



# Guidance on Applying for funding for BfN activities

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<b>Author:</b>	Business Development Team Shereen Fisher, Sarah Edwards & Kate Meads		
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<b>Links or overlaps with other strategies/policies:</b>			
Articles of Association			
BfN Code of Conduct			
BfN Strategic Business Plan 2013-2016			

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If you are thinking of applying for funding in the name of the Breastfeeding Network it is important that you read and familiarise yourself with the following guidance.

## Introduction

The BfN is keen to support its members to apply for local funding to help support their activities. For example;

- Volunteer training
- Supervision costs
- Costs for Running local drop-in groups
- Study days to support learning and motivate volunteers
- Breastfeeding Happily Here Schemes

The Business Development Team is here to assist you; however we do have limited resources, so the more you can do locally the better. You can contact us on [development@breastfeedingnetwork.org.uk](mailto:development@breastfeedingnetwork.org.uk)

It is important to remember our Code of Conduct, specifically our obligation to abide by the WHO code, and to look at our Guidelines for the Acceptance or Refusal of Donations when you are looking for appropriate funding to apply for.

Here is some more guidance to help you know where to start looking for funds;

## Finding Funding

Speak to your supervisor/other volunteers or local project manager/coordinator (if there is one) to see what has already been tried in your area and what the consensus is on funding needs.

### 1. Search for your nearest Voluntary Action Group.

Most areas have a *Voluntary Action Group* that is set up to help support voluntary organisations. You should be able to register/sign-up for free and receive local information. They usually have lots of useful contacts and often send a monthly/weekly e-newsletter with lists of local/national funds that may be available to apply for. To find your nearest group, browse your search engine e.g. Reading voluntary action - and see what comes up. In your local council may run free training courses such as safeguarding/1<sup>st</sup> Aid training/Mental health awareness/Domestic Abuse/Smoking Cessation – all things that could provide local volunteers with additional skills and count as study days (this is called '*value in kind*'). In addition to this your local voluntary action group may hold fee study days on how to write funding proposals.

## 2. Look at information from local grant funders

There are many small organisations which give money as grants to charities and organisations across the UK. Some of these fund activities in just a small local area and others offer funding nationally. You may find you have greater success with grant funders who specifically want to fund projects that have an impact on your local community. The amount of funds they will give varies so it is always worth checking what their maximum grant is to see if it would cover the work you are hoping to do.

## 3. Search your local Councils website for council funding opportunities

- Most local *Borough Councils* will have an annual funding/grant making page e.g. [http://www3.rbwm.gov.uk/info/200156/community\\_grants/728/grants\\_to\\_voluntary\\_organisations/2](http://www3.rbwm.gov.uk/info/200156/community_grants/728/grants_to_voluntary_organisations/2) so search for your local one.
- In addition small towns or cities may have separate *Town Council Grants*
- *Value In Kind* - In your local council may run free training courses such as safeguarding/First Aid training/Mental health awareness/Domestic Abuse/Smoking Cessation – all things that could provide local volunteers with additional skills and count as study days.
- Most councils have some funding for Voluntary and Community Organisations and they will have links to your local voluntary action group.
- Try and get to know local councillors and ensure they know about BfN.

## 4. Speak to your local NHS Board, Clinical Commissioning Group (CCG), Public Health Lead, Health and Social Care Integration Joint Board, Councillor or Children's Centre Managers to see if they would consider funding your proposals?

If they are interested in funding a project try and arrange an informal meeting to discuss your ideas. They may want you to write a business case. Contact the Business Development Team to help with this [development@breastfeedingnetwork.org.uk](mailto:development@breastfeedingnetwork.org.uk)

### What do these groups do?

CCG's (Clinical Commissioning Groups) run local health services i.e. your GP practice, general health care and maternity services in hospitals. They also usually pay for postnatal early midwifery services like the visits you get before being handed over to your Health Visitor.

Public Health services are now delivered through your local Council. The Council also provides services to the community like those delivered through Children's Centres. When a new mum's care is

handed over to the Health Visitor, this service from this time on is paid for by the Council. Councils are facing large budget cuts and have less money to spend on Public Health and things like your local Children's Centre.

In Scotland Public Health and Children's services may be delivered by both your local NHS Board and the new Health and Social Care Integration Joint Board.

#### **When you think you have a suitable funder;**

- Read the BfN Fundraising Guidance and our Funding Policy Statement to ensure the funder is suitable
- Contact the Business Development Team to discuss your ideas and work out costs (there will always be a cost impact on BfN centrally – for example finance team managing costs/payments and producing a budget report. So the Business development team will ensure the costs are accurate) [development@breastfeedingnetwork.org.uk](mailto:development@breastfeedingnetwork.org.uk)
- Check to see if they fund larger organisations like us with an income over £1.4 million
- Look to see if your idea and the BfN aims meet the funders criteria
- Always look to see what they 'do not fund' and look at examples of things they have funded (this can save you a lot of wasted time)
- Think about the project and how you would describe it. (what you want to do/why you want to do it/how you will do it/what the outcomes will be/how you will measure and report on what you have done)
- If you have 'evidence of need' make sure you show this
- List the 'Outcomes' – the difference you will make and see if it matches the funders criteria
- Check out deadlines to make sure they are realistic for submitting an application, it can take at least 6 weeks to get the feedback and approval needed from finance and the business development team before your application can be submitted
- We can provide you with examples of previous funding applications which you might find useful
- Check who needs to sign your application, most often it will need to be one of our Directors, our CEO or a member of the Business Development Team

#### **Why do I need to notify the Business Development Team?**

If you are looking for funding for BfN it is important that the charity knows about it. This is because as a result of applying for funding there is a both a monetary and contractual relationship with the charity, distinct from the individual who has applied for the funding. There may also be implications for costs, insurance and ongoing support required, so it is important that centrally we are aware of all funding being applied for.

Also, we need to be sure that we are coordinating our applications across the charity as funders rarely accept more than one application from an organisation.

If you have any questions about this guidance or applying for funds please contact the business development team on [development@breastfeedingnetwork.org.uk](mailto:development@breastfeedingnetwork.org.uk)

Submit your fundraising plan to the business development team so they can offer support and share information about how to work out costs and then help you work with the central finance team to agree costs and to manage funds. Every funding application, even if it is a local funder, needs to be approved by the Business Development Team before it can be submitted.

### **Restrictions**

The BfN is very proud of the fact we abide by the World Health Organisation (WHO) International Code on the Marketing of Breastmilk Substitutes. This means we can't accept donations (financial or otherwise) from any organisation that breaks the WHO code by inappropriately promoting breastmilk substitutes (Infant or follow on formula), other food/drinks designed to replace breastfeeding or teats and dummies.

This can sometimes make fundraising harder but it is something we feel very strongly about and we believe it means we can support families in the knowledge that we are free from any commercial influence.

You can find out more about the WHO code here - <http://www.unicef.org.uk/BabyFriendly/Health-Professionals/The-Code/>

If you have any concerns or are offered money from a source that may violate the WHO Code or BfN Code, please contact the Business development team who can support you.

The BfN Articles of Association prohibits members setting up separate branches or bank accounts for the receipt of funding. This is in order to safeguard the charity, its members and those who are supported by us.

Our Guidelines for the Acceptance and Refusal of Donations also gives support with thinking about funding sources and if they would be acceptable

If your funding application is successful you would get support from the BfN to manage the budget and get the work set up.