

Growth Funding as part of your wider income generation strategy

**& The Key to
Achieving Bidwriting
Success....**

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My Experience in this....

20 year experience in funding (local regional, national)

Supported over 2500 SEs & VCSE orgs to develop 30 -40% sustainable after 3 years

10 years experience in leading, managing & running social enterprises

Run 4 successful crowdfund campaigns

Supported 11 organisations to Crowdfund

In the last 18 months alone supported 40 organisations to secure over £750k from a range of sources

I've helped people secure Social Investment

I have had my bids rejected, bids successful and I don't rely on grant funding

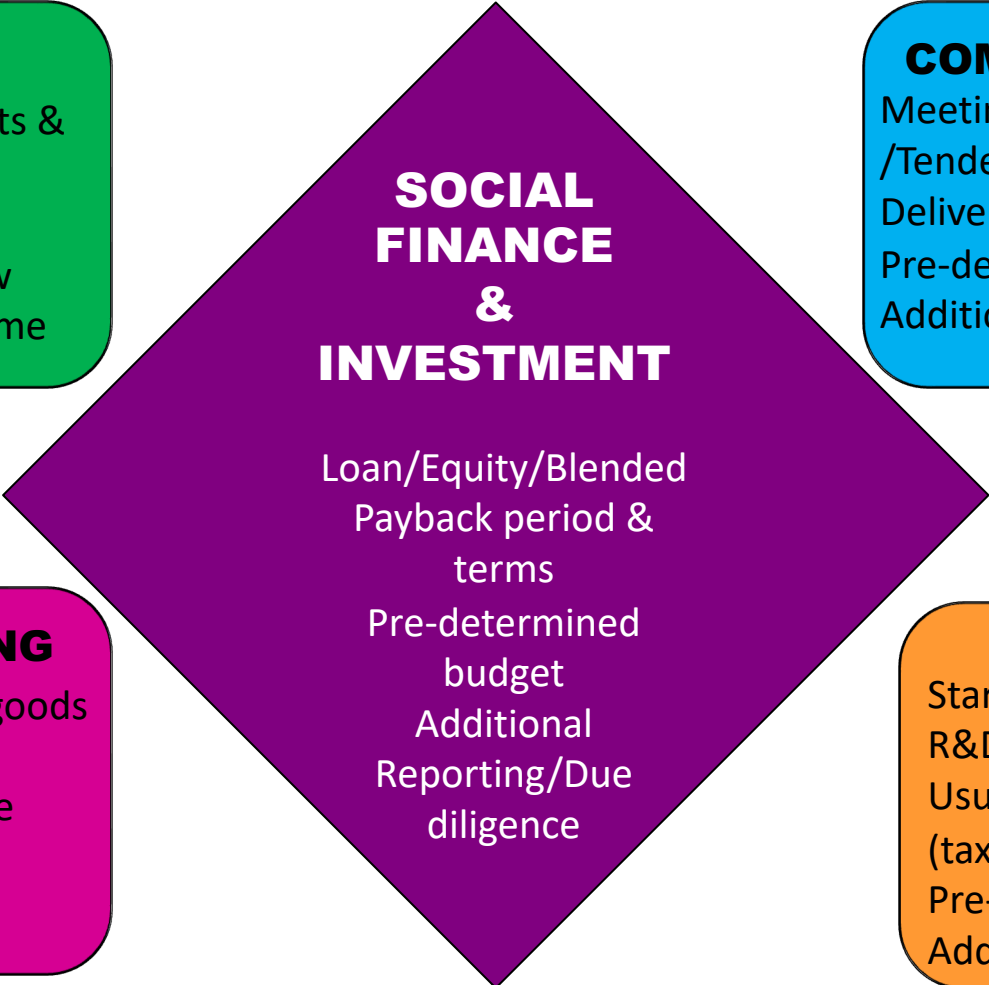
I have made decisions on £100m - £8m - £500 - £5,000 - £50k

I am not perfect – I do some of the things I am going to tell you not to

INCOME GENERATION COCKTAILS

TRADING
Sales of products & Services
Taxable
You choose how you spend income

COMMISSIONING
Meeting a commissioning /Tender brief
Delivery of a proposal
Pre-determined budget
Additional reporting



FUNDRAISING
Donations - cash, goods services
Usually non taxable
GA if a Charity
You choose spend

FUNDING
Start up, Innovation, R&D grants, Core funds
Usually non taxable (tax at point of spend)
Pre-determined budget
Additional reporting

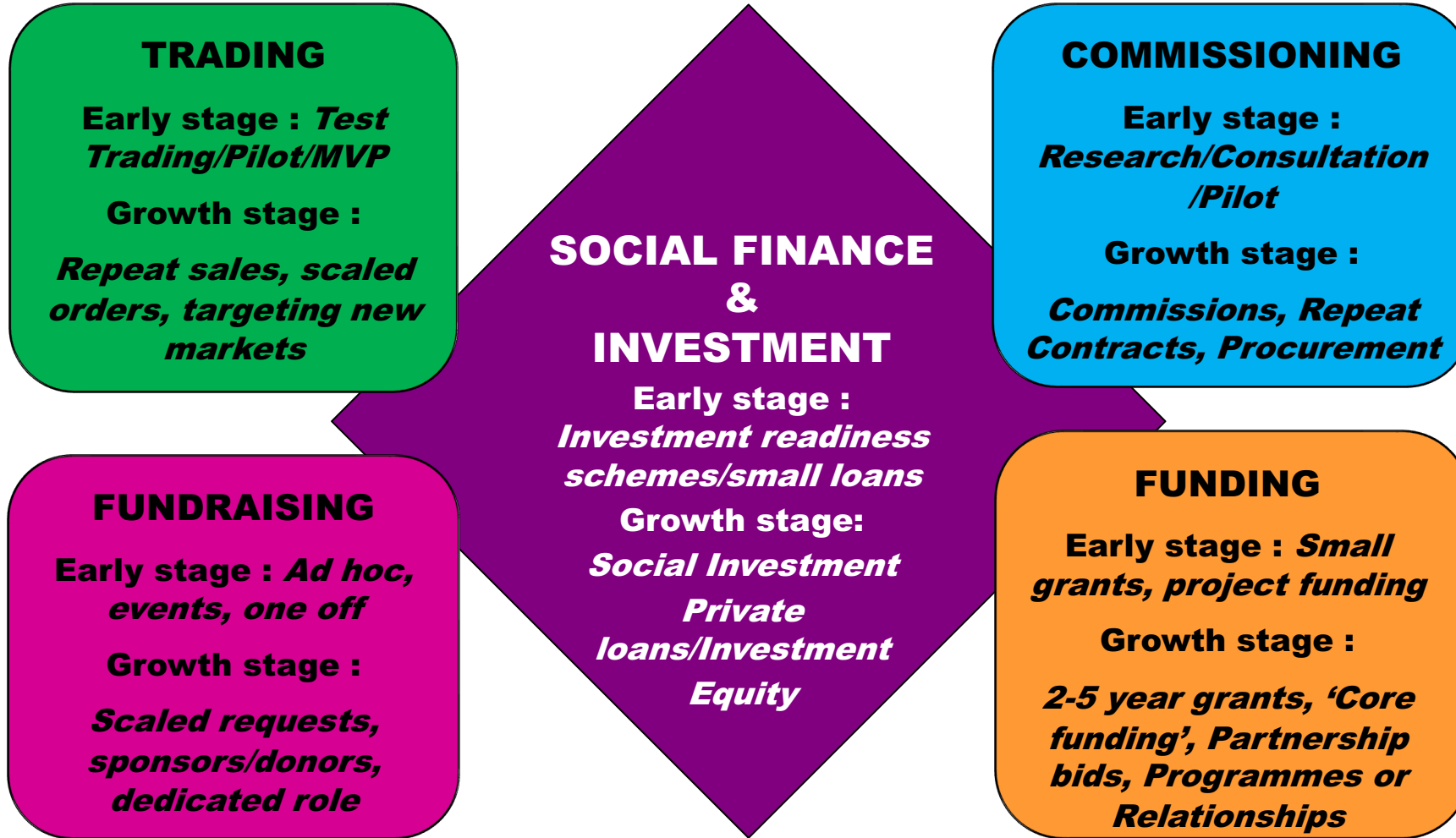
How does your income generation cocktail stack up?



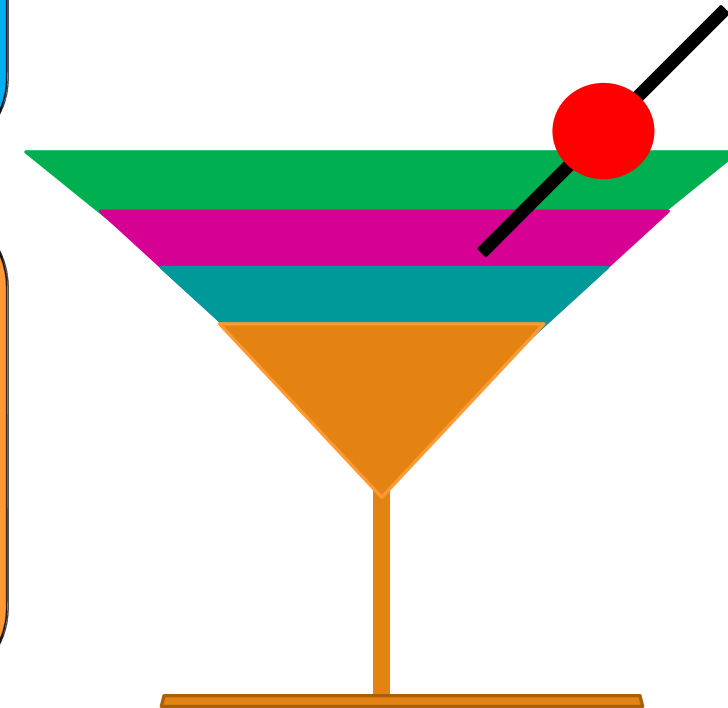
Where are your short term & long term priorities - Who are key partners, stakeholders & customers?

INCOME GENERATION COCKTAILS

- AS YOU GROW



How does your income generation cocktail stack up?



**Where are your short term & long term priorities -
Who are key partners, stakeholders & customers?**

Funding Trajectories....

Stage 1 (0-2 years)

UnLtd
SSE
Fundraising/Crowdfunding

Stage 2 (1-3 years)

Neighbourhood grants
CVS / Local grants
Small council/HA funds
Research/pilot commissions
TNLF -Awards for All
Fundraising/Crowdfunding
more ambitious targets and
others who do this on your
behalf

Stage 3 (3-5 years +)

WEA / Employability & Skills
TNLF £100 -£500k
- Reaching Communities
- Partnership
Consortium bids
Esmee Fairbairn
Joseph Roundtree
Sport England
Mcr Active
GMHSCP
Fundraising/Crowdfunding more
ambitious targets or Community Share
Issues
Others who do this on your behalf &
dedicated staff/vols
<https://theclarefoundation.org/wp-content/uploads/8.-Charity-Excellence-Funder-List-Core-Costs.pdf>

Crowdfunding

– Bridge between Fundraising & Investment

(un-restricted funds more or less – Free money/ resources)

Crowdfunding is a growing part of the business funding landscape in UK. In 2012 £350m was raised which grew to £2,337m in 2014 – an average growth of 410%. Average amounts raised in peer-to-business lending are £73k with an average of £199k for equity crowdfunding and £56k in invoice trading.

<http://crowdfunduk.org/2015/10/27/a-z-of-crowdfunding-2/>

- Crowdfunder
- Kickstarter
- Indiegogo
- SpaceHive
- Just Giving
- Local Giving



Several places in UK to go to discuss your social investment needs

Products

Investment Readiness

Investment funds

Social Enterprise funds

Specialised funds

Loans

Social Impact Bonds

Providers ('intermediary' companies)



Social
Incubator
Fund



Social
Investment
Market CIC



Social Investment - GM

(Repayable finance – often higher than bank rates)

Social Finance is for those higher risk projects or investments which Banks may not seek to fund or where the organisation hasn't the usual assets of an established private business. It often comes with wider business development support and a relationship manager.

GMCVO has general small loans £10-30K or the LAP fund is for those based in Bolton, Wigan, Stockport or Oldham

Early Stage Loan Fund	Scale Up Loan Fund	Buildings Loan Fund
This investment can be used for any costs to your business to support you to get through the early stages of business set up or initial business growth.	This investment can be used for costs to your business to support you to grow your trading activity and your social impact.	This investment can be used to purchase a building. We are happy to invest the full amount or partner with another lender. You can also use this investment to renovate or refurbish a building you already own.
<i>Fund details:</i>	<i>Fund details:</i>	<i>Fund details:</i>
You can apply for a loan of up to £30,000	You can apply for a loan up to £100,000	You can apply for up to £350,000 of blended finance (90% loan and 10% grant)
<ul style="list-style-type: none"> • Interest free • Repayable over 1-3 years • 3-month option of no payments at the start of the investment • No penalty for early repayments • No security taken 	<ul style="list-style-type: none"> • Interest charged at 8% • Repayable over 1-6 years • 12-month interest only period • Stepped payments • No penalty for early repayments • No security taken 	<ul style="list-style-type: none"> • Interest charged at 6.5% • Repayable over 1-7 years • 6-month interest only period • No fee • No penalty for early repayments • No security taken

<https://www.gmcvo.org.uk/gmsocinvest/local-access-partnership-fund>

How not to write a funding bid...

Go in blind vs reading, meeting & responding to the criteria

Go in cold (requesting £20k + build a relationship sometimes sooner)

Go in with the wrong governance or track record

Burn the midnight oil

Cut & Paste

Ignore your competition / who the funder has previously backed

Ignore Full Cost Recovery and go bankrupt or go unpaid

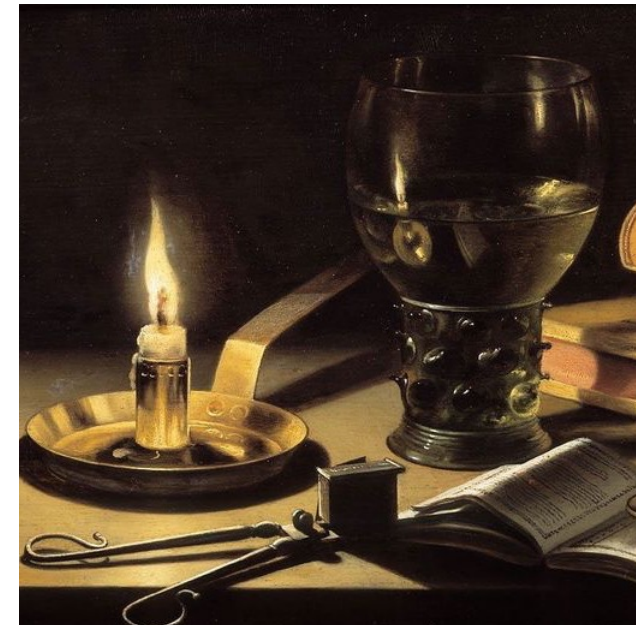
Ignore the Political, Economic, Social, Technological, Local,

Environmental context, need and policy rhetoric

Assume you are unique with the best idea and solution going

Go over the word count – or write one sentence answers

Forget about funder requirements & reporting expectations



Things to prepare to respond...

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Key info doc/folder or a 'Bid Canvas'

Company Number, address(s), lead applicant info, director/trustee info, vision, mission, key services, purpose & social issue you are seeking to address (Theory of Change/Business Model Canvas), director & team biographies



Accounts: 1-2-3 previous years, management accounts future projections & Bank details

Policy documents – H&S, E&D, volunteer, Safeguarding, GDPR, Sustainability

Insurance in place

Social Value report/ data, PESTLE Report and links to policy to evidence need

Previous bid content (to adapt/amend & repurpose – not cut and paste)

Online presence – twitter, facebook, Instagram, website

<https://www.unltd.org.uk/blog/how-tos/getting-your-ducks-in-a-row-to-apply-for-emergency-funding>

Policy/Reports to Evidence Need.....

NHS, DfE, BEIS, DWP



JNSA

GMCA

ONS

Mintel

HBR



CLES
IPPR
SEUK

Vary per proposal, theme, area, sector.....



What to do when you get rejected.....

Don't take it personally

Do seek feedback where you can get it and read the rejection letter carefully

Do call / email before you re-apply

Do reapply! (improved plan, improved evidence, improved budget, partners)

Get a colleague, peer, trusted contact to review/critique and give feedback

Do rehash and reuse rejected content – following review/feedback

Do develop a wider income generation strategy – repeat custom beat bid writing & fundraising can be more fun/build your market & bring surprising benefits with less strings

BREAKOUTS/DISCUSSIONS

– Over to you.....

Your insights and reflections

When it has worked well and bidwriting nightmares

TAKE AWAYS



Next session.....Scaling up your Social Business

Recap what you have missed:

<https://beeactive.tfgm.com/cycle-and-stride-leaders-programme/>

Wider Flourish events:

<https://www.eventbrite.co.uk/o/flourish-cic-12424608687>

Or see our How to Festival www.howtofestival.org.uk

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Tune in!

Supporting women in social enterprise
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#Keep Flourishing
@FlourishCIC

Supporting Women in Social Enterprise Podcast

Episode 1:
Myths & Legends about Social Enterprise Governance



featuring
Jo McGrath, Director, Flourish Together

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Supporting Women in Social Enterprise Podcast

Episode 2:
Career Pathways for Social Change



featuring
Eve Holt, coFounder, Happen Together

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Supporting Women in Social Enterprise Podcast

Episode 3:
Marketing & PR for your social venture



featuring
Grace Dyke, coFounder, Yellow Jigsaw

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Supporting Women in Social Enterprise Podcast

Episode 4:
Measuring Social Value & Communicating Your Impact



featuring
Kat Luckock, Director, Share Impact

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Supporting Women in Social Enterprise Podcast

Episode 5:
From Challenge to Opportunity



featuring Simone Callaghan, CEO
The Goodness Collective CIC

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A word from Flourish CIC

An update from us during COVID19 pandemic



from Nickala Torkington,
Flourish coFounder & the whole team x

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