



#KnowItShowItBromley



Planning For the Future
Workshop 6th March 2019

Joy Hannon & Colin Maclean
Community Links Bromley

THEORY OF CHANGE

Group Discussion

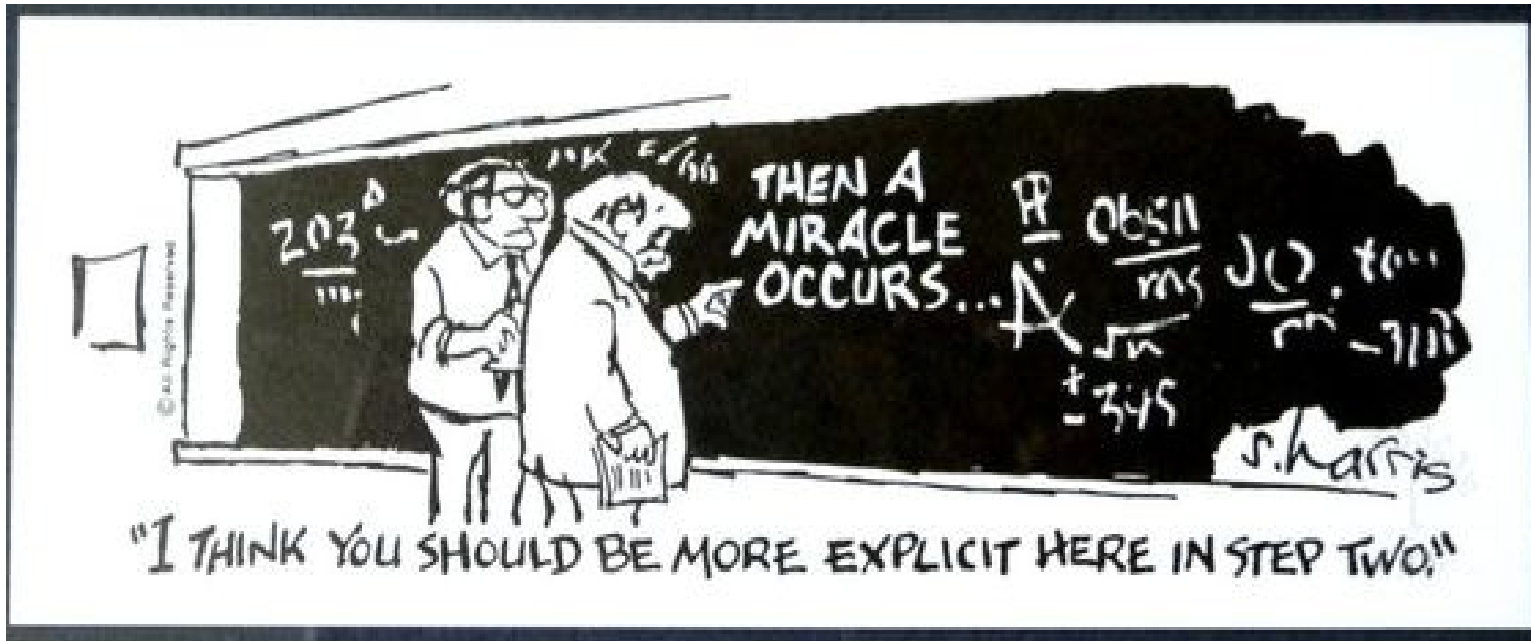


Image credit: Sidney Harris

This is what we said a Theory of Change is:

- **a diagram to show how your project has an impact on the people you are working with, from the beneficiaries' point of view;**
 - **a practical model which enables you to explain how you will achieve your aims;**
 - **it helps you plan from the bottom up and be realistic;**
 - **it clarifies the assumptions you are making.**
 - ***Remember: it does not include operational details***
-
-

-
-
- **How easy has it been to develop your own theories of change?**
 - **Who is the audience for your theory of change? What do you want them to know and why?**
 - **How easy has it been to identify:**
 - **your ultimate aims?**
 - **your outcomes?**
 - **your activities?**
 - **your assumptions?**
 - **How are you going to measure the results of your theory of change? What tools are you going to use?**
-
-

THEORY OF CHANGE

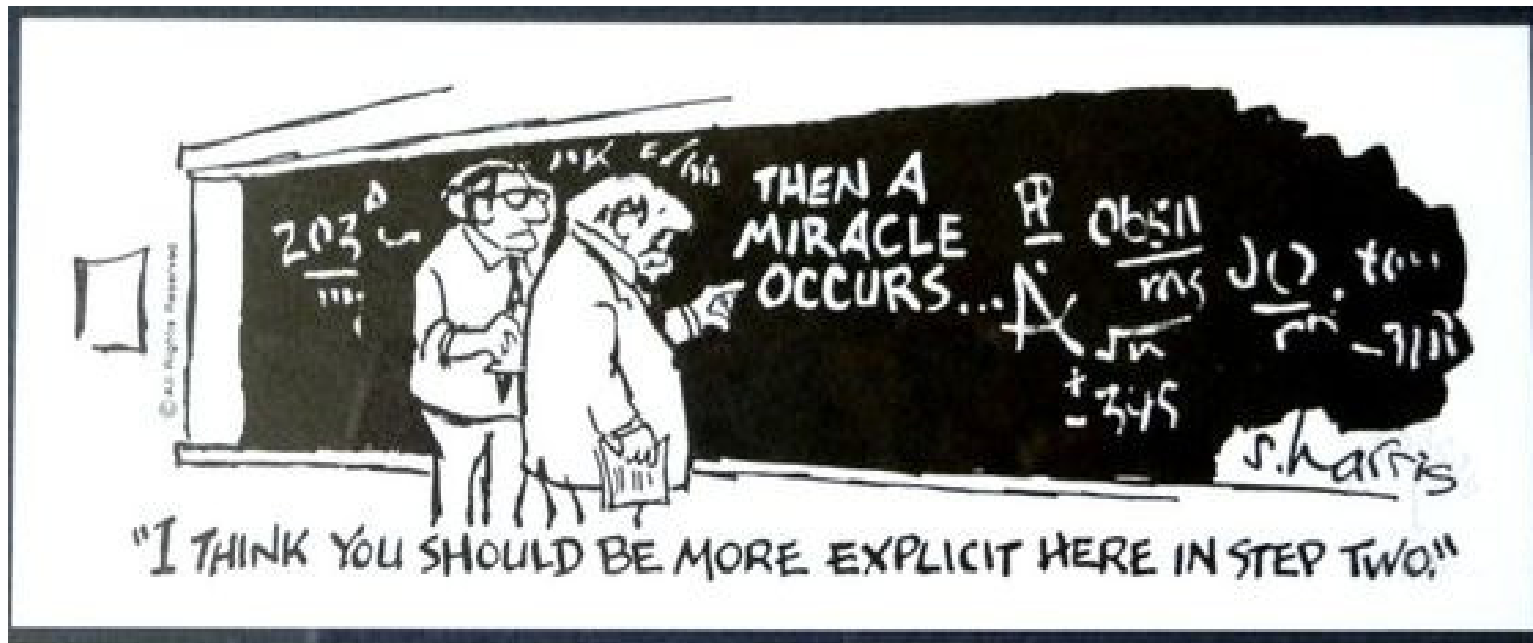


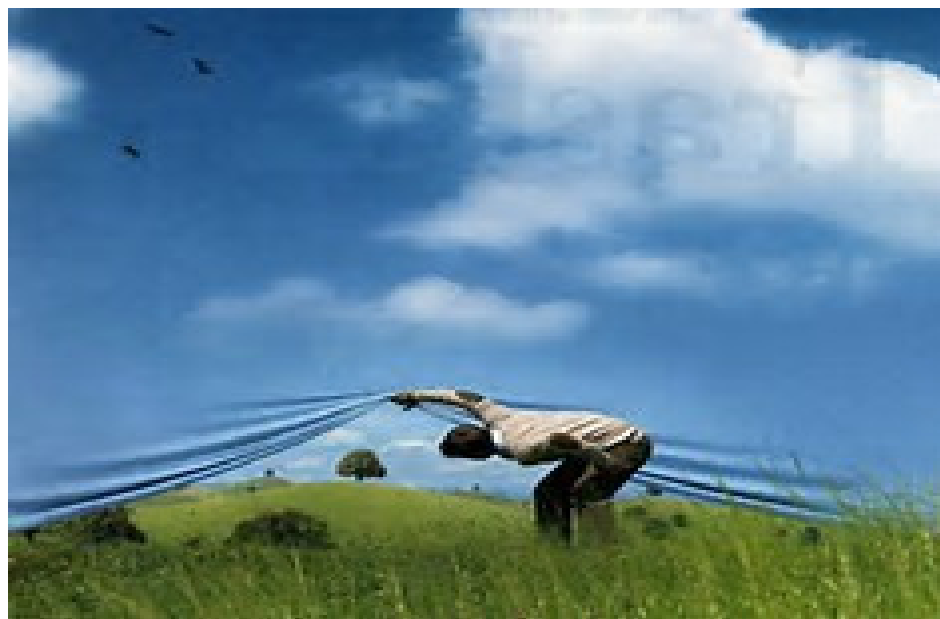
Image credit: Sidney Harris

PLANNING FOR THE FUTURE

What's out there?

External factors affecting your future:

- PESTLE model
- Local Picture



External factors to consider

Political

Economic

Social

Technological

Legal

Environmental



The Local Picture



Bromley Third Sector Enterprise



London:

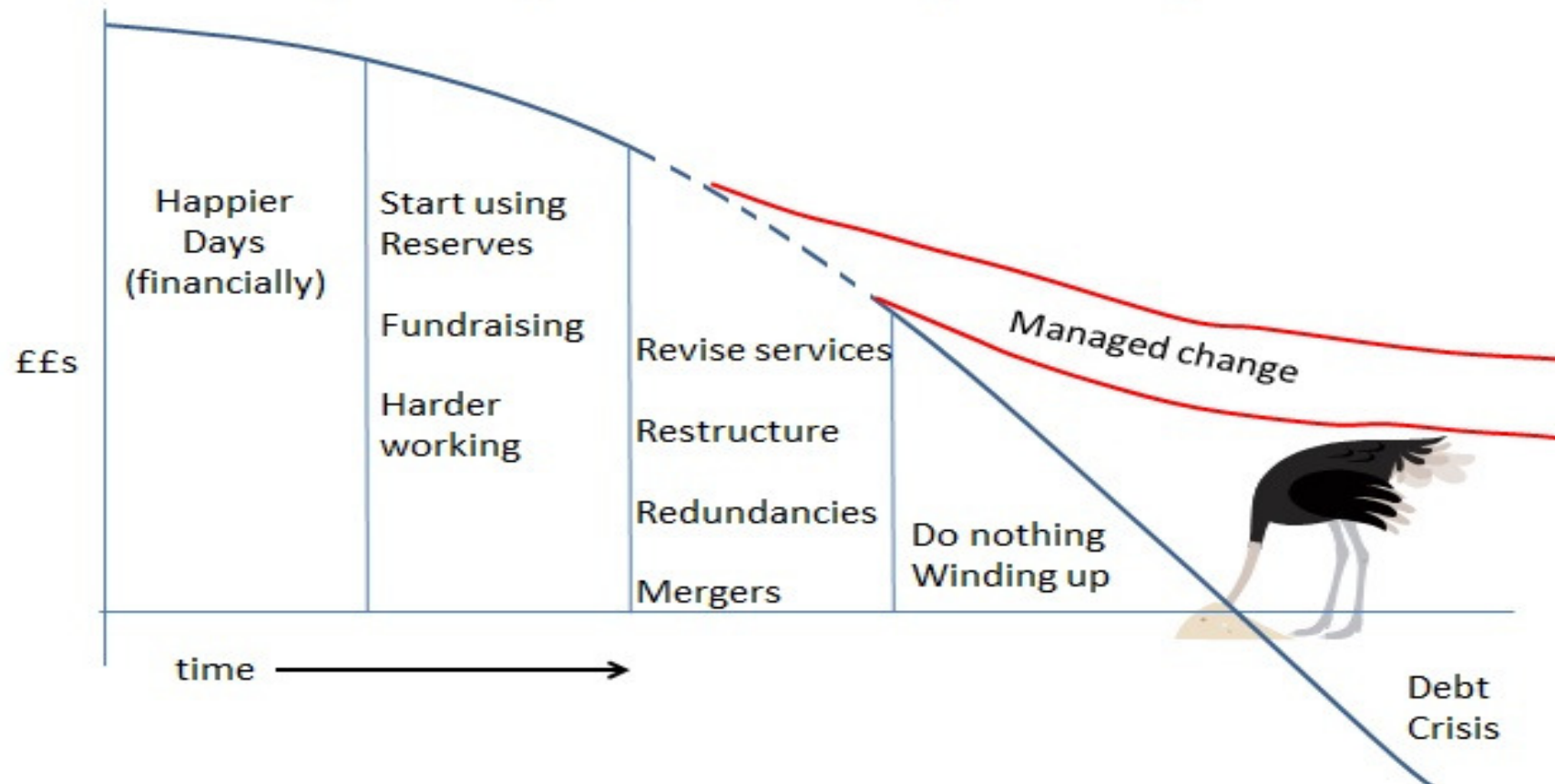
- GLA Strategies on social inclusion, policing & crime
- Healthy London Partnership
- 'The Way Ahead' / 'London Plus' approach
- Community Resilience: the role of the sector

Bromley:

- *Building a Better Bromley* 'Community Plan'
- Ofsted – key outcome is partner engagement & collaboration
- New interim CEO: led Ofsted result. Will work on new Plan with Leader/partners. Role of VCSE will be greater?
- Future role of BTSE in service delivery/opportunities through Associate Membership

Sector Responses

Voluntary sector responses to reductions in public funding



Group Exercise

- **Considering PESTLE, what are the 3 key external issues for your organisation?**
 - **What opportunities do you see on the horizon for your organisation?**
-
-

You've earned a cuppa!



Resuming in 10 minutes



#KnowItShowItBromley



Developing Your Fundraising Plan



What does a funder look for?

At a recent meeting with CLB & the The National Lottery Community Fund, the funders reiterated the key things they are looking for:-

- ***Evidencing impact is key***
 - ***Community consultation***
 - ***People-led approach***
 - ***Be realistic! Don't over- or under-bid!***
 - ***What is your long-term sustainability?***
 - ***Funders like diagrams!***
-
-

Starting Your Fundraising Strategy

Start point: prioritise goals and activities will help ensure you make maximum use of your organisation's resources

Identify what you need to focus on: it's very easy to get side-tracked or distracted

No set template when putting together a fundraising strategy

But the following questions provide a framework.....

1. Where are you now?

Who are your current supporters e.g. core funders?

What fundraising have you done up to this point and how successful was it? Include events you ran, crowdfunding campaigns, grants or partnerships.

2. Where do you need to get to?

What services do you deliver today? How might this change over the next few years?

Consider what you may need to put in place to make sure you can respond to changing circumstances and new opportunities

Ensure your fundraising aligns with your strategy, rather than your strategy aligning with your fundraising

3. How much can you afford to spend?

Fundraising is an investment, be that time, money or both

Not all fundraising is expensive, but those that invest do so for a reason

4. How long do you have to raise the money?

Do you have enough time to build relationships with commissioners or major donors?

If you set a target e.g. wanted need to raise £50,000 in the next year, trying to reach major donors that don't currently have a relationship with you will be challenging.

Thinking about how much time you have will help you decide which ways are best to raise those funds.

Keep it simple!!

The best fundraising strategies are simple and clear.

SWOT analysis can help you understand what's realistic and achievable.

To be successful, your strategy should be reviewed regularly

Setting targets and developing a calendar of activities is key to helping track and assess progress

What does a funder look for?

In a nutshell:

***Prove* that you are:
effective,
doing good work and
meeting an identified need/demand**

Support in Getting There

Resources:

<https://www.cafonline.org/charities/fundraising/fundraising-fundamentals>

<https://www.communitylinksbromley.org.uk/support-for-groups/resources/>

<https://www.communitylinksbromley.org.uk/support-for-groups/funding/>



#KnowItShowItBromley



Thank you!

Please complete an evaluation form

Next workshop: Thursday 4th April
