

ActionFunder [↗](#)

MONTHLY COMMUNITY DROP-IN

FIND FUNDING FOR YOUR COMMUNITY PROJECT

Welcome! Let's walk through how ActionFunder
works and how to apply for funding

Today's agenda

- 01 Who we are
- 02 How ActionFunder works
- 03 Who is eligible for funding
- 04 Live demo
- 05 Match criteria
- 06 Types of funds
- 07 Video pitches
- 08 What makes a good project
- 09 Getting funding-ready
- 10 Help centre & support

01 WHO WE ARE

A simpler way to fund community projects

ActionFunder connects non-profits with local funders, making it faster and simpler to find and receive funding.

We work with businesses, local authorities and foundations who want to invest in their communities, and help organisations like yours access that money. We believe finding funding shouldn't be a full-time job.

TRUSTED BY FUNDERS & PARTNERS

accenture

Balfour Beatty

Wates



ballymore.

getliving

SNG

suez

Pennon



APCOA
PARKING

JCDecaux



£10m +

Distributed to community projects

3m +

People benefitted from funded projects

5,000+

Published projects



£4k

Average grant amount

300+

Funds launched

30,000+

Community volunteers engaged

From project to funding in four steps

1 Sign up for free

Create your account in minutes to access funding from businesses ready to support local impact.

2 Upload projects and secure funding

Create your project. One application opens the door to multiple funding opportunities.

3 Get matched with funding opportunities

Tell us what you do and where you work to help us match you with funders whose goals align with yours.

4 Celebrate your impact

Simple project updates and consistent reporting make it easy to prove the difference your work is making.

The image displays a 'Non-profit sign-up' form and a corresponding profile card. The form has four input fields: 'Organisation name', 'Primary contact name', 'Email address', and 'Password'. Below the form is a purple button with a right-pointing arrow and the text 'Easy to get started'. The profile card, titled 'Help in Hand', features a green circular logo with the text 'Help in Hand'. It includes a 'Verified' status with a blue checkmark icon, the location 'Bradford, UK' with a location pin icon, and an 'Edit profile' button with a pencil icon.

Non-profit sign-up

Organisation name

Primary contact name

Email address

Password

Help in Hand

Verified

Bradford, UK

Edit profile

➤ Easy to get started

03 WHO IS ELIGIBLE & WHAT WE FUND

Who's eligible - and what gets funded

ELIGIBLE ORGANISATIONS

Registered charity

Community interest company

Social enterprise

Community group

Faith group

School

Local authority

Council

And more

CAUSES WE FUND

 Arts & Culture

 Animal Welfare

 Education & Employment

 Climate & Nature

 Food Action

 Mental Health & Wellbeing

 Neighbourhood

 Physical Health & Sport

 Poverty & Homelessness

 Sustainable Production

If your project benefits people or the planet in a specific place, there's likely a fund that could support it.

TO BE ELIGIBLE YOU MUST BE

- ✓ Based in the UK
- ✓ Constituted
- ✓ Have an organisation bank account
- ✓ Working on a project that benefits a local community

Individual applications aren't eligible — funding is for organisations only.

04 · LIVE DEMO

Let's go live

- ☰ Your dashboard
- 🔍 Browse funds
- 🔗 Match criteria
- ⊕ Create a project

Two ways funds work

⚡ Classic (Auto Apply)

Projects are automatically applied

WHAT YOU DO

If your project has been automatically applied to the fund then sit back and relax! You may choose to edit your project to align better with the fund.

- ✓ Automatically applied
- ✓ Listed in your dashboard
- ✓ No need to search or self-identify eligibility
- ✓ Withdraw application at any time

👉 Active Apply

Projects are **not** automatically applied

WHAT YOU DO

Visit the fund page, check eligibility, then click '**Apply now**' with a new or existing project.

- ✗ Not automatically applied
- ✓ Listed in your dashboard
- ✓ More like a traditional grant application
- ✓ Withdraw application at any time

05 MATCH CRITERIA

Classic Funds: What your project is matched on

For a project to be automatically applied to a fund, it must align with four things.



Location



Grant size



Focus area



Beneficiary type

How matching works

When you create a project, ActionFunder checks it against live funds and auto-applies it wherever the criteria match.



Match criteria is set by the **funder**, not ActionFunder. Read each fund description carefully.



07 VIDEO PITCHES

Answer in writing - or on camera

You can answer the first three questions of your project pitch in writing or with a short video.

- ♥ More memorable for funders
- 👤 Funders meet your people
- ✨ Shows passion writing can't

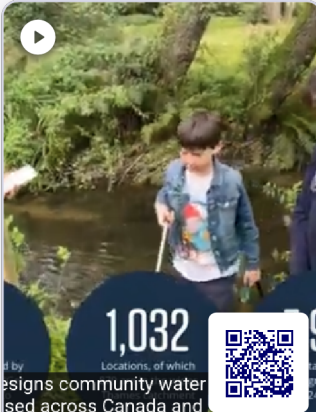
RECENTLY FUNDED VIDEO PITCHES



Maidenhead Canoe Club boat store
app.actionfunder.org/project/25918



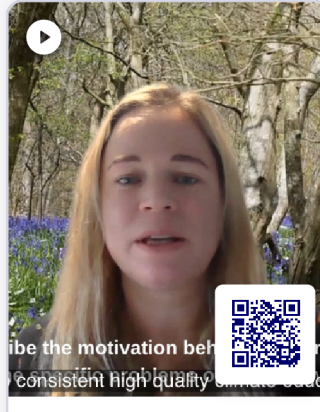
Caxton Youth wellbeing programme
app.actionfunder.org/project/26516



Water Rangers
app.actionfunder.org/project/25386



We Swim — Golden Lane
app.actionfunder.org/project/25985



Climate Ed, Kensington and Chelsea
app.actionfunder.org/project/26877

Not a Hollywood production - just the real you. All you need:

- 📱 A device to film on
- 📄 A 90-second script

Strong projects, common pitfalls

✔ WHAT STRONG PROJECTS SHARE

A clear problem - what issue, and why it matters locally.

A specific solution - concrete activities, timelines, outputs.

Real beneficiaries - who benefits, and how many.

A realistic budget - costs thought through.

A track record - even a small delivery history builds trust.

Clear impact and outcomes - how the community will benefit.

Full answers - every question answered, using the character count.

❗ MISTAKES TO AVOID

Vague descriptions - "support the community" says too little.

Overly ambitious budgets - ask for what you need.

Incomplete profiles - missing info lowers confidence.

Not updating your project - keep its status current.

Unanswered questions - skipping questions or leaving them thin.

Obvious copy-and-paste - generic text reused across funds stands out.

09 GETTING FUNDING-READY

A one-time due diligence check

Before you can receive funding we run due diligence checks - they protect funders and ensure grants reach well-governed organisations. Do it once and future payments are faster, with little repeat paperwork.

WHAT WE'LL ASK FOR



Organisation information - legal name, address, charity/company number



Key people - the four roles listed opposite



Governing document - constitution, articles, or trust deed



Recent annual accounts - or a simple income/expenditure breakdown



Bank details - in the organisation's name, not an individual's

KEY PEOPLE – FOUR ROLES TO NAME



Representative

The main person acting on the organisation's behalf.



Owner

Your CEO, Founder, or equivalent lead.



Director

A trustee or board member who helps govern.



Executive

Someone responsible for day-to-day operations.



Stripe, our regulated payment provider, verifies these people (Know Your Customer). One person can hold more than one role - fine for grassroots groups.

We're here to help

Our support team is available Monday to Friday, 9am to 5pm.



Help centre

Guides, FAQs and how-tos at
actionfunder.org/help



Email

hello@actionfunder.org - add us as a
safe sender so we don't land in spam.



Phone

07446 475311



These monthly community drop-ins are always here - come back any time to ask questions and hear from other organisations.



THANK YOU FOR JOINING US

Questions & Answers

Drop your questions in the chat, or unmute and ask away.

🌐 actionfunder.org ✉ hello@actionfunder.org ☎ 07446 475311