



Community &
Voluntary Services
cheshire east

Income Generation Strategy session 2

Welcome and Introductions

welcome

Aims and Outcomes

To equip you and your organisation to plan for the future, identifying a diverse range of funding opportunities through a strategic approach to income generation...

By the end of this session you should have increased:

- Understanding of budgets and cash-flow
- Ability to cost up projects and unit costs
- Knowledge about regular donation schemes

What we'll cover today:

- Feedback from homework
- Budget – brief overview
- Cash-flow (scenario activity)
- Spotlight: Regular Giving (**Matthew Lanham – Neuromuscular Centre**)
- Money saving
- Homework

Feedback from homework

3 minutes per organisation

- Did you find anything difficult?
- Any surprises?



Budgets

An estimate of income and expenditure for a set period of time.

- Do you use/have access to yours?
- Does it include diverse income generation?
- Do you plan ahead?

Money-saving

What can/do you do to save money / reduce costs

- Use staff across projects
- Recruit volunteers to compliment service
- Better use of trustees
- Pro Bono support
- Contacts / networks
- Partnership work
- Share resources
- Use technology
- Shop local
- Negotiate fees/costs with suppliers
- Review assets (inc. Property)
- Challenge HR/Finance manager or treasurer
- Is the cost sufficient to mission and aims?
- Tax relief – are you claiming it?
- DO enable funding/resources to invest in fundraising activities

What do you need? Full cost recovery

‘Youth In the Lead’

You are part of an organisation that is planning to start a new youth group on a housing estate. You run youth groups already in other areas of the town and are well established . There hasn't been any provision for sometime, but you have a venue that will let you use their facilities. You are planning to bring in a paid youth worker, You've been given the task of looking into funding for the new group.

What are your costs?

What is your unit cost?

When do you need it? Cashflow

Up-front?

During the Project?

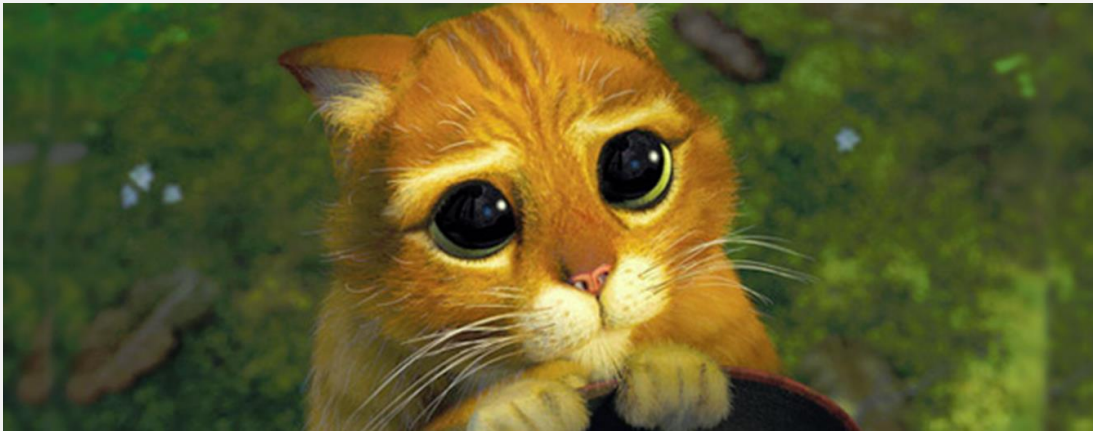
Responding to change

What is the urgency? What level of risk?



Spotlight – Regular Giving

- Giving Platforms
 - Motivation
- Potential Donors
 - The Ask
- Communication
 - Retention



Spotlight – Regular giving

Matthew Lanham, Chief Executive
Neuromuscular Centre



Questions

- Take away task
- Future Weeks
- Offers of expertise

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