

Fundraising and Income Generation Programme

Who should attend?

This programme of workshops aims to build the skills, knowledge and confidence of staff, volunteers and trustees who are responsible for making funding applications to grant making trusts and foundations.

Delivery method and duration of workshops

Each workshop will last for two hours and be delivered online using Zoom.

Each workshop will incorporate a mix of presentations, discussions, and case studies. It is expected that delegates will attend all of the workshops.

What will be covered?

We will begin by looking at the why grant fundraising can be difficult, and the common mistakes made. Using a mix of case studies and group discussions the workshops will help participants to reflect on their own practices, and gain an understanding of the process, information and planning required in order to increase the chances of the funding applications being successful.

The sessions will cover:

1. Why grant applications fail
2. Developing your funding action plan
3. How to demonstrate outcomes and evidence of need
4. The importance of demonstrating impact of existing service/project
5. Identifying the right grant making trust or foundation
6. Key to making a strong application to a grant making trust

The trainer

The workshops will be delivered by Karon Phillips from Citrus Consultancy. Karon has 11 years' experience of running her own consultancy and helping charities to secure £10.5million from a range of grant making trusts.

Alongside her fundraising expertise, Karon also has 23 years voluntary sector management experience. She fully understands the pressures and challenges senior managers of charities face.

The workshops

Workshop 1. Why do we get into difficulties?

Date: 16 February 2022

Time: 10.00am – 12.00noon

- Where should you spend the majority of your time when making a grant application?
- Funding action plan
- How do you find your funders
- Including core costs
- Mixing project with organisation
- Why are grant making trusts and foundations important; and what do they fund?

Workshop 2. First steps

Date: 9 March 2022

Time: 10.00am– 12.00noon

- How do you demonstrate need
- How are service users involved
- Evidence of impact
- By what date funding is required
- How much does the project cost
- Identify the right funder and talk to them

Workshop 3. Making a grant application

Date: 20 April 2022

Time: 10.00am – 12.00noon

- Think like a funder
- Budget
- Time frames
- Talking to your potential grant funder
- The project
- Completing application forms
- Free flowing letters – how to stand out from the crowd

Workshop 4. Reporting back to funders

Date: 11 May 2022

Time: 10.00am – 12.00noon

- The importance of monitoring and evaluation
- Outcomes achieved
- Lessons learnt (what has worked well and what did not work so well)
- Project developments
- Budget reports

Workshop 5 – Wrap up and questions

Date: 13 July 2022

Time: 10.00am – 12.00noon

This is your opportunity to ask questions, seek feedback on your plans, developing applications and reflect back on your learning.