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

WHAT WE'LL COVER TODAY

Today's agenda

01 Who we are

02 How ActionFunder works

03 Who is eligible & what we fund

04 Live demo

05 Types of funds & match criteria

06 Video pitches

07 What makes a good project

08 Getting funding-ready

09 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 · Sir Robert McAlpine · Hill (The Hill Group)

ballymore. · getliving · SNG · SUEZ · Pennon

casey · APCOA PARKING · JCDecaux · The Royal Borough of Kensington and Chelsea · Royal borough of Greenwich

£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

02 HOW ACTIONFUNDER WORKS

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 **Create your project**

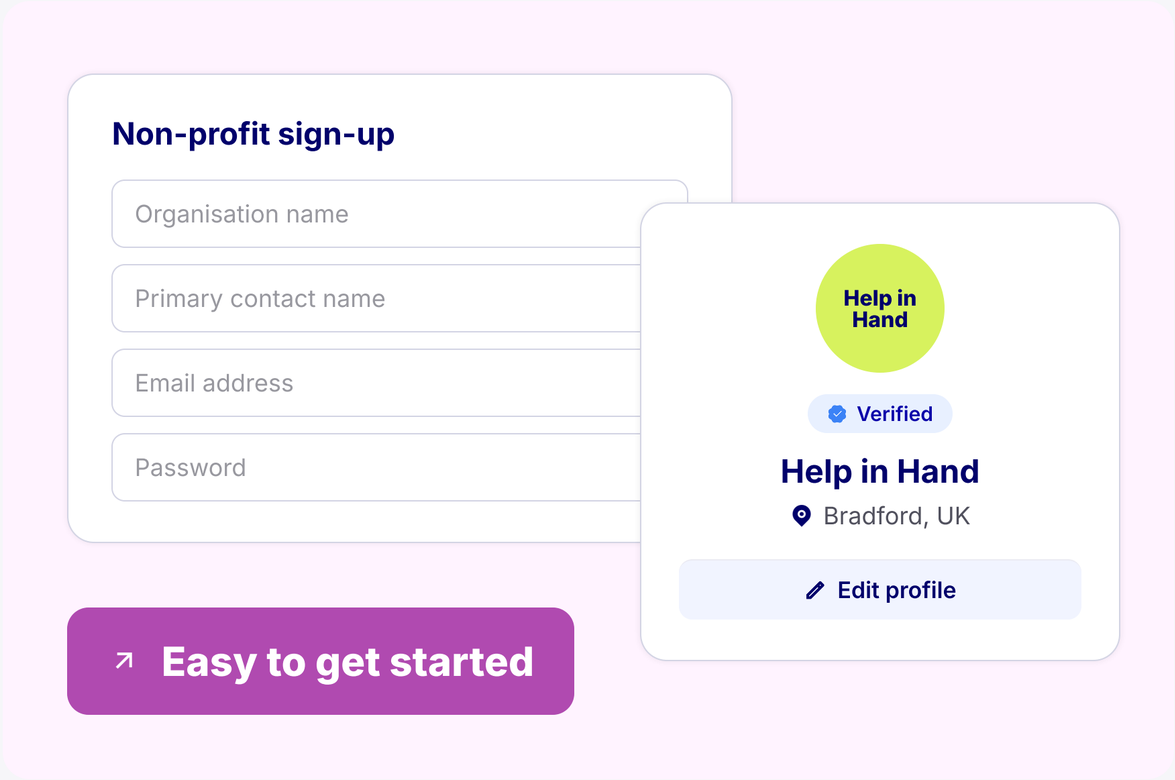
Create your project. One application opens the door to multiple funding opportunities.

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.



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

05 TYPES OF FUNDS & MATCH CRITERIA

Two ways funds work

Classic

WE APPLY FOR YOU

1. You create your project
2. We check it against every live fund on:
   - Location
   - Grant size
   - Focus area
   - Beneficiary type
3. If it matches, it's **automatically applied** and shows as 'Applied' in your dashboard

Your action: none. Sit back and relax!

Active Apply

YOU APPLY

1. The fund appears in your dashboard, tagged 'Active Apply'
2. You visit the fund page and check you're eligible
3. You click **'Apply now'** with a new or existing project

Your action: you must click apply.

Withdraw any application at any time

Match criteria is set by the **funder** , not ActionFunder

06 VIDEO PITCHES

Answer in writing, or try a video

1 The option

The **first three questions** of your project pitch can be answered in writing **or** with a short video.

2 Why video?

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

3 All you need

- A phone or device to film on
- A rough 90-second script
- **Not Hollywood, just the real you**

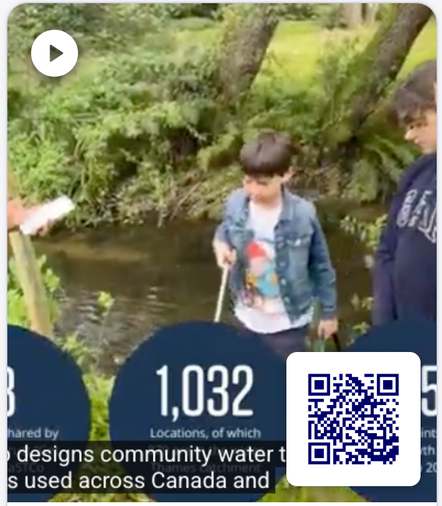
WATCH RECENTLY FUNDED VIDEO PITCHES



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



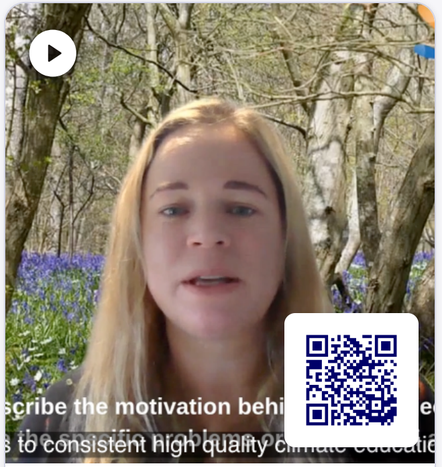
Caxton Youth wellbeing programme
app.actionfunder.org/project/26516



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

07 WHAT MAKES A GOOD PROJECT

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.

08 GETTING FUNDING-READY

Due diligence checks

Before you can receive funding we run due diligence checks - they protect funders and ensure grants reach well-governed organisations. We carry out these checks every time you receive funding.

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.

09 HELP CENTRE & SUPPORT

We're here to help

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

Help centre

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

Email

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

Phone

020 3805 2835

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 020 3805 2835