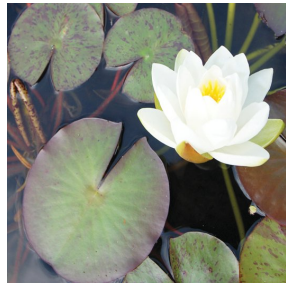
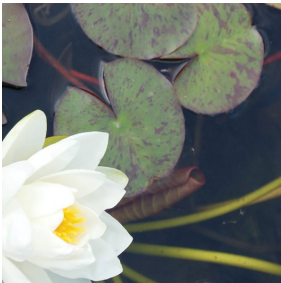




applied training and consultancy solutions

Effective Fundraising for Small Groups



A two day course for up to 14 people £4,620

Course dates:

This is an in house course and dates can be scheduled at your convenience.

To book online or for more information on all Leapfrog training courses and consultancy services please visit our website> www.leapfrogconsultancy.co.uk

Telephone> 0845 053 3413

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Introduction to the course

Course Background

The programme will improve an organisation's ability to deliver services and to secure funding from trusts, government and Lottery sources. It is practically based with the aim that each organisation will submit a bid to a funder within three months. The programme is designed for new or established voluntary sector organizations. Each course can support up to 14 delegates.

Many small organisations do not access funding though there are many funders willing to consider bids. Daunted by the process and lacking experience they often simply fail to bid. When they do bid, many submit poor applications that do not meet the basic funding criteria of evidencing need and providing a convincing plan that will produce outputs. All large organisations started small and then developed. Our programme is designed so that even the smallest organisation can if they wish start on that journey.

Summary of Programme

This tailored training and individual support programme is delivered over five days. Two days are training based (delivered one month apart). A further three days support consists of remote email/telephone contact. The course is participatory and practically based. It has been designed to enable individuals to understand the current funding situation, application processes and basics of funding strategy. It will increase attendees' ability to achieve fundraising success by understanding scoring and evaluation systems and completing high quality applications. Areas in which organisations often score badly such as providing evidence of need; project planning and demonstrating outputs are looked at in detail.

Practical bid writing skills are developed to ensure that applications use evidence based approaches which demonstrate a track record of deliverability. At the end of the course attendees will have a completed funding application. Consequently an increase in local funding and voluntary sector capacity will be a measurable output.

Our experience is that the success of the programme will be based on ensuring that participating organisations are willing to commit to the required time and are able to benefit. To ensure value for money for the client/funder and appropriateness for the participating organizations. Pre course selection is based on the submission of a project outline, a telephone discussion with the trainer and agreement with the sponsoring organisation (client). A questionnaire is sent out to all attendees prior to the start of the course and the trainer will support groups in completing this. This will outline a real project that the attendee wishes to fund and that will be developed over the two five days. The questionnaire also establishes a baseline for each group e.g. what funding is already secured, level of turnover, staffing and position of nominated attendee.

All attendees complete pre and post course evaluations of their skills and understanding. This provides evidence of improvements in their fundraising skills and ability to improve their organisation's fundraising.

Issues Affecting Small Groups

The issues around charity funding in the UK have recently been highlighted through media coverage, government agenda and the visibility of the Big Lottery Fund. Major challenges lie ahead for voluntary sector groups of all sizes with increased complexity of the funding environment. For small groups, unlikely to be planning to enter into procurement, trust funding is likely to remain an important part of the funding mix. There are several key changes to address:

- An overall decline in grant based funding with intensified competition for funds.
- Lottery funding is under intense pressure.
- Trusts are becoming more strategic and involved in their grant making: fewer grants, higher expectations and a far greater emphasis on providing evidence of what their grant is achieving and on the relationship with organisations.

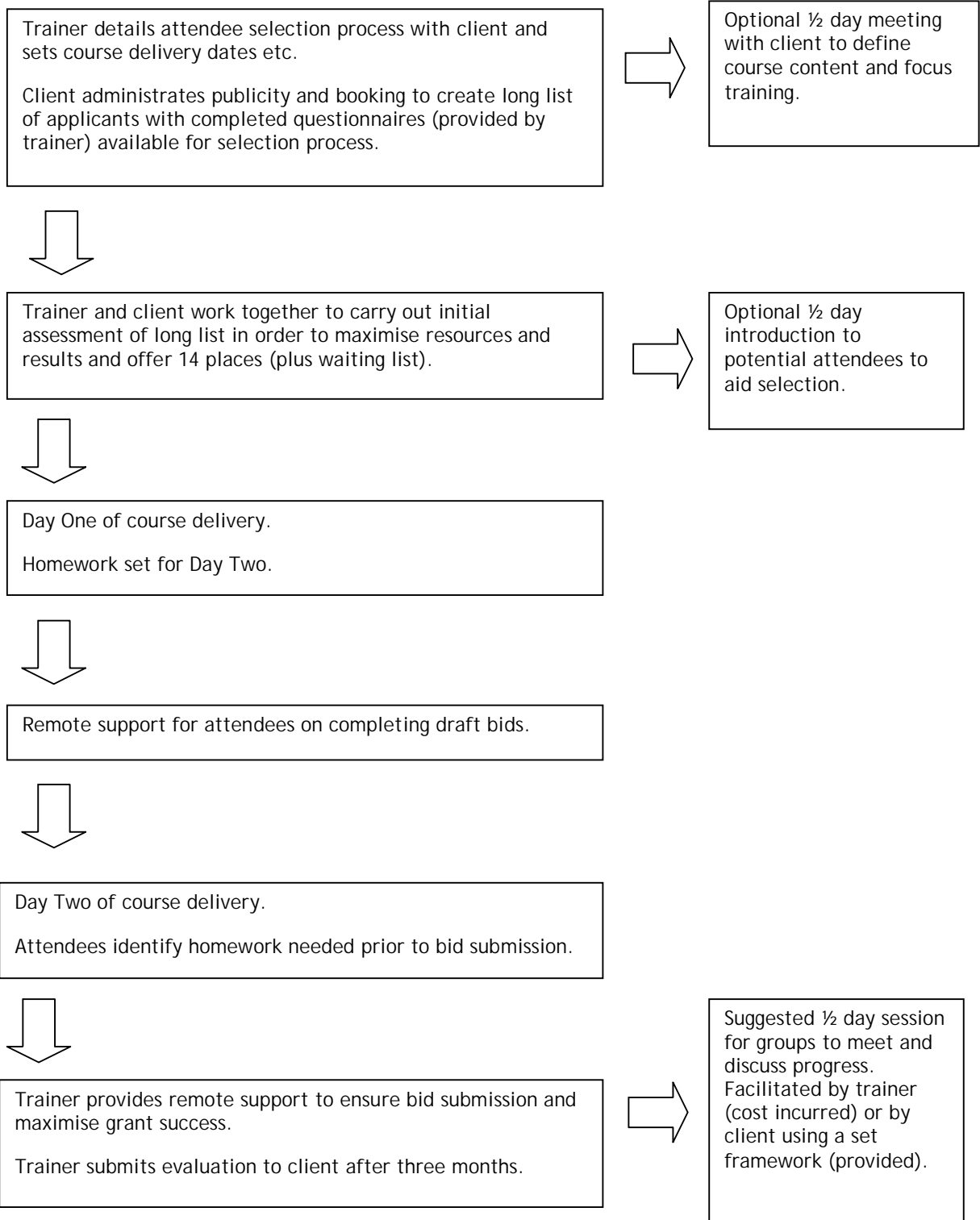
NCVO's Almanac on the state of the sector stated 'smaller organisations, however, are struggling to keep pace'. The total amount generated by organisations with incomes of up to £10 million has fallen. 86.8% of organisations have incomes of less than £100,000, but generate less than 7% of the sector's income. Two thirds of all income of general charities goes to just 2% of the sector. This leaves a large proportion of groups competing for a small proportion of grant funding and small groups will have to develop skills and strategies which can give them the edge over similar projects.

Our experience supporting small groups is that well designed services which clearly evidence need and can demonstrate success can lead to substantial growth.

Who is the course aimed at?

The course is relevant to any group with a turnover of less than £750,000 p.a. It will be of particular benefit to any organisation that has yet to complete a Lottery bid. One effective approach may be to work with organisations that are wishing to bid for Awards for All. The course is equally beneficial for new or established groups. Groups will need to be constituted but charity registration is not a requirement. The course has been specifically designed to meet the needs of small groups based on evidence collected by our consultants who have over thirty years voluntary sector experience between them. The course will be relevant to staff members, trustees or volunteers within a group having responsibility for fundraising or project development. No previous knowledge of fundraising is necessary however a good knowledge of their own organisation and community is needed.

Course Design



Course Trainer and Facilitator

Lead Trainer

Rachel Summerscales has worked within the voluntary sector for over 14 years and for 6 years in a consultancy capacity. Working with small and medium sized organisations in the environmental and social fields, she focuses on fundraising, supporting through change, growth and project management. She is a grants assessor for several funding streams and is also a trained facilitator. Rachel is familiar with the issues of smaller organisations from both a management and consultancy view and ensures that she continues to support smaller organisations to keep in touch. She is currently the secretary of a local parents' charity in her home town.

Rachel has been delivering fundraising training to the voluntary sector for the past 6 years. She uses and has is able to use her knowledge of the current funding climate to ensure that training and advice is always up to date and relevant. She has experience of delivering training at all levels including trustees, staff and volunteers and the course content acknowledges these roles and differing responsibilities allowing for a flexible approach with each attendee. Her experience of operations management ensures that funding bids are above all deliverable and appropriate to each attendee organisation. Her enthusiasm for the voluntary sector creates a training environment where ideas are encouraged to flourish and develop alongside the skills of the attendees.

Additional Facilitator

Jan Smith brings has been a fundraising and management consultant for the past nine years. She has a thorough understanding of fundraising at all levels and the ability to bring clarity to a project plan and improve both the fundability and deliverability of bids. She has statutory, lottery and trust fundraising expertise. She has worked for a range of voluntary sector clients and local authorities with an emphasis on health and welfare, education, financial exclusion, regeneration and environment.

Course Materials

A hand book accompanies the course which will include links to further resources, such as toolkits and relevant guidance to enable attendees to develop their skills further.

The handbook will be available at cost to all attendees and is also available to all attendees in a Word document so that it can be revised to fit organisational needs. A funding update with additional information is available to send to all attendees following the course.

Room

It is critical to ensure good learning that the room should be naturally lit. It should be capable of accommodating all attendees in an open 'n' shaped boardroom format seated at tables and facing the projector/white board. The commissioning organisation is responsible for providing a room, white board, PowerPoint projector, flip chart and refreshments. There should be reasonable space between each delegate and the wall. The room should be capable of enabling delegates to work in groups of up to five people. In general terms such a room would normally be a medium sized training room.

Post Programme Evaluation

The trainer will produce a short evaluation for the client after four months to include:

- Attendee feedback
- Statistical evidence of grants arising from the training course.
- Measurement of improvement of attendees knowledge and skills.

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Course Outline - Day One

Time	Activity	Content
9:00 - 9:30	Registration	Tea & Coffee
9:30 - 10:00	Course Outline	Introduction, Context and Icebreaker
10:00 - 10:45		Who funds small organizations? Brainstorming session of different types of funders and the personal experiences of attendees of those funders they have come into contact with
10:45 - 11:45	Workshop To include coffee break	Issues of developing a project to funding stage <ul style="list-style-type: none"> • How to avoid being 'funder led' • New project versus ongoing/core work and the need for repackaging • Establishing the project brief - importance of evidence • Golden Rules for bids How to show that a project is: <ol style="list-style-type: none"> i. Based on need and not on opinion ii. Has specific and measurable outputs iii. Is deliverable and contained iv. Has a clear and demonstrable outcome
11:45 - 12:30		Letter Writing and Application Forms
12:30 - 1.15	Lunch	
1:15 - 2:00	Presentations	Delegates briefly present their project for funding
3:30 - 3:45	Afternoon Break	Coffee and Preparation
3:45 - 4:00	Afternoon session	Evaluation
4:30	Summary & Close	There will be support if needed to complete the 'homework' set during the first training day and all groups will receive a follow up call after two weeks to check on progress. This will ensure all information is ready for the second training day

Course Outline - Day Two

Time	Activity	Content
9:00 - 10:30	Registration	Tea & Coffee
9:30 - 10:00	Introduction	Update on progress
10:00 - 10:30	Workshop	Writing Skills including practical exercises
10:30 - 11:30		Interactive session around application forms
11:30 - 11.45	Coffee	
11:45 - 12:45	Game	Marketing Buzz Words
12:45 - 1:30	Lunch	
1:30 - 2:30	Afternoon session	Warm up game Workshop covering the importance of writing a clear project summary
2:30 - 2.45	Coffee	
2:45 - 3:15	Afternoon session	Basic Monitoring and Evaluation Basics of a good funder relationship
3:15 - 4:00	Afternoon session	Finding project funding
4:00 - 4:30	Afternoon session	Interactive Evaluation Session Feedback
4:30	Finish	

Breakdown of costs

The following table shows the costs for the basic (minimum) course delivery based on 14 attendees per course. Where relevant costs include vat

Description (location)	£
1 day initial assessment (remote)	800
1 day delivery - part 1 of course	1,000
½ day support to attendees on bid development(remote)	500
1 day delivery - part 2 of course	1,000
1.5 days support to attendees for bid completion and submission (remote)	1,250
Subtotal	4,550
Expenses	
Travel expenses	At cost
Handbooks @ £5 each	70
Total	£4,620

Customisation

The basic course outline can be customised subject to agreement on costs. Suggestions include:

- ½ day planning meeting with client to define course content and focus training: £500 plus travel
- ½ day introduction for potential attendees prior to selection: £550 plus travel
- Additional support (remote) for attendee groups in developing a further bid: £300 per group per day
- Facilitated workshops for groups focusing on issues and opportunities (i.e. partnership working): price on application
- One day course 'Implementation of your funded project' covering monitoring, evaluation and basic Quality Assurance: £800 including vat plus travel
- One day writing skills course specifically designed to increase confidence in applying to the Lottery and Trusts. £900 plus travel

We are currently developing a second programme option targeted at voluntary sector groups with a turnover of up to £250,000 focussing on the development and submission of 3-5 year funding bids. The course will be delivered by our Lottery specialist and will cover the issue of overall fundability of the groups looking at funding strategy; evidence of need; quality assurance; project management systems; monitoring and evaluation. As with the course detailed here it will be a hands-on course culminating in bid submission. Please contact Derek Smith at Leapfrog on 0208 671 5525845 053 3413 for further information.