



Community &
Voluntary Services
cheshire east

Income Generation Strategy session 3

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 use of SWOT analysis
- Understanding of impact measurement
- Knowledge about Trading services and goods as a diverse income stream

What we'll cover today:

- Feedback from homework (Regular Donors and Budget)
- SWOT Analysis
- Activity – Income generation Impact Assessment
- Trading - Overview
- Spotlight: 2 speakers on Trading
- Recent Income Updates
- Homework

Feedback from homework

Short feedback per organisation

- Key learning
- Any issues



Spotlight – Trading

Speaker 1 – Robin Osterley (Charity
Retail Association)

Charity Retail Association®
The voice of charity retail

SWOT Overview

- Strengths
- Weaknesses
- Opportunities
- Threats

Potential income stream – ACTIVITY?

Explore its impact on the organisation and your beneficiaries (NCVO Step 2)

- Impact on organisation

- Impact on beneficiaries and stakeholders

Potential Income stream

- Impact on resources

- Impact on activities

Spotlight – Trading

Trading Services



Trading



Spotlight - Trading

Types of Trading

Primary purpose

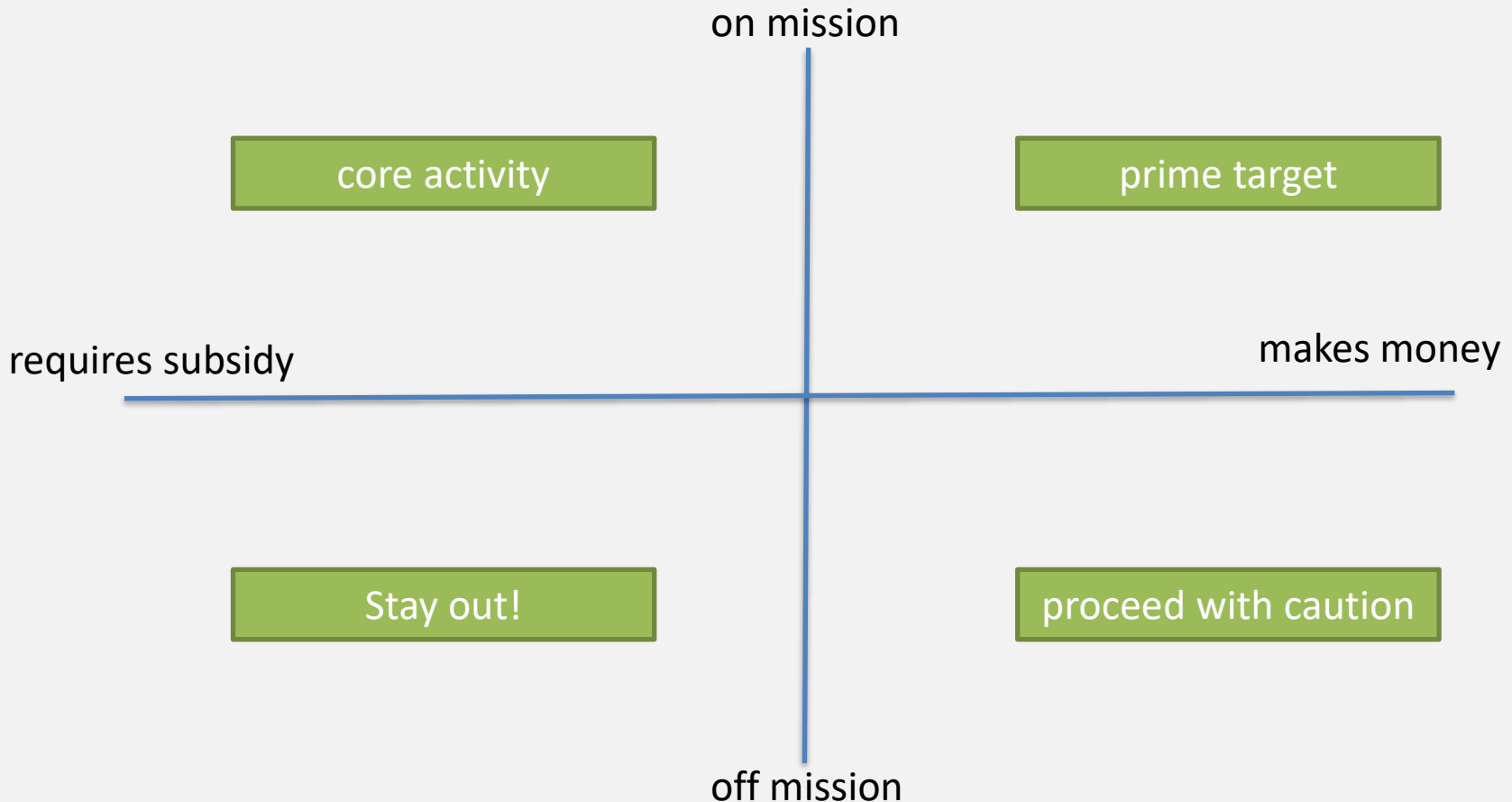
Ancillary

Non primary purpose

Consider..

Your assets
Your customers
Your regulators
Your risk

Spotlight – trading and mission



Spotlight – Trading

Speaker 2 – Richard Holmes (St. Paul's Centre)



FYI

Full Cost Recovery

Guidance and resources will be sent out with this week's homework

Community Fundraising commences 12th April 2021

JustGiving launches free donation processing service for charities

CVS Business Planning Cohort

Questions

- Take away task
- Future Weeks
- Offers of expertise

Created by:

CVS Cheshire East

11 Hope Street
Sandbach
Cheshire
CW11 1BA

Office also in Crewe

enquiries@cvsce.org.uk
www.cvsce.org.uk



CVS Cheshire East



@cvsce
@CVSCETraining