



Realistic Budget

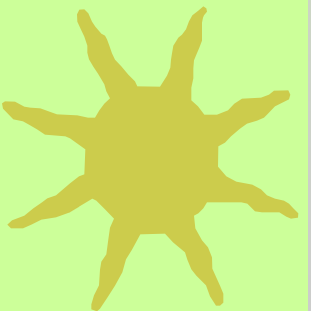
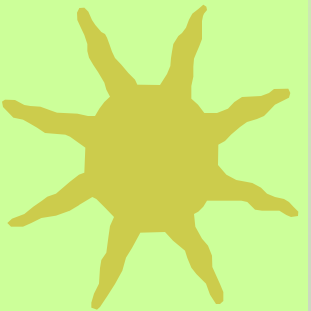


- What can be done for free or by volunteers?
- It's OK to charge for an event or to ask for donations eg for food
- It's amazing how many people will donate goods and services for a good cause if you ask!
 - eg food outlets, local musicians, local radio (PA)
- Companies more likely to fund events than running costs of group – build this in to budget
 - > Essential costs



Funding!!

- Money from different sources
- Match funding
- Support
in kind





Support in kind



- Venue
- Refreshments – Co-op vouchers, local supermarket, Traidcraft, local FT café etc
- Printing costs –
 - local printers,
 - Council,
 - local business
- PA system –
 - local radio, DJ, bands





Sponsorship 1



How will your event be of benefit to the company you approach?



Fairtrade = fair, ethical, local community, inclusive

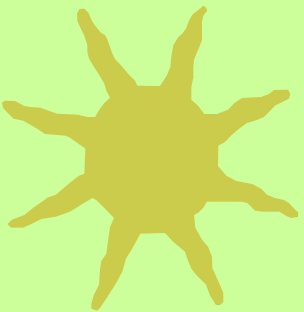


Highlight other positive factors eg children/youth involvement, hard to reach groups

If similar event has been run before, include pictures and brief report on impact and success



Sponsorship 2



Think wider than the obvious: law firms, construction, accountants etc

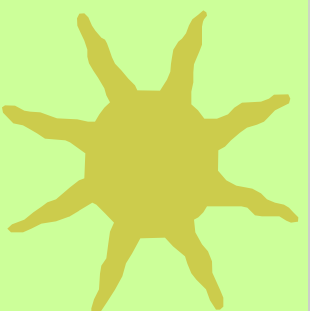
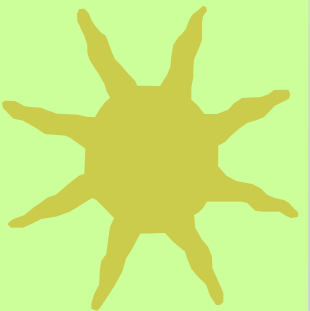
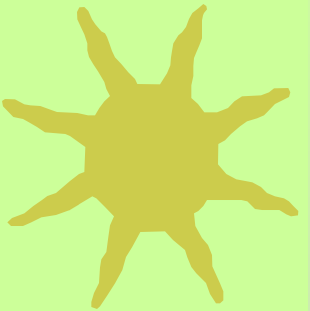
- CSR
- local community involvement

Business breakfast?





Partnership



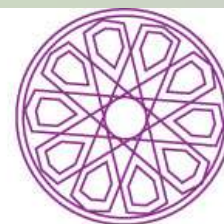
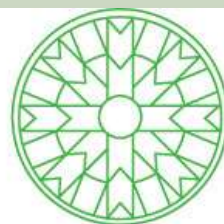
Excellent way to reach new audience!

- * Other sustainability groups
- Other charities
- Local café or venue
- Local college or University
- Other Fairtrade groups



Conclusions

1. Be realistic
2. Think wide
3. Partnership is key
4. Build on good contacts
5. Fairtrade is a positive 'cause' to support



MAKE YOUR MONEY COUNT
Ethical Finance Conference 2012