



Sunstainable Income

Allen Robertson – Sported Volunteer

Three Themes

- Clear and consistent Story
 - Understand your costs
 - Multiple Income Streams

Strong Foundations



Narrative of your Charity

- Clear on your Purpose
 - Clear on your Story
 - Everyone in your organisation tells the same story
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- Pre-Mortem
 - Move 12 months into the future and review the reasons for Failure/Lack of Success

Understand Costs

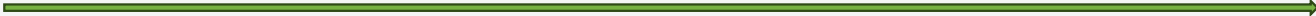
- Clarity on Costs

- Where do your costs come from?
- Fixed – i.e. Rent of Premises
- Variable – i.e. Materials based on Volumes

- Assumption: Your charity is 'Ongoing' and not a Project

Sources of Income

Income Continuum: £20,000 x 1 Person or 20,000 People x £1

£20,000  £1

Donations

Grants

Contracts

Selling Goods & Services

Community Shares

Crowdfunding

Donations

A gift given without any expectation of something in return. (if you could create a customer base who pay a monthly fee much better than “One-Off”)

Ensure you have a ‘Donation’ button on your website and social media links

Utilise other retailers! ‘Amazon smile’

Account: Just Giving; Pennies etc. etc.(don’t forget to claim ‘Gift Aid’)

Examples: Coffee Mornings; Fun Runs, Abstain etc. (I have ideas sheet to disseminate)

Grants - Funders

Remember – highly competitive and oversubscribed

Be Clear your objectives meet the Funder's intended outcomes, you will be measured on this criteria alongside how you are spending the Grant.

Read their guidance notes or call their helpline if unsure, don't waste time if you cannot meet their outcomes! – Utilise your resources efficiently

National Funds: UK wide

Regional Funds: 'Go London' a good example but there will be more Regional/local funds available.

- GOV.UK 'Find a Grant'

Contracts

Win a contract to provide goods and services in your area. Partner to deliver goods & services in your area.

The Government have utilised this market more than in the past to meet their objectives.

What services could you provide? Training at Schools?

You need to be Contract ready!

- GOV.UK has information to help understand this market

Selling Goods & Services

Selling products and services? (This can include subscription/membership fees)

Could you give Talks?

Could you deliver Training and Mentoring?

Could you run an unrelated business with profits given to your Charity? (Repairs?)

Conduct Research in your specialist area?

Retail Shop/Online Shop – Seek advice and assess your 'fixed cost base' (shopify, Charityretail.org.uk)

Community Shares

- Community shares can be a great option for developing local shops and pubs, financing renewable energy schemes, transforming community facilities, supporting local food growing projects, funding new football clubs, restoring heritage buildings, and more.
- By investing in community shares, communities enter a virtuous circle whereby it's in their interest as members and investors to be active as customers, supporters and volunteers too. And the same applies to other stakeholders.
- <http://communityshares.org.uk/>

Crowdfunding

- Very busy place, you need to be confident your Project will stand-out or maybe some form of 'Celebrity' endorsement!!!
- Your story needs to be really compelling to be a success in this market
- A number of Platforms on the market

Marketing & Promotional Support – Two Ideas

- Approach the local College/Sixth Form/University and ask if they could create a marketing plan for the charity as a project. This widens the knowledge of the charity in the local community and can provide clarity in the areas to focus on for income generation.
- Approach a local newspaper and offer to provide a Free session/s for a reporter, look to see if they can provide an editorial or advertising as a way to promote the charity.

Risk Management Plan

Risk	Probability	Impact	Owner	Mitigation Plan
Major Funder reduces Funding	Medium	High	Project Manager	Complete multiple applications Develop Fundraising Ideas Employ Relationship Manager

Questions

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