



# Micro Funding And Sustainability

John Aitken – Ambition for Ageing Rochdale



# Topics to Cover

- Micro-funding benefits and opportunities
- Challenges and risks
- Rochdale's experiences
- Examples of sustainability
- Where did you access guidance, what did you do
- Useful resources



# Group Feedback 1

What are the opportunities / benefits of Micro-funding / Small Grants?



# Micro-funding...The Opportunities

- Smaller amounts of money to deliver activities in communities
- Opportunities for small / micro groups to play a part in local landscape
- Provide small communities the autonomy to address local issues
- Test / learn, tradition of seed funding and piloting new approaches
- Flexibility, not tied down to running a building, not a full time occupation
- Value for money, much less risk of misuse and can allow for a co-production approach
- Thematic, can be scaled up



# Group Feedback 2



Describe two biggest / most effective outcomes identified in your local area?

What were the challenges you experienced?



# Micro-funding – The Challenges



- Integrity of groups - are they doing it for the right reason do they have the right skills (Governance)
- Not asking for support / not knowing where to access support
- Projects unable to have the capacity to meet demands
- Finding the time to evaluate activities as well as deliver
- Sustainability, not having the confidence / experience of writing funding applications
- Risk management





# Rochdale's Experience

- Increased Capacity and Filled in the Gaps (Smallbridge / Firgrove)
- Generated a lot of new groups
- Reducing burden on existing services
- All about the locality
- Emergence of social prescribing
- Ability to replicate, easier to set up and use in other areas
- Test and learn approach
- Working towards Age Friendly status as a borough
- Maximised partnership approaches
- Groups learning new skills, bid, writing, roles and responsibilities



# Group Exercise



- What approaches have you used to sustain projects / activities?
- How did you go about getting resources to sustain activities? What support did you access?





# Sustainability Examples



- Many groups are planning to apply to larger grants as they expand, for instance Awards for All
- Availability of small grants locally, e.g. Township and small grants via new CVS
- To use methods such as pay as you feel, or ask for membership contributions
- Asset based approach is increasing sustainability, more demand such as venue hire is helping groups to run





# Useful Resources

- Funding Central [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)
- CVS funding bulletins
- Where possible use the infrastructure support available . E.g. local CVS
- Further reading – [www.biglotteryfund.org.uk/research/making-the-most-of-funding/exit-strategies-and-sustainability](http://www.biglotteryfund.org.uk/research/making-the-most-of-funding/exit-strategies-and-sustainability) (Thematic Review Project Sustainability)
- State of the sector – provides overview of groups and orgs

