

Cycle and Stride for Active Lives Leaders' project

How to attract funding and achieve bid success



**How to attract
funding and achieve
bid success**

Coming up.....

- Funding and Fundraising from a standing start
- Looking for funding, being eligible and having the right content and evidence
- Important data gathering & evidence – PESTLE report, Market Intelligence, Community Feedback
- Creating a funding Bid Canvas

My Experience on 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 to raise over £350k between them

In the last 12 months alone supported 30 organisations to secure over £650k from a range of sources

In recent years run 4 successful crowdfund campaigns & helped 12 orgs raise over £350k

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've had bids rejected!

INCOME GENERATION COCKTAILS

TRADING

COMMISSIONING

**SOCIAL
FINANCE
&
INVESTMENT**

FUNDRAISING

FUNDING

How does your income generation cocktail stack up?



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

CONSIDERING ROUTES TO FINANCE AND SUPPORT.....LEAVE NO STONE UNTURNED!

LOCAL: CVS, ENTERPRISE/ BUSINESS SUPPORT, LOCAL FORUMS,
UNIVERSITIES, HOUSING ASSOCIATIONS, ARTS NETWORKS, PUBLIC
SECTOR

REGIONAL: KEYFUND, SSE, GMCVO, GMSSEN, REGIONAL SE
SUPPORT

NATIONAL: SEUK, NCVO, UNLTD, BIG SOCIETY CAPITAL,
LOTTERY, ARTS COUNCIL, SIB GROUP, CLEARLY SO, CHARITY BANK,
PAUL HAMLYN, ESMEE FAIRBAIRN, POWER TO CHANGE

SECTORAL – HEALTH, EDUCATION, YOUTH,
ENVIRONMENT, ARTS, CREATIVE, DIGITAL, TECH

Quick checklist

- **Local Councils – Have you checked your local discretionary business grants? Etc.**
- **Covid Response Funding – Neighbourhood teams, councils, National**
- **Watch out for Housing Associations community and social investment funds**
- **General Funding**
- **Wider opportunities and things to bear in mind**
- **WEA funding Training & Employability**
- **Investment Options**
- **Media Attention**
- **Crowdfunding – Crowdfunder/Just Giving/Space Hive/Aviva**
- **Wider Fundraising**
- **Commissioning and Trading**
- **Evidencing your impact..... Strengthening your bids**
- **Partners and consortium approaches**

Typical trajectories....

Quick Win trajectory (from a standing start)

UnLtd

SSE

Fundraising/Crowdfunding

Neighbourhood grants

CVS starter grants

Small council/HA funds

research/pilot commissions

TNLF -Awards for All

WEA

TNLF £100 -£500k

Thematic options /Core

Consortium bids

Evolving organisations

Larger Lottery 3- 5 years

Reaching Communities

Partnerships

Heritage

Housing Associations and
partnerships

Corporates and sponsorship

Commissioning routes

Charitable Trusts (many will
fund SE)

Thematic options /Core

Consortium bids

Over to you!

**Finding Highs and
Lows**

In break outs.....

Homework Task.....

Bid Review Exercise

***Research into 3
possible funds***

What are your thoughts and tips for....

How not to write a funding bid...

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

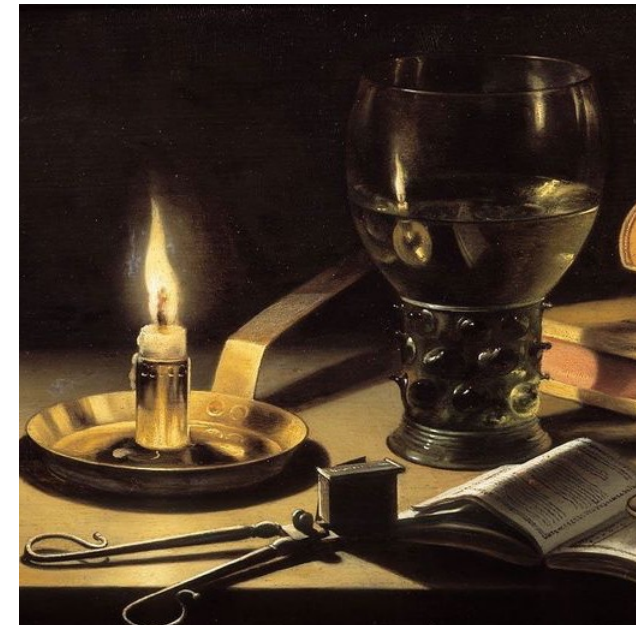
Ignore the Political, Economic, Social, Technological, Local,

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



Strengthening bids with good intelligence

PESTLE Analysis POLITICAL,ECONOMIC, SOCIAL, TECHNOLOGICAL,
LOCAL, ENVIRONMENTAL

(Deep dive and wider contextual understanding into risks, opportunities, demand and how your venture links to **policy needs**) Can be used to **consider risk** as well as get your **evidence stats** in order

Political	Social	Local
Economic	Technological	Environmental

Policy/Reports to Evidence Need....

NHS, DfE, BEIS, DWP



Greater Manchester Moving > ^ < v

JNSA

ONS

Mintel

HBR

GMCA

Our People, Our Place

The Greater Manchester Strategy Outcomes Framework

The Greater Manchester Strategy sets out our collective ambition for Greater Manchester over the next decade as we get on and grow on. It is a strategy for our economic, environmental, social, cultural, community and local environment systems, people and services. It is a strategy for our people and places, and for our people and places to be the best they can be. It is a strategy for our people and places to be the best they can be. It is a strategy for our people and places to be the best they can be.

Below are four delivery objectives for each of the individual priority objectives



FOR EVERY £1 OF VENTURE CAPITAL INVESTMENT IN THE UK:



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

CLES
IPPR
SEUK

Areas that often need strengthening are....

Who your beneficiaries are

“We work with minoritised women in Trafford”

% of your beneficiaries who.....

Local intelligence on the issues you are aiming to solve – demonstrate, market, need & that you know your stuff

People who benefit from the activities of our Women’s group in Sale, Trafford:

- are homeless or at risk of being homeless
- have low or no qualifications
- lack literacy & numeracy skills
- are lone parents
- have disabilities, learning difficulties or health conditions
- are women
- are from ethnic minorities
- are aged over 50
- are isolated due to culture and language barriers
- are unemployed and economically inactive

Our activities with women from ethnic minorities has helped to empower and prevent abuse and discrimination due to their religion or culture thus enabling them to seek training and employment opportunities through our group. We have built a high level of trust with our community in ways that other organisations sometimes struggle to reach or fully support with impact. We also have strong partnerships and alliances with other local and regional agencies for both signposting, referrals and collaborative working.

Areas that often need strengthening are....

Specific detail

Direct & indirect beneficiaries as well as the wider economy

What are the main activities of your organisation? [100 words max]	To provide and deliver alternative wellness and wellbeing support and space to people affected by low mental health, addiction or alcoholism issues. <i>Additionally we promote music, creativity and the arts through our services, activities and events.</i>
Who benefits from these activities? [100 words max]	<i>People facing both mild to moderate and complex mental health needs as a result of trauma, addiction and cycles of poverty and hardship alongside creative, digital and multimedia artists and musicians. X % of our client group are xxx, X % of our client group are YYY and X are</i>

Areas that often need strengthening are....

Specific detail

Include not just your aims/goals – but your specific SMART objectives (exactly what you are going to do to achieve them

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Timebound**

Benefit	How will this be achieved through proposed activities? [Max 100 words per benefit]
<p>increased confidence and self esteem</p> <ul style="list-style-type: none">• People accessing our project will report they have access to new opportunities to develop skills to further education and employment because of the confidence gained and the trust they have built with us.• People accessing this programme will report they have discovered online support forums and networks to help them with their personal development and job / skills searching• People accessing this programme will report increased confidence in learning and the ability to build up a network of peers to support in continued learning.	<p>Through a group cohort approach and person centred one to ones – learning from trainers/ facilitators as well as peers. Plus trainers have lived experience aligned with that of the participants.</p> <p>Specialist one to one support from a coach and active signposting to new opportunities once participants have spent time looking at their wants, needs and capabilities. CV/Job search sessions form part of the programme.</p> <p>The informal, non judgemental and social nature of the programme alongside additional wellbeing and creative sessions builds friendship groups beyond the programme</p>

Areas that often need strengthening are....

Specific detail links to policy, industry, local or national strategic objectives

Insert relevant statistics and where possible/wordcount allows your sources

From surveys & research through our strategic networks we know there are over 200 social enterprises locally and 30% were breaking even, 41% were making a surplus, most (85%) are small or micro having less than 5 Full Time employees, with 79% having less than 5 Part Time employees. We are focussed on 'Micro & Small' organisations who are keen to bring the workplace out of peoples homes, whilst encourage reconnection & development of community activities. Consultation has highlighted closure of a number of City Centre affordable office bases and people wanting to work locally post pandemic.

Areas that often need strengthening are....

Specific detail links to policy, industry, local or national strategic objectives

Insert relevant statistics and where possible/ wordcount allows your sources

Men are 4 times less likely to go and see a GP compared to women. According to 2011 census data there are in the region of 138,400 males living in Stockport. Our events would be open to all however we would target those in Equity Housing and we have been working with homeless men from H3 who we could also target to reduce their isolation living in hostels and supported transient housing to bring them to Cheadle Hulme for treatments – improving their mental health, whilst reducing their social isolation and enable them to access new opportunities and services. According to local data poor physical and mental health is high across several areas of Stockport and male life expectancy is lower than the national average <http://www.mystockport.org.uk/wp-content/uploads/2016/01/Bredbury-Woodley-1.pdf> . We have reach into Offerton, Brinnington, Reddish, Bredbury and Woodley to attract people across the borough to our events as well as an ability to support those closer to Cheadle and Cheadle Hulme. We have trialled this ‘Pop up Spa’ concept in partnership with H3 Homeless and have been carrying out intensive work with 25 men over the last 2 years. The feedback on how this has improved their attitude, motivation, helped managed their stress and anxiety in the short term and enabled them to progress to build social relationships and engage in new activities has been overwhelming. We believe this model will work well in partnership with Equity stakeholders, staff and beneficiaries.

There is growing medical evidence for the benefit of complementary/ holistic therapies: <https://www.nursingtimes.net/roles/nurse-educators/complementary-therapies-what-is-the-evidence-for-their-use/197727.article> , also US National Centre for Complementary Health states “there is scientific evidence that massage may help with back pain and may improve quality of life for people with depression, cancer, and HIV/AIDS”. Anecdotal feedback from people we have treated at pop up events backs this up and H3 have consistently said our treatments have been the most requested intervention and had the highest engagement of all other activities from men over the last 2 years.

Bid Canvas

Things to prepare to respond...

Key info doc/folder

Company Number, address(s), lead applicant info, director/trustee info, vision, mission, key services, purpose & social issue you are seeking to address, 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)**

Brush up your 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>



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

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Questions, Thoughts, Comments

Nickala@flourishtogether.org.uk

@Nickala5

@FlourishCIC

Tune in!

Supporting women in social enterprise
flourish

#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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