



Briefing Note – Fundraisers

Date 17 November 2025
Prepared by Town Clerk

1. BACKGROUND

- 1.1. Town councils, community groups, and local businesses are navigating a challenging economic climate shaped by inflation, funding pressures, and the urgent need for climate adaptation. Collaboration and innovation are key to resilience.
- 1.2. The UK's economic landscape presents both obstacles and opportunities for town councils, community groups, and small businesses. Rising costs, constrained public budgets are reshaping local priorities and ways of working.
- 1.3. Local councils and community groups in the UK are increasingly reliant on grant funding to sustain services, drive innovation, and meet community needs
- 1.4. Many community organisations now serve as delivery partners for local authorities, especially in areas like youth services, food security, and mental health.

2. EMPLOYING A FUNDRAISER

Benefits

- 2.1. Fundraisers bring deep knowledge of funding landscapes, including government grants, trusts, foundations, and corporate sponsorships.
- 2.2. They help align fundraising efforts with your mission, goals, and capacity, ensuring long-term sustainability.
- 2.3. A skilled fundraiser can diversify income streams, reducing reliance on a single source.
- 2.4. They often unlock larger and more consistent funding, including multi-year grants and high-value donors.
- 2.5. Fundraisers free up staff and volunteers to focus on service delivery by handling the complex, time-consuming aspects of fundraising.
- 2.6. They streamline processes like proposal writing, donor stewardship, and reporting, improving success rates.
- 2.7. Fundraisers cultivate strong relationships with funders, donors, and partners, enhancing your reputation and reach.
- 2.8. They often bring existing networks and know how to leverage storytelling and impact data to inspire support.

- 2.9. They ensure grant compliance, timely reporting, and effective monitoring—critical for maintaining funder trust.
- 2.10. Their work supports transparency and accountability, which strengthens governance.

Disadvantages

- 2.11. Salary and overheads can be significant, especially for experienced fundraisers. For smaller organisations, the cost may outweigh the short-term gains if fundraising targets aren't met.
- 2.12. Fundraising is often a long-term strategy. It can take months to build relationships, submit proposals, and secure funding.
- 2.13. Both these issues can be addressed by outsourcing a fundraiser from an established organisation.
- 2.14. Expectations for quick returns may lead to disappointment or pressure on the fundraiser. This can be avoided if expectations are managed.
- 2.15. If not well integrated, fundraisers may pursue funding that doesn't align with the organisation's mission or priorities.
- 2.16. Fundraisers require support with data, reporting, and compliance. Without proper systems, this can strain staff and resources.
- 2.17. Poor coordination can lead to missed deadlines or funding opportunities.

3. PROPOSAL

Sandown Town Council and Community Groups

- 3.1. Recent grant funded initiatives have enabled the council to deliver projects which would not otherwise have delivered such as the 2g MUGA at Sandham Grounds and the wooden activity equipment at Sandham Grounds. However, they take up a great deal of staff time and resource.
- 3.2. A local organisation has the capacity to outsource an experienced Fundraiser. The Town Council could utilise this resource to bring forward grant funding both for Town Council Projects and community groups in Sandown.

International School of Rewilding

- 3.3. Similarly, a fundraiser with experience successfully securing funding for projects similar to the International School of Rewilding has been identified and could be engaged to identify and apply for funding to deliver the project.

4. FINANCIAL IMPLICATIONS

Sandown Town Council and Community Groups

- 4.1. Engaging a Fundraiser to secure funding for the Town Council and local community groups would cost £15,590 for 15 hours a week or £23,780 for 22 hours a week in year one. Incidental costs for the year would be between £2,000 and £3,000.
- 4.2. There is an underspend forecast in the staffing budget as the new structure was implemented latter than budgeted. As such, there are monies in this budget to fund a fundraiser for either 15 or 22 hours.

International School of Rewilding

- 4.3. The contract identified for work in relation to the ISR has been costed at £30,493 plus VAT.
- 4.4. It is proposed this is funded from the Place Plan/Town Improvement Budget line across two budget years (2025/26 and 2026/27).
- 4.5. Taking into account the monies brought forward from the 2024/2025 unspent budget to fund projects that rolled into the current financial year, this would not put pressure on the current budget envelope for Place Plan/Town Improvements.

5. LEGISLATION

- 5.1. The Town Council holds General Power of Competence as provided by the Localism Act 2011 (Chapter 1, Sections 1 – 8)^{1 2}

6. LEGAL IMPLICATIONS

- 6.1. There are no direct equality and diversity implications relating to this decision. However, this will need to be assessed on a project-by-project basis.
- 6.2. There are no direct Crime and Disorder implications relating to this decision. However, this will need to be assessed on a project-by-project basis.
- 6.3. There are not biodiversity implications relating to this decision. However, this will need to be assessed on a project-by-project basis.

7. RECOMMENDATION FROM FINANCE COMMITTEE

- (i) THAT Council appoint a Fund Raiser through a local organisation for 15 Hours per week at a cost of £15,590 with incidental costs for the year would be between £2,000 and £3,000 for the period of one year.
- (ii) THAT Council contribute £30,493 to facilitate the International School engaging the identified fundraiser.
- (iii) THAT £15,246.50 be funded from the 2024/2025 Place Plan/Town Improvements underspend and £15,246.50 from the Place Plan/Town Improvements budget for 2025/2026.

¹ [Localism Act 2011 - Explanatory Notes](#)

² [The Parish Councils \(General Power of Competence\) \(Prescribed Conditions\) Order 2012](#)