

OUR GROUP IS READY TO ROLL, BUT HOW DO WE RAISE MONEY?

FINANCING YOUR YOUNG FARMER GROUP

You are passionate about your vision and have a team ready to make a difference. But, you need money, money, money to help finance your group's activities. So, where do you start?

This factsheet introduces a range of funding models to point you in the right direction to raise the much needed cash for you to deliver on your 'why'. Be sure to download the full [Young Farmer Group Guidebook](#) for a more detailed explanation of the methods and processes involved in raising capital.



Before you start..... do you need to raise money?!

Raising finance takes time and effort. So the most important first question to ask yourselves is whether you need to...

It sounds simple, but it is important to reflect on your objectives and the amount of money needed to achieve this before jumping in.

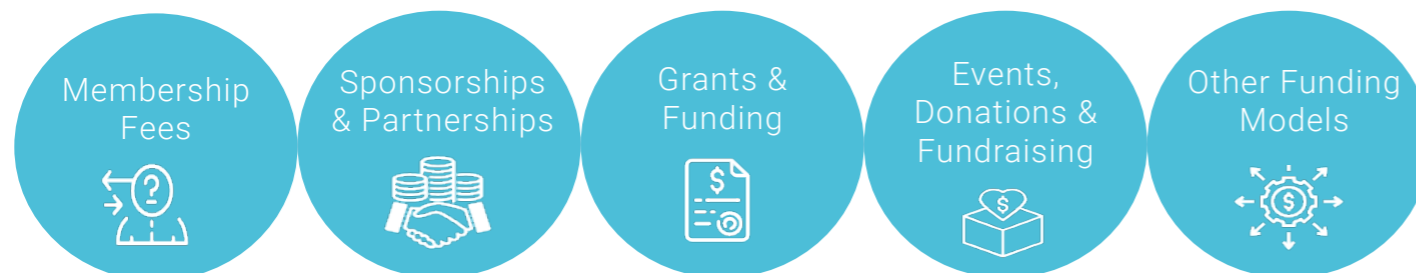
How do we raise money?

Your young farmer group can raise the capital it needs in many different ways. You can focus on one model or use a hybrid approach.

The key to getting this right is not in focusing solely on the funding model, but understanding how to think beyond it in order to unearth a sustainable way in which your group can operate now and into the future.

Your **group's structure** is important when considering raising money as it will directly affect the sources of funding available to your group.

We will focus on the following funding options to help you start your journey:



1 Membership fees

Introducing a membership model is where individuals pay to access the value or benefits of your young farmer group.

Consider the following:

1. Who are your future members?
2. What are the benefits of membership?
3. Will you have a one-sized fits all approach?
4. How much will a membership cost and how often will you charge?
5. Do you need specific membership software?
6. How will you attract new members?
7. How will you keep existing members happy?



Sponsorship process

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Sponsorship and partnerships

There are different types of sponsorship types depending on the length and focus of the relationship. For example, a founding sponsorship could be an annual payment over three years, an event/cause sponsorship centred around a specific time of year, or a project/program sponsorship centred around a particular activity.



But no matter the type you have to give something back to the sponsor. Think in terms of sponsor inclusions (what you offer in return for sponsorship money) and benefits (the value for them - hint: it must be attractive!).



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Grant funding

Grants are a sum of money awarded to individuals or organisations by government and non-government bodies.

Before applying for funding consider the following:

- Does the funding align with your group’s vision and goals?
- Do you have the skills and the capacity for management and reporting of the grant?



Grant process

1. **FINDING:** Paid and free databases include Community Grants, Farm Table, Grant Guru and Funding Centre.
2. **APPLYING:** Check eligibility, get in touch with listed contact, be clear in responding to funding criteria.
3. **BUDGETING:** Be honest, open and realised about proposed expenditure (inc. project management and volunteer labour).
4. **ADMINISTERING:** Negotiating and accepting a grant contract.
5. **MANAGING:** Managing and monitoring progress against contract.
6. **ACQUITTING:** Truthfully reporting on expenditure and outcomes.

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Events, Donations & Fundraising

We have an [entire section](#) devoted to planning events, so we will concentrate on donations and fundraising more specifically here!

Before jumping into the fundraising game, your young farmer group will need to make necessary preparations to receive donations as fundraising laws can be tricky:


- [What to do before receiving donations](#)
- [What you’ll need when the donations arrive](#)

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New and old ways of raising capital

Crowdfunding is an online fundraising campaign for a specific project and target. Once you set a target amount, people pledge to you and often they receive some form of reward in exchange.

Learn more about other financing models - inc. social or environmental impact investments, microfinancing, community finance, new lending practices, social impact bonds, debt and equity financing - [here](#).



- [Young Farmer Group Guidebook](#)
- [Sponsorship Proposal Template](#)
- [What makes a good grant application? \(Community Grants\)](#)
- [Receiving donations \(Funding Centre\)](#)
- [Fundraising \(NFP Law\)](#)