

# IMPACT FOR FUNDING



More than training - a summary of ways we can help

This is the final summary of training and other help your Bexley group can get for free as Impact in Action finally closes in July 2022. Before then, make the most of all this local, free help that can save time, hassle and make your work shine!

Take a look, book and pass it on to your team!

Or, if you don't know where to start just call or email on the details on the bottom right.



Karen Jefferys  
Impact Officer



Mar-July 2022

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[Book now](#)

[www.bvsc.co.uk/events/training](http://www.bvsc.co.uk/events/training)

[www.bvsc.co.uk/events](http://www.bvsc.co.uk/events)

*'it didn't feel like intense training despite the fact there was a lot to learn'* Feedback

Want to know more?  
Contact Karen  
01322 315 391  
[karen@bvsc.co.uk](mailto:karen@bvsc.co.uk)

# Impact in Action 7 Foundational Sessions

Book one or all of these one hour sessions at a time to suit your team or watch the video versions by requesting the link from [karen@bvsc.co.uk](mailto:karen@bvsc.co.uk)

**Tip!** Team up these foundational sessions with the practical 'Get it done' ones on the next page.

## Making a difference part 1: outputs, outcomes, impact

Funders want to know their money makes a difference, but how do you prove it? This whistle stop tour will help you understand the terms funders use, and hopefully help you unlock their funds so you can continue to make a difference.

## Making a difference Part 2: planning triangle/theory of change

Explaining how you hope to make a difference on one sheet of paper helps you and funders understand what your Voluntary and Community organisation is there to do.

## Measuring change, realistic options

Trusts and givers want to know that their money makes a difference, but how do you prove it? Understand how to measure change in different ways that chime with different people.

## Sharing your difference

Like a chocolate selection box of different ideas to choose from, this session will provide lots of easy and practical ways to share the difference you are making. (Sorry, chocolates not included!) Discover different ways to share the difference your voluntary and community group makes.

## Trustees/Leaders

### Why evaluation is good for your organisation

You'll find out about some of the requirements on trustees to be checking your outputs, outcomes or impact and what these terms mean. This session is aimed at trustees and managers, though all are welcome.

**Perfect for a lunchtime slot at only 30 mins.**



## What funders want

How can you improve your applications, increase funding and help more people? (This session assumes some knowledge of the terms covered in the other Impact sessions.)

## Overcoming issues

Trying to measure change can sometimes feel like an assault course! Having the time, energy, skills, money and more can feel like insurmountable hurdles. Here are some tips to making things as straightforward as possible, based on the reality of working in small charities.

# Get it Done!

## Short & Practical

Do you ever go to training, learn lots and then return to work so busy that you don't have time to implement anything? These 45 minute sessions include a bitesize amount of input and then time to practically start on the work and ask questions. This is your chance to learn and get it done all in one! Book the sessions for you or your group. Video versions available on request.

A practical way to implement basic marketing training. The sessions work best as a pair. Very basic Excel needed.

### Marketing when it's not your job: Purpose, Targets & media

By the end of this session you will

- ...have considered the purpose of your marketing.
- ...know who you are targeting.
- ...know what media you might want to use to reach your targets.

### Marketing when it's not your job: creating a realistic plan

By the end of this session you will

- ...consider whether it is worth having a basic marketing plan
- ...recognise that measurement feed improvement
- ...have a basic plan of contacting your target markets.

Implement things learnt on the 7 Impact for Funding sessions in these easy to digest **Get it Done!** sessions. Great if you have already done the 7 sessions, accessible if you haven't.

### What are your needs/assets?

By the end of this session you will

- ...have a better understanding of what a funder means when they talk about needs and assets.
- ...know where to research evidence that proves your needs.
- ...have made a start on that research.

### Use your needs to set your impact

By the end of this session you will

- ... have a better understanding of what impact means in community development terms
- ...be better able to see how you work out the impact of your group.
- ...be better able to state (and therefore eventually share) your impact.

### What are your project's outcomes?

By the end of this session you will

- ...have a better understanding of what outcomes means in community development terms
- ...be better able to articulate your outcomes.
- ...be better able to measure outcomes.

### Putting together your Theory of Change

By the end of this session you will

- ...understand how your needs, activities, outcomes and impact fit together in a logic model Theory of Change.
- ...be able to use Jamboard or sticky notes to start drawing your Theory of Change.
- ...check that your theory makes sense.

# Excellent (ish)\* with Excel

## Excel, but not for the finance person

\*We're looking for practical more than perfection with these fast to implement sessions. Excel is part of most IT packages, so at no extra cost your group can streamline what you do.

Here are a taster of what you can learn.

**Contact her to request a session, or fill in [this speedy form](#) and say which of the following you are interested in.** We

estimate each of these will take one hour.

Book your team today. Video versions available on request.

### Introduction to Excel for Impact

Understanding the layout of Excel and some of the terms. Knowing the terms means you can search for help when you need to.

- We'll talk about terms like: cell; column; range; ribbon; sheet; and workbook.
- You'll learn about: inserting a row, freezing panes.
- You'll find out: what to do when things go wrong.

This is perfect for beginners or those with a little self-taught knowledge. A factsheet to support this session can be found [here](#).

### Creating a list of grant making trusts

Put your list of funders into an Excel spreadsheet so you can keep a track of when to start work on your applications or reports, work out how many trusts you have applied to and how many you are awaiting a decision from.

This includes Data Sorting and Counting and is perfect for those dealing with trust fundraising and reporting.

### Creating a register to save time

Tell your trustees how many people you help without having to trawl through sheets of paper and digging the calculator out!

Includes putting information into Excel, Unique numbering, Data Sorting and Counting. Excellent for project workers or administrators.

### Summary Worksheet

Imagine reporting to funders by leisurely checking your Excel sheet and then sending your information to the funder. If you'd like one place to look for your figures then this session will use formulas across different sheets to do the leg work for you. Ideal for summarising registers from different subgroups.

### Cut your information, make charts

Use Pivot tables so to cut your information in a different way and then make a chart.

*'This is an absolutely fantastic piece of assistance that has helped revolutionise how I see organising my back office and retain data'*  
Participant

You are amazing Karen. I did something else in Excel today just because I knew how - yippee! Who knew?! Thanks! Participant

# Trust Fundraising Questions Answered

This session will help you answer questions that are either popular with funders, or those that are becoming popular. It can be run in person (see below) or request a session for your team. One Page Wonder factsheets of some of these questions are available on request.

- 1) Who are you helping?/Who are your beneficiaries?
- 2) How are you involving those with lived experience?
- 3) What are the benefits of your work and how do you know?
- 4) How will you work with other groups?
- 5) Why are you well placed to do the work?
- 6) How much would you like to apply for?
- 7) What's your plan for fundraising?
- 8) Attach your accounts
- 9) What is your reserves policy?
- 10) What is your budget for this project?
- 11) Attach your Safeguarding, Equal Opportunities, Health and Safety and Environmental Policies. Attach your insurance document.

## In Person Group Session

18th May 2022

10.15-10.30 Refreshments and Networking (optional)

10.30-11.30 Interactive session answering the above and providing take away materials.

11.30 Option to stay on to ask specific questions.

### Other resources you may find helpful

Funding Hub document:  
<https://www.bvsc.co.uk/resources/funding-hub-document>

Sticking to word counts in applications  
<https://www.bvsc.co.uk/resources/sticking-word-counts-micro-training>

Oh pants, it's evaluation time!  
<https://www.bvsc.co.uk/resources/oh-pants-its-evaluation-time>

### Plus Available on Request

One Page Wonder on Places to Find out about Funding

Team these up with the **What Funders Want** sessions which can be watched as videos or accessed as a booklet. Bexley groups can request this by contacting Karen.

# 1-2-1s

- Get tailored support for your group
- Have someone else to bounce ideas around with
- Discuss topics you are not certain about like Social Value, Excel, Fundraising

...and more!

Karen is happy to come to you or book in to join us at Crayford Manor House.



## Need more persuading?

We're very happy if you'd like to give something from Impact in Action a try. Feedback shows that people are glad they did! Give it a go! Contact details are on the front page.

*'The training was brilliant and so useful and I can now include so much more in our monitoring and reports.'*

*'Great support for our charity in making a grant application- clear and concise advice which was gratefully taken'* Feedback

*'I am new to the role and I have been able to access free and invaluable training from Karen many times. This has covered a wide variety of topics, from Impact in Action (7 Sessions), Get it Done and I am soon to complete some vital Excel training. The training to date has enabled me to understand how to fulfil my role better and how to measure the impact and report in the correct and most efficient way. Karen has always taken the time to explain things in full and be on hand for questions we have had along the way. It is always comforting to know that she is on hand for those quick questions you might have, and you know she'll always have the answer.'*\*

\*NB Karen says she will not always have the answer, but will try to find out!

Book here: [www.bvsc.co.uk/impact-action-1-2-1-request](http://www.bvsc.co.uk/impact-action-1-2-1-request).

# Funding Feasts



A great opportunity to meet a funder, find out about their work (about 30mins) and have the option to stay on and ask questions (about 30mins). Hearing from the funder themselves really helps give you a feel for what would be successful or whether it is worth spending time on an application. With the option to stay on for questions and answers you can really pinpoint what project might be most likely to succeed.

The presentation will be run over Zoom, but if you would like to come to Crayford Manor House to view Zoom you are very welcome to. For some sessions we have needed to book an upstairs room due to room availability, please say if this is difficult for you and we will look at options.

Like all Impact in Action work attendees must be volunteering or working for voluntary or community groups that benefit residents in the London Borough of Bexley.

## Childhood Trust

11th May 2022, 10.30-11.30am


The Childhood Trust supports London charities working with children. Groups need to be looking to raise between £4,000 and £100,000. This is a matched giving scheme. If you're not sure how to go about matched funding or not sure what matched funding even is, then this is your ideal opportunity to find out more!

There are application criteria, including the need to be a charity and to have safeguarding processes in place so it's worth coming along to find out if this is the right fit before starting an application. An added benefit is support on fundraising for groups, which can help your fundraising efforts more broadly.

## Yapp Charitable Trust

24th May 2022, 10.00-11.00am

Come along if your small registered charity would like to apply for core costs of up to £3,000 per year for up to three years. Examples of core costs are heating, electricity, volunteer expenses and staff salaries. These costs are often hard to find, so make the most of this opportunity. You are welcome to come if you simply want to know more about how trusts work, but it may be helpful to know that the Yapp Charitable Trust are looking to fund charities that normally spend less than £40,000 per year.



# Find out about Funding

27th April 2022

There will be something for everyone at this event. Drop in early for beginner's training run by the Cranfield Trust if you'd like to start with brushing up on the basics. Then there'll be presentations from various speakers and the chance to ask your questions. We'll round up with time to meet funders in the Market Place.

9.30 – 9.40 EARLY BIRD registration

9.40 – 10.10 Early Bird session: 'Fundraising – Getting Started'

10.10 – 10.40 Registration for MAIN event and refreshments

10.40 – 10.45 Welcome and introductions

10.45 – 12.25 Panel presentations with Q&A

12.25 – 13.45 Market place

13.45 Event finishes

## The Nest

This event will be held at the exciting Nest building. Please part considerately on nearby roads. Further details on the booking form.



## Market Place

Including...

- Arts Council
- Bexley Council (speaker)
- BVSC
- Childhood Trust
- Children in Need
- City Bridge Trust (speaker)
- Cory Community Fund
- Cranfield Trust (speaker)
- IVAR (speaker)
- London Catalyst (may be available during the registration period only)
- Partnership for Young Londoners (speaker)
- Trust for London
- The National Lottery Community Fund

**Limited Spaces,**  
**Book Today on**  
**the Events Page**  
**of our website**

# Questions & Other Free Help

## Q There's so much, where do I start?

**A** Feel free to **contact** Karen or you may want to check out the orange section at the bottom of each page which shows whether sessions are for beginners or those who want to dig deeper.

## Q How do I find the time to do training?

**A** We know there's a balance to be had between work, training and implementing training. Each session provides **practical** tips and **shortcuts** to work smarter not harder!

## Q Why is training only for Bexley voluntary and community groups?

**A** When **Bexley** Voluntary Services Council applied for funding for the Impact in Action project it was for Bexley groups. Groups from elsewhere can find out what is offered in their local area. If you are not sure about your group's eligibility please be up front and get in touch.

## Q My team can't use Zoom, how can we learn?

**A** Many of Karen's sessions are available **On Demand**. This means there is a booklet and/or video version. Karen may also be able to visit your group to deliver her training in person, or we may be able to get you onto Zoom. **Get in touch** if accessibility is an issue.

## Q Can more than one person sign up?

**A** **Yes**, for Karen's sessions you are welcome to sign up multiple people. It helps if lots of people know the language and concepts.

## Q How do I sign up?

**A** If you are looking at this on a computer then click on the underlined titles of the sessions. If you cannot access this way please call or email with details of what you want to book.

## Useful Resources

[www.bvsc.co.uk/impact-resources](http://www.bvsc.co.uk/impact-resources)

Check out worksheets and mini videos on a host of topics. Topics include:

- Personal views on online polls and surveys
- Sticking to word counts
- Online whiteboard options
- Adding a video to You tube
- Disproportionate Effects of Covid on groups
- The Value of small charities in Covid
- Data in a Dash - creating a basic dashboard Useful links
- Creating an Impact report
- Hootsuite overview- a way to sort your social media in one go.
- Oh pants it's evaluation time!
- Stop groups fighting fires
- Time Management

## On Demand

**Video and booklet versions to use at a time and pace to suit you**

Many of the sessions run by Karen are available as video and booklet versions making them perfect to catch up at a time to suit you. Call or email Karen for the details.