

# Lunch and Learn Cash, Community & Collaboration

## **Briefing: Cash, Community & Collaboration**

This briefing was written as part of a Student Hubs and NUS Lunch and Learn webinar, delivered as part of the preparations for Student Volunteering Week 2015. It has been designed to help volunteering teams with fundraising, community and collaborative projects.

## Cash

Although there are many volunteering activities that happen with little or no budget, often it's necessary to allocate funds to a project. Many volunteering teams are limited in their activities due to lack of funding, so we've pulled together some advice and information here to help with your fundraising.

Remember: 'gifts in kind' can be just as valuable as cash contributions – think about the value of something being donated to your project. For example, free room hire saves you having to pay for it.

### Different types of fundraising

- Grants
- Contracts
- Sponsorship
- Events

**Grants** - These are funds given, usually for a specific project or purpose. These are not loans and so do not need to be paid back. E.g. the SVW project grants

**Contracts** - Contracts are legally binding agreements between two or more parties, where each gives something of value to the other. In the case of fundraising, this is usually a sum of money paid by one party in return for a certain project or other activities to be carried out by the other.

**Sponsorship** - A commercial agreement between two parties where there is some mutual benefit (e.g. the sponsoring business might benefit from an enhanced corporate image, publicity or access to their target customers).

**Events** – organising an event or activity to raise funds. These are often to fundraise for charities, but fundraising for project work or for a specific goal for your volunteering team is acceptable too. There's a document about fundraising events ideas in the Further Reading at the end of this document.

### Who are the funders?

There will be internal project funds or pots of money available that you may be able to access. Additionally, if you're working in a university or college setting, ask around for other internal funding opportunities.

Externally, the main funders for volunteering activities are:

- Charitable trusts/foundations
- Government
- Corporate/commercial
- Individuals

**Charitable trusts/foundations** – usually would fund a project based around a specific cause that is related to the organisation's values. For example if you were running an environmental project, look to environmental charities and trust funds.

**Government** – for your volunteering activities, local government is the best place to start. Talk to people and work out what the local council is prioritising at the moment. Lots of funding is available for community work. Many governments are moving from grant to contract funding at the moment.

**Corporate/commercial** – they offer grants, contracts, and sponsorship. It's important here to find common ground and work out what the business gets out of the relationship.

**Individuals** – in educational settings there is a great opportunity to work with alumni who care about their university, college, or even a specific project, and ask for donations. Work with the Alumni team if you can ask this will help.

### How to fundraise

- Research
- Making the ask
- Outcome

**Research** - What is it you need? Why do you need it? Identify and understand possible funding sources for your cause by researching a fund/funder in detail.

Making the ask - Apply the most appropriate method of approaching the funder to submit your application. For example, this might be in the form of a written proposal, a face to face meeting or an application form.

Outcome - Unsuccessful - Be sure to ask the funder for feedback, as this can help you improve your application next time.

Successful - You will need to monitor the project, evaluate its successes and learning points, and report back to the funder. Build a relationship with the funder by keeping them up-to-date on the progress of the project. Learn from the successes and failures of the project to make it 'bigger and better' next time!

## Community

'Community' is at the heart of most student volunteering in some way, whether that's working with the non-student community members, or doing things on campus to create more of a community vibe. It's important when thinking about community to consider the different people that you're talking about. One way of thinking about this is to use NUS' Communities Matrix:

Administrative communities – for example, the university, or placement students. These are usually time bound and 'administrated' in some way.

Communities of Interest – these are sports clubs, interest societies, groups who like the same thing.

Communities of Identity – faith, sexuality, gender.

Communities of Location – living in halls of residence, being from a different place, studying on a separate campus.

These aren't the only way to define different communities, but they help to think about different people and different ways of grouping them.

An individual can be a part of multiple communities at the same time, and they will feel more of an affinity to some, rather than others.

It also challenges you to consider whether it's important that someone *knows* that they're part of a community. For example if someone is from an area within your town, they don't feel part of that community but *you* define them as an 'East Londoner'. What does this mean when you're thinking about community projects?

You can also think about who your **stakeholders** are for SVW. A Stakeholder is anyone who has an interest in your campaign. This could include funders, partners, students, the general public, press, senior management etc. Before you start planning your activities, it's worth recording these four things:

1. Who are your stakeholders?
2. What are their expectations?
3. What do they need to know?
4. How, and how often, will you communicate with them during the planning and delivery?

## Collaboration

Student Volunteering Week is a positive, interesting and exciting campaign that is great for collaborative working. Collaboration can happen between:

- Societies, sports clubs, fundraisers, and volunteers
- University/college and SU volunteering teams
- University and local colleges/schools
- Multiple unis/colleges city-wide/regionally
- Universities/colleges and local charities, social enterprises and/or businesses

We've got some top tips for collaboration from Ben Butler who works at City University Volunteering, and project managed the successful London Student Volunteering Fortnight in 2013:

1. Understand **why you are going to collaborate** and what benefits you're likely to

gain from it. Otherwise it can feel like a lot of thankless work!

2. Clarify **the terms of your collaboration** – what does each partner need to bring to the table? Mix-ups at this stage have a tendency to multiply themselves out as the project continues.

3. **Don't 'take control'** of the project. I requested and earned permission to be "Taskmaster General" – ensuring that people did what they said they would.

4. **Meet up**, in person, as frequently as your schedule will allow

5. Have a **project outline**, making clear who is responsible for each action and by when. Check it weekly and follow up anything that is lagging. Set out time in your calendar to chase up agreed actions

6. Divide into **geographical regions**, but ensure there's clarification and agreement around who has ultimate say-so for what happens in your region.

7. Share out responsibilities **equitably**

8. **Compromise** on the stuff that doesn't matter so much – once you delegate responsibility you lose the ability to have things go exactly as you would want.

9. **Thank people** relentlessly

10. **Evaluate** the collaboration as part of the process

11. **Have fun** – it's hard but rewarding and when you can all claim a little bit of success it feels great!

## Further information

This briefing was created following a Student Opportunities Lunch & Learn webinar that took place on 20<sup>th</sup> November 2014.

## Further reading

The [Student Volunteering Week website](#) is a good place to start!

### [Funding Central](#)

"[How to collaborate with other sectors](#)" from The Guardian

[Student Opportunities Resource Hub](#) has information about volunteer management and fundraising.

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