

eastside

Newsletter

October 2006

Welcome to our October newsletter. In this issue we present funding opportunities, a selection of upcoming events and we profile emerging trends in online fundraising...

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- Townscape Heritage Initiative: deadline October 17
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- Everyclick and Give or Take

EDITORIAL: Clicking and Giving

Some of the most successful online business models of the private sector are being tried in the charity sector. A new breed of dot-coms is enabling organisations to boost their unrestricted income by diverting some of the private sector's internet millions to registered charities.

Two such ventures have recently grabbed the attention of Eastside: giveortake.com and everyclick.com. **Give or Take** is a shopping site that donates a small percentage from every online purchase to a charity of the buyers choice. Meanwhile, **Everyclick** hopes to displace Google as the go-to search engine for web users; it donates to the user's favourite charities 50% of the revenue it gains from 'every click' and online shopping.

Can these "micro-donations" really add up to much for smaller organisations in our sector? Those who can elicit a small change in the behaviour of their supporters by asking them to do their searching and online shopping through the new services may be able to build a long term funding stream for themselves. No monitoring, no measuring outcomes and no impressing funders required.

It may still be too early to determine the long-term impact of these online fundraising ventures but for those who find making charitable donations cumbersome, everyclick.com and giveortake.com present a convenient way of giving.

We would be interested in hearing some of your opinions on these and other online fundraising ventures.

SQUARE EYE



Square Eye is a web and print design company which provides an affordable and high quality service to the arts and voluntary sector. www.squareeye.com

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CONSULTING

Eastside Consulting provides business planning and strategic fundraising to assist social enterprises and charities become economically sustainable.

The newsletter was compiled
by Emanuel Akwivu.

Funding Alerts

Hanson Environment Fund: deadline October 16th

The Royal Society of Wildlife Trusts is accepting applications for financial assistance to improve local amenities and to safeguard biodiversity. Maximum amount - £25,000.

<http://www.hansonenvfund.org/welcome.php>

Townscape Heritage Initiative: deadline October 17th

The Heritage Lottery Fund is providing financial assistance to support communities in regenerating the historic parts of their towns and cities. The maximum amount is £2,000,000.

<http://www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes>

King's Fund GlaxoSmithKline Community Health IMPACT Awards: deadline October 19th

Financial awards open to registered charities to recognise their work in the field of community health. Maximum amount - £30,000.

http://www.kingsfund.org.uk/funding/gsk_impact_awards/index.html

Access to Justice Grant Programme: deadline November 10th

Financial assistance for projects connected with the civil justice system up to £200,000.

http://www.nuffieldfoundation.org/gol/grants/accesstojustice/page_57.html

Shell Springboard Awards 2006: deadline November 10th

Shell Springboard's competitive award programme is available to private sector companies based in the UK for the most innovative and commercially viable business plan, product or service which will lead to a reduction in greenhouse gas. Maximum amount - £40,000.

<http://www.shellspringboard.org/?c=1>

Children's Play Programme: deadline November 13th

The Lottery is providing financial assistance for projects that meet children's play needs in local authority areas.

Minimum amount allocated to any local authority - £200,000.

http://www.biglotteryfund.org.uk/programmes/childrensplay/childrens_play_alloc.htm

Home Office Connecting Communities Plus Grant: deadline November 15th

Financial assistance is available to voluntary and community organisations which aim to increase race equality and improve community cohesion. Maximum amount - £450,000.

www.go-se.gov.uk/gose/peopleSusComms/vcs/connectingComms/

Ashden UK Awards 2007: deadline November 21st

Ashden Awards scheme recognises and rewards organisations that generate renewable energy or enable the provision of energy efficiency at a local level and scale anywhere in the UK. Maximum amount - £30,000.

<http://www.ashdenawards.org/>

Events

Community Regeneration Conference: Oct 20

Conference hosted by the Brunel University WestFocus Social Inclusion Network that will provide a forum for debating the role of social enterprise as a means for community regeneration.

http://www.westfocus.org.uk/WestFocus/n1n2_News_Archive.aspx?cid=2006092510174710772048

Building Sustainable Corporate And Voluntary Partnerships: Oct 31

Network with both charities and companies and learn about successful partnerships.

<http://www.haymarketevents.com/conferences/?fuseaction=eventIntro&eventID=2323>

Performance Improvement for Mentors: Oct - Nov (nationally)

Free interactive one-day training course for infrastructure workers to support frontline voluntary and social enterprise organisations with performance improvement.

www.performancehub.org.uk/givingsupport

Rural Social Enterprise Conference 2006: Nov 22 - 23

Plunkett's National Rural Social Enterprise Conference is open to anyone with an interest in the development of social enterprise in rural areas, particularly its relationship to the local food agenda.

<http://www.plunkett.co.uk/rse6/>

CAF workshop programme

Workshops will take place around the country from October 2006 to February 2007 covering a range of topics e.g. online fundraising and fundraising promotion strategies.

<http://www.cafonline.org/Default.aspx?page=11695>

eastside
CONSULTING

The Old Truman Brewery - 91 Brick Lane - London E1 6QL

(t) 020 7770 6144 - (f) 020 7770 6144

richard@eastsideconsulting.co.uk - www.eastsideconsulting.co.uk