf.org.uk](http://www.hlf.org.uk)

- **National Lottery - Awards for All**

T: 0845 600 2040, W: [www.awardsforall.org.uk](http://www.awardsforall.org.uk)  
Contact for your regional office address

- **Funds for Historic Buildings**

W: [www.ffhb.org.uk](http://www.ffhb.org.uk) (This is a website only service)

- **Heritage Funding Directory**

[www.heritagelink.org.uk/fundingdirectory/main/fundinghome.php](http://www.heritagelink.org.uk/fundingdirectory/main/fundinghome.php)  
(This is a website only service)

## England:

- **English Heritage**

1 Waterhouse Square, 138-142 Holborn, London EC1N 2ST, T: 020 7973 3000,

W: [www.english-heritage.org.uk](http://www.english-heritage.org.uk)

- **The Council for the Care of Churches**

Church House, Great Smith Street, London SW1P 3NZ, T: 020 7898 1866,

W: [www.churchcare.co.uk](http://www.churchcare.co.uk)

## Scotland:

- **Historic Scotland**

Historic Buildings Repair Grant Team, Longmore House, Salisbury Place, Edinburgh EH9 1SH,

T: 0131 668 8801, E: [hs.grants@scotland.gsi.gov.uk](mailto:hs.grants@scotland.gsi.gov.uk), W: [www.historic-scotland.gov.uk/grants](http://www.historic-scotland.gov.uk/grants)

- **The Church of Scotland**

121 George Street, Edinburgh EH2 4YN, T: 0131 225 5722, W: [www.churchofscotland.org.uk](http://www.churchofscotland.org.uk)

## Wales:

- **Cadw**

Welsh Assembly Government, Plas Carew, Unit 5/7 Cefn Coed, Parc Nantgarw, Cardiff

CF15 7QQ, T: 01443 336000, E: [cadw@wales.gsi.gov.uk](mailto:cadw@wales.gsi.gov.uk), W: [www.cadw.wales.gov.uk](http://www.cadw.wales.gov.uk)

- **The Church in Wales**

39 Cathedral Road, Cardiff CF11 9XF, T: 029 2034 8200, W: [www.churchinwales.org.uk](http://www.churchinwales.org.uk)

## Northern Ireland:

- **Northern Ireland Environment Agency**

Historic Buildings and Monuments Team, Waterman House, 5-33 Hill Street, Belfast BT1 2LA,

T: 028 9054 3095, E: [bh@doeni.gov.uk](mailto:bh@doeni.gov.uk), W: [www.ni-environment.gov.uk](http://www.ni-environment.gov.uk)