



FUNDRAISING STRATEGY

2017 - 2018

This strategy was adopted in April 2016 to support VAAC in achieving the targets set out in VAAC’s Strategy.

Introduction

This strategy is to support the achievements of the objectives of our organisational strategy and to raise funds for the projects identified in our annual business plan.

We are looking to reduce the impact on our reserves which if no additional income is secured would mean a deficit of £20,500 this financial year. We are also looking to update our website and IT:

- £3,000 earned income through selling our services as trainer, fundraiser, facilitator etc
- £1,400 through the selling of training course places to cover the costs of our running our training programme.
- £7,000 plus through grant bids to lessen the impact on our organisational reserves

In addition to this we have identified areas we could fill gaps or expand our services and will look for opportunities to bid for funds or support partnership bids in the areas of:

- Social Enterprise Support and Development
- Supported volunteering programmes
- Community development opportunities
- Accredited training development

Strategic Aims

Strategic AIM 1	Strategic AIM 2
<p>To ensure vibrant and sustainable voluntary and community organisations:</p> <p>a) To assist the development of locally led voluntary and community organisations, especially in local neighbourhood improvement and rural areas.</p> <p>b) To ensure that voluntary and community organisations in Arun and Chichester have the advice and support that they need to run a high quality organisation.</p> <p>c) To better equip Arun and Chichester voluntary and community</p>	<p>Community engagement and action:</p> <p>a) To broaden and expand the pool of volunteers from which local voluntary and community organisations are able to draw.</p> <p>b) To encourage and enable voluntary and community organisations to make the most of volunteer activity.</p>

organisations, in a challenging economic environment, to access all funding and income generation opportunities. d) To develop new services meeting the needs of local people.	
Strategic AIM 3	Strategic AIM 4
2. Networking, representation and promotion: a) To ensure that our strategic partners understand the needs and unique contribution of the local voluntary and community sector and take them into account in their decision making. b) To support local voluntary organisations to work collaboratively to meet the needs of local residents. a) To raise the profile of the voluntary and community sector so that local residents and decision makers are aware of its role & value within the community. b) To work with all sectors to promote, action and uphold the principles of the West Sussex.	4. To maximise the potential of the organisation within the context of the current economic environment and VAAC's investment of reserves. a) To ensure that VAAC develops its profile as an organisation and to fulfil the requirements of existing and potential funders. b) For VAAC to be accountable for its use of public, private and other funding and be financially viable. c) For VAAC to be engaged with and accountable to its member organisations and stakeholders in the development and delivery of its services. d) For VAAC to be an effective and equitable employer.

Current position

Funding Source	Funding For	Amount	Funding Expires	Other Info
West Sussex County Council	VAAC re Arun	£ 39,030	1 st April 2019	
West Sussex County Council	VAAC re Chichester	£ 28,382	1 st April 2019	
Chichester District Council	VAAC	£ 42,400	1 st April 2018	Review Sept 2017
Arun District Council	VAAC	£ 48,760	1 st April 2019	
Chichester City Council	VAAC	£2,500	1 st April 2018	Annual bid
Littlehampton Town Council	VAAC	£1,500	1 st April 2019	2 yr sla to be renegotiated
Coastal Commissioning Group	VAAC	£750		Offer to attend 6 meetings

Fundraising SWOT analysis

STRENGTHS	WEAKNESSES
Expertise and experience Information comes direct to us on funding streams available Good relationships with local/regional funders Good reputation for delivery and skills of team	Direct fundraising not an option as we are not a front line organisation. Over reliance on LA funding. Capacity to bid for funding and management capacity to deliver new projects.
THREATS	OPPORTUNITIES
Core funding could be under threat if core funders seek to make further cuts. Capacity issues in CVS network make partnership working more challenging. Competition from other providers.	Commissioning opportunities Selling some of our services Demonstrating the impact of our work Contracting with partners

Areas for development

1. Developing e-learning tools to support our members
2. Re-negotiating SLA with CDC
3. Identifying opportunities to bid for other funding to support the development of social enterprise support/community development/supported volunteering/accredited learning

Screening

Funding source	Funding for	Method (asking or earning)	Amount	Deadline	Other info
Chichester City Council	To be agreed	Asking	£2,500	July 2017	
Waitrose	Unrestricted	Asking	£300-£600	Submit bid Rustington and Chichester	
Awards for All	Website and IT	Asking	Up to £10,000	No deadline but priority for VAAC so	

				application ideally by end of May 2017	
Awards for All	Bidding on behalf of a partner to research community needs ahead of community development project	Asking	Up to £10,000	Can apply anytime	
Transform Foundation	Website development	Asking	Not sure of amount	They have said that they will soon announce a website grant for small organisations	
Selling training places	Covering training costs	Earning	£1400	Ongoing	Based on amount achieved for 2016/17
Sponsorship opportunities	To support core costs	Earning	£500 - £1000	Ongoing	
Centre for Social Action Innovation Funding (NESTA)	Maybe supported volunteering Awaiting new project calls	Asking	TBC	TBC	
Sussex Community Foundation	Support for core costs but maybe specifically for our network events programme (volunteering, fundraising and general)	Asking	£5,000	September 2017	Need to take advice from Community Foundation as to whether this would make a good bid.
Reaching Communities	Possibly something on supported volunteering -	Asking	TBC	TBC	Would need to sound out the lottery

	pan Sussex? Or a follow on for a community development project				before attempting to bid.
Bognor Regis Town Council	Need to agree area of focus for bid as past bids have failed	Asking	£2,500	September 2017	
Foyle Foundation	Possibly to fund the Fundraiser Network	Asking	£10,000 +	Can apply at any time	(Useful to know if any Trustees know Michael Smith, Chair of Foyle Foundation who lives in Chichester)
Friends Provident Foundation	Social Enterprise research and development project	Asking	TBC	3 rd July or 6 th November deadline for 2017	In partnership with University of Chichester

Short listing

Funding source	Probability of success	Risks	Benefits
Chichester City Council	Medium	Minimal	Support to core service and raised profile amongst councillors
Waitrose	High	Minimal	Support for core costs
Selling training places	High	Need to ensure each training course has enough attendees to cover costs	Ability to run further training for voluntary and community groups
Bognor Regis Town Council	Low	Minimal	Raised profile with Town Councillors. Support to our core costs.

Sponsorship opportunities	Medium	Need to ensure sponsors business and expectations align with VAAC's	Raise profile of VAAC amongst business community
Awards 4 All	Medium	Minimal	New website and upgraded IT.
Sussex Community Foundation	Medium	Minimal	Support for core costs to continue offering free networking sessions.

Actions and timescales

No:	Funding source	Who responsible	Resources needed	Action required	Timescale	Progress to date
1	Chichester City Council	KS	Staff time	Write bid	End of June 2017	
2	Waitrose	KS	Staff time	Submit forms	End of June 2017	
4	Selling training places	SW/Administrator	Staff time and Promotional materials	Staff time and publicity	Ongoing	
5	Bognor Regis Town Council	KS	Staff time	Bid Writing	September 2017	
6	CDC SLA	HS	Staff time	Meetings and report preparation	Summer - Autumn 2017	
7	Sussex Community Foundation	KS	Staff time	Write bid	September 2017	
8	Selling services	KS/HS	Staff time	Promote services that we can sell and time to deliver contracts	Ongoing	4 Sight purchasing 1-2 days time Active Sussex paying for training course.