



Building Future Sustainability

A programme for the voluntary sector to bring in *more* money, from *more* sources, *more* regularly

NOVEMBER 2017 – MARCH 2018

Meeting the challenge

As income generation becomes more challenging, it seems possible that charities and community organisations have a choice; go about ‘business as usual’ and continue to rely upon one or two key funders, or adopt a strategic approach, fully explore every potential avenue for support, and deploy a ‘mixed economy’ of income streams.

What is Building Future Sustainability?

This is the 3rd iteration of *Building Future Sustainability* that we will run through our Partnerships Programme. Its aim is to help ‘mid-range’ organisations to begin to prepare for what could be a very different kind of future. The 4 day programme has been honed and revised and will help delegates to add value to their bid writing skills and get to the front of the queue, explore the potential of closer working with the corporate sector, develop ways to fundraise from the wider community and rich individuals and generating income from trading. Again, we are delighted to be working with Mark Butcher Associates to create a programme designed to support greater sustainability for charities and community groups across the North East. And once again we have support from Esmée Fairbairn and Garfield Weston Foundations to allow significant price subsidies.

“There wasn’t a single session in which I didn’t learn something new” **Craig Bankhead, Gateshead Older People’s Forum**

“For smaller organisations like ours, the first module (and its focus on talking about outcomes, rather than ‘what we do’) was absolutely fantastic” **Ian Richardson, Norton Grange Community Centre**



How the programme works

The programme will build the capacity of ‘mid-range’ not for profit organisations across the North East to generate money for their work. To achieve this we’ll seek to:

- Provide a toolkit of technical fundraising skills
- Inspire and lift the aspirations of delegates
- Encourage and support the organisations taking part to be more entrepreneurial, risk taking and visionary.

Where will it take place

The programme will comprise of 4 days (available in either Newcastle or Middlesbrough) from November 2017 to March 2018. Attendees can attend a single session or the whole series and can mix and match across both locations.

When?

	Module 1: Low Hanging Fruit – How to Maximise Support From Trusts And Foundations	Module 2: Beyond Grant funding I - Corporate Support	Module 3: Beyond Grand Funding II – Community Fundraising	Module 4: A Licence to Print Money? – Turning Business Ideas Into Cash for Your Cause
Newcastle	Tuesday 21 November	Thursday 18 January	Thursday 22 February	Thursday, March 15
Middlesbrough	Wednesday 29 November	Wednesday 17 January	Tuesday 20 February	Wednesday 21 March

Who should attend?

The programme is aimed at not for profit organisations with a maximum turnover of £1,000,000pa. Attendees should be Chief Executives, Project Managers, board members and others who have (or will have) an income generation function within the organisation.

Find out more: visit the Building Future Sustainability Website at:

<http://www.futuresustainability.org>



The Programme

Module 1: How to Maximise Support from Trusts and Foundations

Somewhere between 80% and 90% of trust applications fail. As trust fundraising becomes ever more competitive, this module will explore what trusts really want from applicants, how you should plan against future trends and how to write compelling bids for support. The day will examine current trends, how the 'Theory of Change' will help you communicate the outcomes you achieve for your clients, how to measure impact, create an evidence base and write clearly to produce a compelling bid.

Module 2: Beyond grant funding I- Corporate Support

Using case studies, examples and exercises, this course will demonstrate what companies can do for you, what they want in return, how to structure the deal to make it easy for them to say 'yes' and how to plan and execute your approach. You'll understand what to say to companies to begin a relationship, how to nurture that relationship, and how to turn a one-off transaction into regular support.

Module 3: Beyond grant funding II – Creating a Community Fundraising Function

Unrestricted income is often seen as the 'Holy Grail' as it can be used to plug project gaps, shore up reserves, pay for dull but essential running costs or invest in capacity building. This module will introduce a scale-able template that can be used by small organisations to overcome 'market entry barriers' to community fundraising. The day will include components on key community fundraising techniques; developing donor loyalty - how to 'steward' a donor relationship; 'The Great and the Good' - recruiting 'high net worth' individuals; using Patrons effectively and getting your board members to support the process.

Module 4: 'A licence to print money?' - turning business ideas into cash for your cause





This module is for those who want to develop an enterprising approach and accept the ever growing need to *earn* money, as opposed to merely *asking* for it. The day will also explore what it takes to perform as a non-profit business. We'll look at how you can 'Sweat your assets' – find out what you've got to sell – and how to sell it? We'll demonstrate how Ansoff's Matrix can help you identify and prioritise business opportunities. We'll explore how to boost the creativity of your team and encourage brilliant ideas. We'll consider how the Fresh Ideas Fund has worked for others and how it could work for you. And finally we'll examine how to put a commercial business plan together – demonstrating the importance of concepts such as 'cash – flow', 'sensitivity', 'profitability', 'fixed and variable costing' and 'margin'. Delegates will become better placed to develop an entrepreneurial mindset, to be truly customer focused and to create products and bring them to market.

Your Trainers

The modules will be led by Mark Butcher: Mark has been a non-profit fundraiser, trainer and consultant for 27 years. He has helped hundreds of organisations in the UK and Europe to raise millions of pounds for their work. His clients range from small community groups (such as Pennywell Neighbourhood Centre and Greater Walker Community Trust) to larger charities (Gateshead Sight Service, Skills for People) to major institutions and national charities (Oxford University Development Office, Waterways Trust Scotland, the Corra Foundation for Scotland).

Adam Lopardo. Module 1: How to Maximise Support from Trusts and Foundations. Adam is Director for Partnerships at Community Foundation Tyne & Wear and Northumberland. He is responsible for partnerships that broker and draw in additional funding and other support to benefit the VCSE sector in the North East and the Foundation's charitable activities. He is also developing support programmes like this one for the sector. He has an expertise in culture having run The Sponsors Club project at the foundation for 10 years prior to this new role. *Adam's session title will be 'How To Attract Funding From Trusts and Foundations - 15 Ways To Help The Funder Say 'Yes!'*





Dr. Michelle Cooper. Module 4: A Licence to Print Money - Turning Business Ideas into Cash for Your Cause. Michelle joined Northstar Ventures from Codeworks where she helped companies to develop their digital media and IT business ideas and secure investment. Prior to joining Codeworks, Michelle spent five years as Business Development Manager on a number of successful spin out and licensing initiatives at the University of Manchester. She will cover what investors look for, how to create a powerful business plan, how to identify what you have to sell and the importance of your team.

Other modules will include guest speakers – either funders with a message or fundraisers with a story to tell.

Cost

With the support of the Garfield Weston and Esmée Fairbairn Foundations the cost of the programme is heavily subsidised. The price you pay is based on your annual turnover, as follows:

YOUR ORGANISATION'S TURNOVER	DAILY RATE	WHOLE PROGRAMME RATE (all 4 sessions) including discount
UP TO £100K	£35	£125
Up to £500K	£70	£250
Up to £1000K	£100	£350

Booking

To book email Mark Butcher Associates – mark@markbutcherassociates.co.uk or telephone 07515386439.

Places must be paid for in advance. You can transfer your place within your organisation if someone can't attend or if it makes sense to have different people attend different days. If you cancel we may charge a cancellation fee.

“An excellent introduction to the world of fundraising” **Kieran Conaty, Involve North East**

