



Community Links Network

Quarterly Update
July 2025

Welcome to the 4th edition of the Community Links Network Quarterly Update!

As we reach the one-year milestone of our Quarterly Update Newsletters, we want to thank you for your continued feedback and involvement. Even now, we are exploring ways to make our Quarterly Updates more streamlined and user-friendly, so watch this space...

Both our meetings and updates focus on the key challenges you've told us matter most, helping us shape each edition around a central theme that reflects your needs, as well as highlighting some of the incredible work going on across our districts.

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Community Links Network Meeting

July 10th 2025

Our latest Community Links session at The Horizon Business Centre was a full and lively one, with a strong turnout and atmosphere! This time, we focused on **fundraising**, specifically **crowdfunding and match-funding**.

We were thrilled to welcome **Tom Gaskin from The Shoebox Enterprises**, who delivered an insightful and practical presentation, leaving many of you inspired to explore new funding avenues. A big thank you to Tom for sharing his expertise!

We followed up from previous feedback by extending the **networking** time and were rewarded with lively conversation. It was lovely to see ideas, contacts and words of encouragement being shared. We were also pleased to give away a variety of **surplus items**, such as storage boxes. Thank you to everyone who helped us rehome them!

We'll be back at the Horizon Centre **on October 2nd 2025, 16:30-18:30**.

Thank you to the 14 of you who have already signed up! In the meantime, stay up to date with events, grants, and giveaways through our private **Facebook** group, here: <https://www.facebook.com>

Thanks again to everyone who came along and contributed to such a positive and productive evening!

Whether you've attended CLN or not (yet!), please let us know what you think, and what you'd like more of, by clicking [here](#). We really appreciate this feedback when designing the future of CLN!

Read on for a more in-depth dive into fundraising . . .

October tickets available here:

<https://www.eventbrite.co.uk>



Volunteers' week



Volunteers' Week (June 2nd - 8th 2025) was a chance to celebrate the incredible contributions of people like you - those who give their time, skills, and heart to support others through volunteering or by leading volunteer-led work.

In South Norfolk and Broadland, volunteers are vital to building stronger, more connected communities. This year, we took the opportunity to say thank you, share stories of local impact, and inspire even more people to get involved.

During Volunteers' Week, we created a page with helpful resources, including local opportunities and FAQs. While some content is time-specific, much of it remains relevant, so we're sharing it in case it's still useful to you. Take a look [here](#).

At our own Broadland Country Park site, Ranger Jules hosted a successful **Volunteer Celebration Day**, bringing together 55 dedicated individuals who contribute their time and energy to caring for the precious heathland and surrounding environment.

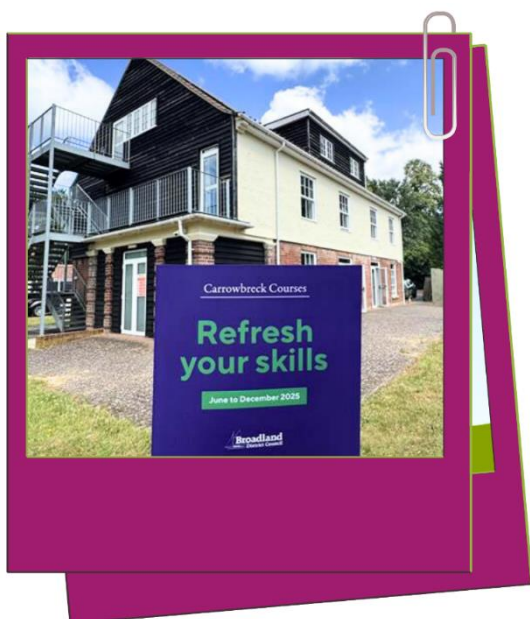


Together, the conservation groups in attendance have achieved an incredible milestone: **over 1,000 hours of volunteering each** since they began supporting the park in 2021. It was a wonderful opportunity to recognise their hard work, celebrate their achievements, and say a heartfelt thank you.

Celebrating your volunteer base is a powerful way to make people feel valued and appreciated. If you'd like advice on how to do this in your own community or organisation, we're here to help!



75% Off Training Courses



Yes - You read that correctly!

As part of our celebration of Volunteers' Week, we wanted to think of a special way to support the VCSEs throughout South Norfolk and Broadland.

Therefore, we are pleased to be offering a **75% discount** on selected development courses at our training centre – Carrowbreck House.

The courses included in the offer are displayed below and further details can be found [here](#).

Please note that course tutors can tailor content for those attending.

Training sessions are available to volunteers within organisations that support residents of South Norfolk and Broadland. Up to 2 people per organisation can sign onto any of the courses listed below. Spaces are limited. First come, first served.

Please email Communities@southnorfolkandbroadland.gov.uk to receive your discount code and book your place!



Spotlight – Mini-G

A little bit of a different spotlight this time...



Earlier this year, we proudly unveiled our very own '**Mini-G**' **sculpture** at the Broadland Country Park Family Funday - a vibrant celebration of creativity, community, and nature.

We initially purchased the blank sculpture from [Break Charity](#)*, and enlisted the talented young people at [OUTPOST Youth Group](#) in **Horsford** to decorate it. Their design featured **native wildlife**, and was professionally reimaged by local artist [Ed Le May](#).

The unveiling event raised **over £350** for Break Charity, and Mini-G is currently on display in their **city-wide art trail**. Later this year, he'll return to [Broadland Country Park](#) as a **permanent educational feature**, helping to inspire conversations about nature, art, and youth engagement.

The park is home to a rich variety of wildlife, from the rare **silver-studded blue butterflies** to the elusive **nightjars**. It's a perfect spot for nature lovers, families, and anyone looking to explore the outdoors. If your VCSE group is interested in using the site, please let us know.

Our young person provision, **Tots2Teens**, have more **family fun days** coming up this summer, with 'Geocaching and Family Sports' on August 8th, and 'Dinosaurs VS Sign Language' on August 22nd. Click [HERE](#) to find out more.

**Break Charity empowers young people in care (and leaving care) to build brighter, more independent futures.*

Thank you to everyone who helped make this project a success!

**TOTS
2TEENS**

break
Changing young lives



Fundraising Strategies

Since fundraising was the focus of this quarter's meeting, it feels right to explain the topic more deeply below. Fundraising is essential for building **long-term sustainability** - a topic of conversation we have found common for VCSEs in recent months.

Events

Let's start with something familiar. We all know about bake sales, raffles, and quiz nights* - but there's potential to think outside the box when it comes to events. The key is to consider **who** you're trying to raise money from and **what kind of event** would appeal to them. Are you targeting families, young people, local businesses, or a wider online audience?

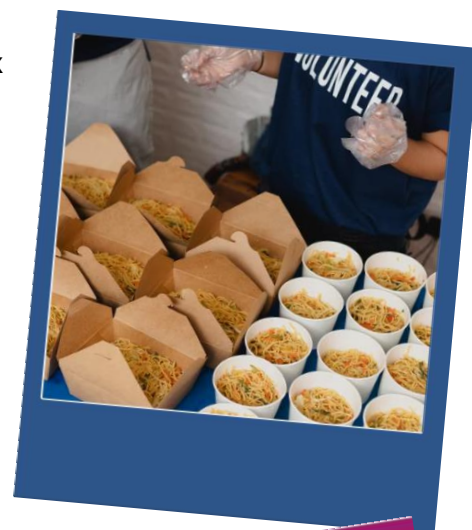
Think about the format too. Could it be in-person, online, hybrid? Could you partner with a local venue or business to host something together? How will you collect donations?

Offering QR codes, contactless payment options, or online ticketing can make it easier for people to give spontaneously.

Also consider:

- What **time of year** works best for your audience? Stereotypically families will prefer school holidays, whereas retired people may opt for a weekday morning.
- Can you tie your event into a **national awareness day** or local celebration? Think: Football sweepstakes or Veteran anniversaries. This will boost your marketing and reach!
- Could you **offer something unique** -like a skills swap, community auction, or sponsored challenge? Diaries are often inundated with bake sales and raffles; can you offer something new?
- How will you **promote it**? Think about posters, social media, local newsletters, or word of mouth.

**remember to check if you need a [Street Collection License](#) or [Lottery Operating License](#) for raffles. These are easy to apply for and authorised by South Norfolk and Broadland District Council.*



Grant Funding

Considering applying for a grant? Please reach out to us; we have access to sites such as 'Grant Finder', which can find **specific opportunities** tailored to your needs.

Grants are a great way to access funding from trusts, foundations, or public bodies. **They can support specific projects, core running costs, or themed priorities.** Ensuring that you can **justify** your project in terms of priorities is a good way to increase your chances. Common themes include: tackling social isolation, promoting warm spaces, maintaining heritage and habitat, and opportunities for minority groups.

Disclaimer: some funders will only consider applications from groups with a formal structure-like a constitution or charitable status-so if your group is informal, it might be worth exploring your options. Alternatively, we are happy to give advice about your groups structure, and how to transition.

We constantly have our eye out for new application windows and keep tabs on grants that have been successful for other groups. These are updated on our Facebook, as well as below in our current grants section.



Sponsorship & Corporate Support

This is all about building relationships with businesses that care about your cause. This could be **financial support or in-kind help**, like free printing, raffle prizes, or venue space.

Many companies have Corporate Social Responsibility goals, which means they're actively looking for ways to support community initiative. Local businesses often want to give back, especially if there's a chance for some positive visibility in return. A friendly, well-timed ask can go a long way!



- Keep an eye on businesses that seem interested in a similar goal or target audience to you.
- Do some research on their background, values and practices, so that you can clearly link your work to their goals.
- Don't be shy! You'd be surprised at what some businesses are willing to give away to a good cause. Don't ask - don't get!

Regular Giving

Encouraging regular donations, either through a membership model or optional frequent giving, can help build a steady income stream. This may not seem like a large, project sized pot of money – but can prove very useful, easily becoming passive and therefore providing petty cash for those unforeseen or ‘business as usual’ costs.

Some groups offer this as a way for supporters to feel more **connected**, with **perks** like newsletters, behind-the-scenes updates, or invitations to special events. Others choose to keep it **flexible**, so that cost isn’t a barrier. If done well, this can build your organisation some dedicated, **long-term supporters**.

The key is **understanding your community’s preferred method of contribution** and finding a balance accordingly.

Cashback and Lotteries

Following on from above - another way to promote frequent giving is by utilising platforms like [Easyfundraising](#), [Give as you Live](#), and [TheGivingMachine](#), which all let shoppers raise money for your group while purchasing items online, at **no extra cost**.

Lottery tools like [One Lottery](#) and the [Broadland Community Lottery](#) allows you to promote tickets, and profit from the sales.

Please contact us if you are Broadland based and are interested in our Community Lottery scheme!

These tools work best when **promoted regularly** and can ‘piggy-back’ off other, larger fundraising events.

The money raised through cashback and lotteries can also **count towards match funding and crowd funding** – read on to learn more!



Match Funding

This is when a funder agrees to match the amount you raise, **doubling the impact of your donations**. This is often used in public campaigns, such as those organised through 'crowdfunder', to encourage larger donations, as people enjoy knowing that their donation will go twice as far (buy one get one free!).

You might also see the term 'match funding' mentioned within eligibility for grant applications, with an expectation that other sources of funding have already been secured - and can sometimes feel like a 'chicken-or-the-egg' scenario. Though, a **strong project plan and accompanying justification** will help you to communicate your good cause to a variety of grant and match funders, simultaneously.



Crowdfunding

This is a way of raising money by collecting **small donations from a large number of people**-usually online and with a deadline. It's typically used for a specific project, need, or goal, and **works best when accompanied by a compelling story**. What are you trying to achieve? Why does this matter?



It begins by creating a campaign on a crowdfunding platform (like [Crowdfunder](#), [JustGiving](#), or [GoFundMe](#)), setting a fundraising target, and promoting it widely.

Supporters can donate directly, and you can (and should!) add updates, photos, and videos to keep givers engaged.

Whilst **setting up the webpage is easy**, Tom Gaskin assured us that you need to focus on marketing, to hit your desired fundraising target. We highly recommend you watch **The Shoebox Enterprises Crowdfunding marketing video** by clicking ←

Crowdfunding can be especially useful when:

- You need to raise a larger amount of money quickly (e.g. to secure a building or respond to an unexpected situation)
- You want to build awareness and community support alongside fundraising
- You have a clear, emotive, time-limited goal that people can get behind

Collaborating to Stay Sustainable



Times are tough right now, not just for community groups, but for the people who rely on them. With the cost-of-living crisis showing no signs of slowing, and funding becoming harder to secure, many organisations are feeling the pressure more than ever.

If your group is struggling to stay afloat, you're not alone. It might be worth reaching out to others in your area to explore working together. Whether that's sharing volunteers, merging under one umbrella, or pooling resources. Collaboration can help reduce pressure and keep vital services going.

If you'd like to collaborate but are unsure of where to start – we can put you in touch with other community-minded individuals in your area.

Fundraising - Useful Signposting

Norfolk County Council – Monthly Bid Writing Workshops

- **What it is:** Workshops for VCSE groups to improve the quality and success rate of funding applications.
- **What's covered:** Bid writing techniques, funding strategy, and compliance.
- **More info:** [External funding support - Norfolk County Council](#)



Norfolk Community Foundation – Application Guidance & Tips

- **What it is:** Offers detailed guidance on how to apply for funding, including eligibility, governance, and application tips.
- **What's covered:** Step-by-step guides, videos, and advice for writing stronger bids.
- **Why it's useful:** Helps groups understand what funders are looking for and how to improve their chances.
- **More info:** [Support | Norfolk Community Foundation](#)



Get Grants – Fundraising Training & Webinars

- **What it is:** A national organisation offering free and paid training for fundraisers.
- **What's covered:** Community fundraising, bid writing, corporate sponsorship, and more.
- **Why it's useful:** Practical, beginner-friendly sessions with real-world examples.
- **More info:** [Get Grants | Fundraising Training & Support](#)



NCVO

- **What it is:** A knowledge hub from the National Council for Voluntary Organisations.
- **What's covered:** Writing a fundraising strategy, diversifying income, supporter engagement.
- **Why it's useful:** Ideal for groups looking to build long-term sustainability as well as clear and concise guidance.
- **More info:** [Funding and income | NCVO](#)



Grants

There's no shortage of funding opportunities out there - but finding the right ones can take time.

We've pulled together a few current grants that may be relevant to your group, including some with upcoming deadlines. This list is fairly broad, so if you'd like help finding something more tailored to your needs, just get in touch - we're happy to help.

[Screwfix Foundation](#)

Max Value - £5,000 – Deadline – 10/08/2025

Grants are available to UK registered charities and not-for-profit organisations for projects that improve, fix, and repair buildings, homes and facilities specifically used by people in need across the UK.

[Small grants - King Charles III Charitable Fund](#)

Max Value - £3,000 - Deadline – 20/08/2025

Small grants are available for UK registered non-profit organisations supporting grassroots projects in diverse and deprived communities in the United Kingdom.

[Norfolk Community Fund – Norfolk County Council](#)

Max Value - £2,500 - Deadline – N/A

Norfolk County Council and Crowdfunder have teamed up to support community projects across the county. If your project needs **less than £500**, you can apply without raising any money yourself. For projects asking for **£500 or more**, you'll need to run a fundraising campaign on the Crowdfunder website and raise at least half of your target. Once approved, the council will pledge funding to help you reach your goal.

[Family hubs Community Fund – Norfolk County Council](#)

Max Value – £10,000 – Deadline – N/A

The Family Hubs Community Fund is designed to support local communities in Norfolk by providing grants to organisations, individuals and community groups who support families with children, from conception to 19 years old (25 with SEND).

[Postcode Places Trust – East of England](#)

Max Value - £25,000 – Deadline – Opens from 25/09/2025 to 06/10/2025

Unrestricted grants are available for smaller charities and good causes in the east of England.

Mick George Community Fund

Max Value - £30,000 - Deadline – 29/08/2025

Grants are available to voluntary and community organisations for community projects in proximity to a Mick George Landfill site across the East Midlands and Anglian regions. Funding is available for local capital improvement works to public amenity projects in eligible areas surrounding the Mick George Landfill Sites.

Morrisons Foundation

Max Value – £10,000 - Deadline – N/A

Grants are available to registered charities who make a positive difference to local communities in England, Scotland or Wales.

Tesco Stronger Start Grants

Max Value - £1,500 - Deadline – N/A

Grants are available to all schools, registered charities and not-for-profit organisations with local good causes that support children and young people in the UK.

Aviva Community Fund (with Crowdfunding)

Max Value - £50,000 Deadline – N/A

Grants are available for not-for-profit organisations in the UK who can raise their initial funding through a crowdfunding campaign for projects that address Aviva's current themes of climate action and financial wellbeing.

Trueemark Trust

Max Value - £5,000 - Deadline – N/A

Grants are available for small, locally based charitable organisations addressing social distress and disadvantage, with a preference for neighbourhood-based community projects and for innovative work with less popular groups.

Arnold Clark Community Fund

Max Value - £2,500 – Deadline – N/A

Grants are available for UK registered charities and other not-for-profit organisations for projects, including those whose work directly supports those most affected by the cost-of-living crisis.

Geoffrey Watling Charity

Max Value - £30,000 - Deadline – N/A

Grants are available for local charitable organisations in Norfolk and the Waveney district of Suffolk so that they can continue and develop their work in the community.

Saracen's Norfolk Fund – Norfolk Community Foundation

Max Value - £5,000 - Deadline – N/A

The Fund aims to maintain and strengthen Charity, Faith organisation, Parish/Town Council, Social Enterprise/CIC, and Voluntary/Community Group based projects that are working within deprived communities and supporting vulnerable people within South Norfolk.

Access Without Limits Grants for Community Organisations

Max Value - £10,250 – Deadline – 31/01/2026

Grants are available for voluntary, community and social enterprise sector organisations to allow them to set up and deliver the Duke of Edinburgh Award to create more opportunities for marginalised young people (14 to 24 years) to access the Award.

Stobart Sustainability Fund

Max Value – Discretionary – Deadline – N/A

Grants are available to UK non-profit organisations, community groups and educational institutions for projects that address climate change, reduce carbon emissions or protect the environment

Our Community Funding

We have several internal opportunities for funding, with the current available options listed below. Throughout the financial year, these can be subject to change, so it's worth keeping an eye on the main funding page linked above, so you don't miss any opportunities.

[Get It Started Grant \(Broadland\)](#) and [Go For It Grant \(South Norfolk\)](#) - Funding for individuals or groups to start projects or activities that bring communities together.

[Keep It Going Grant](#) - Funding for community groups facing increased expenditure due to rising costs.

[Play Streets Grant](#) - The grant offers up to £75 to communities who wish to take part in the Play Streets initiative.

[Members Ward funding – Broadland – South Norfolk](#) - Each of our district councillors has an annual budget of £1,000 to spend on projects within their wards.



[Community Grant Scheme \(Broadland\)](#) - **Deadline 31/08/2025** - Funding of between £1000 and £15,000 to support communities working together to enhance the life of local people.

[Broadland's Community at Heart Lottery](#) -

Our weekly online lottery helps non-profit associations or charities raise funds year-round at no cost.

[Homes for Ukraine Community Support Grant](#) -

Supporting activities that help address the needs of Ukrainian refugees.



[Marketing support](#) - We must remind you that our visitors from CLN in January, VSCE marketing gurus - [Creativity Unbound](#) - are working in partnership with [Norfolk Community Foundation](#) to offer community groups a [free, 45-minute session](#). They are the powerhouses behind some fantastic branding, such as [The Hamlet](#) and [LGBTQ+ Project](#), so please don't hesitate to contact them if you need support with your marketing, messaging, or outreach.

Our Events: Community Awards

Our Community Awards recognise and celebrate the incredible individuals across our districts who go above and beyond to support others, strengthen communities, and make a real difference.



On Friday 4 July, we hosted the South Norfolk Community Awards for 2025, (Sponsored by [Clarion Housing Group](#)) at the beautiful Bawburgh Golf Club, and what a fantastic evening it was! The atmosphere was full of energy and appreciation as we welcomed our shortlisted nominees and learned of their inspiring stories.

It's no surprise that the awards are always a highlight of our year—they give us the chance to celebrate the unsung heroes of our communities, often alongside organisations we've worked closely with. It's a powerful reminder of just how much determination, generosity, and community spirit exists all around us—and how lucky we are to witness it firsthand. 🙌 See all the winners and their stories [here](#).

And now, we turn our attention to **Broadland Community Awards**, and if you haven't already, get those nominations in [here](#), as the **31st August deadline** is closing in. Shortlisted nominees will be invited to The Royal Norwich Golf Club on October 16th 2025, for an evening of celebration. Take a look [here](#), at last year's winners.



Why it matters

- **Give back to those who give so much** – A simple nomination is a great way to say 'thank you'.
- **Raise awareness** – Help highlight the amazing work happening in our community.
- **A chance to win £250 for charity** – Winners will receive a £250 donation to give to a local charitable organisation of their choice.
- **Celebrate together** – Shortlisted nominees will be invited to a special awards evening, where their hard work can be recognised in front of family, friends, and community leaders.

Encourage others to back you, share your story, and celebrate the impact you're making.

Our Events: 10k races

Our 10K events offer a fresh way to experience your district, while supporting local services. Every penny raised goes towards valued local services (like the Community Links Network!) and the Chairman's chosen charity.

[Broadland – Marriott's Way 10K](#)

Sunday 21st September, Aylsham to Reepham, Sponsored by [Ørsted](#)

This beautiful, scenic, flat route is mostly off-road, along the old railway line. Perfect for trail lovers and first-timers alike. Tickets sold out in 4 weeks last year - don't miss out, Book your place [HERE!](#)

[South Norfolk – EAMA 10K](#)

Sunday 16th November, Wymondham, Sponsored by [East Anglian Motor Auctions](#)

Now in its 7th year, this one-lap route from Lady's Lane through to Morley offers a steady, well-marked course ideal for both seasoned runners and newcomers. Book your place [HERE!](#)



Running not your jam? No problem!

We need volunteers!

Our 10K events wouldn't be possible without the amazing volunteers who help bring the day to life. From marshalling to cheering on runners, it's a great way to get involved and soak up the atmosphere.

Please email communities@southnorfolkandbroadland.gov.uk to register your interest.

Community Group Toolkit



As always, our community group toolkit is free to view and download [HERE](#). It provides support for the most common issues faced by VCSE groups. It is great for those of you getting started and can provide useful reminders and tips for more well-established organisations.

Communities Team Services

Our South Norfolk and Broadland Council Communities Team offers a wide range of services and projects. Below, you'll find brief descriptions of some of these services with direct links for more information. You can also explore the full range of services [here](#).

Active Now

A simplified referral pathway for health professionals to help patients become more physically active. For those doing less than 30 mins of exercise a week or living with long-term conditions, it's part of a coordinated approach to improving health through movement.

Tots2Teens

Holiday activities for 5–16-year-olds, including inclusive sessions for children with additional needs. Discounts are available for families on means-tested benefits, and eligible children can access free sessions through Big Norfolk Holiday Fun.

Yours Sincerely

A free bi-monthly newsletter offering friendly, postal contact for residents who'd like more connection. Includes wellbeing tips, local updates, support info, and light-hearted content like quizzes.

Community at Heart Lottery

Broadland District Council's Community at Heart Lottery is a weekly online lottery created to support local good causes across the district.

Better Off Calculator

A simple tool to check what financial support you may be entitled to - including help you might not know about.

Mindful Towns and Villages

Local areas where trained Wellbeing Champions offer safe, supportive spaces to talk about mental health. These community members complete awareness training and help signpost to further support.

Get help



Everybody needs a bit of extra support from time to time and the Help Hub makes sure people get what they need as soon as possible. Please share our services with people in your communities.

To get help with any of these issues, or with any other problems:

- [Complete a request for support form](#)
- Or, If you live in Broadland call 01603 430431 or email helphub@southnorfolkandbroadland.gov.uk
- If you live in South Norfolk call 01508 533933 or email helphub@southnorfolkandbroadland.gov.uk

Our telephone lines are open **Monday to Friday from 8:15am until 10pm** (excluding bank holidays). Emails will be monitored within office hours of Monday to Friday 8am until 5pm (excluding bank holidays).

Final Notes

We're thrilled to see our network continuing to grow. This growth not only opens up more opportunities for collaboration and development across your groups but also means that your services are reaching increasingly more people in our communities, at a time when it is needed more than ever.

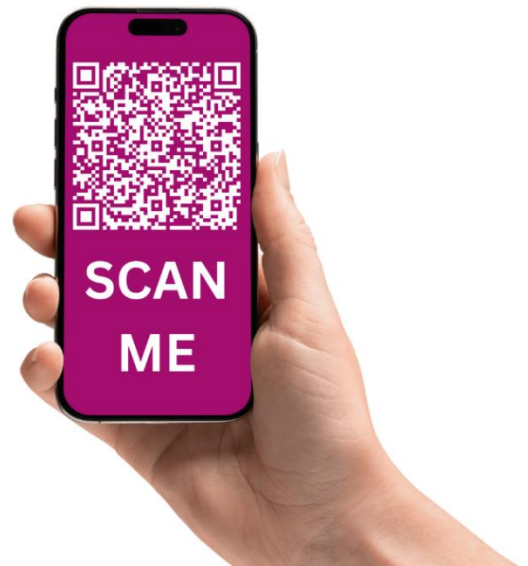
As our network grows, so too does the number of enquiries we receive. While we're committed to supporting you as quickly as possible, there may occasionally be a short delay in our response. We really appreciate your patience and understanding. Please rest assured we're working hard behind the scenes to help, even if it takes us a little longer to get back to you.



See you soon!

Who do I email?

To contact us directly for any *queries or assistance with community groups and organisations*, please contact : communitycapacity@southnorfolkandbroadland.gov.uk. For *general communities enquiries* please contact: communities@southnorfolkandbroadland.gov.uk. Don't forget to join our [Facebook page](#) for regular updates.



Thank you,