

IMPACT FOR FUNDING



More than training - a summary of ways we can help

Getting **impact** understanding right helps your group gets its trust **fundraising** right and the support for **those you help**.

This booklet provide a plethora of learning opportunities. Thanks to funding from the City of London Corporation's charity, City Bridge Trust we can offer these valuable sessions for **free** to Bexley voluntary and community groups. Sessions like these normally cost hundreds of pounds.

The **7 Impact Sessions** are a great starting point, but there are lots of new things too. In the orange boxes you can see what level the courses are targeting. If you are accessing this brochure on your computer you can click the underlined links to book straight away. Whether you are wanting a face to face session, something to do in your own time or an online session we have something here for your team. Take a look, book and pass it on to your team!

You are also welcome to call to discuss your best fit or request other support. I look forward to hearing from you.



Karen Jefferys
Impact Officer

Jan - Mar 2022

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[Book now](#)

www.bvsc.co.uk/events/training

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

Impact in Action 7 Foundational Sessions

Book 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

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

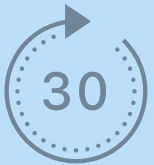
Like a chocolate selection box of different ideas to choose from, this session will provide lots of easy and practical ways to share the difference you are making. (Sorry, chocolates not included!) Discover different ways to share the difference your voluntary and community group makes.

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.

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 voluntary and community group's IT package, so at no extra cost your group can streamline the way that it does things like:

- Recording how many people you help
- Answering questions from funders about how many of those people are in the Bexley borough.
- Recording when to apply for funding.
- ...and lots more.

Here are a taster of the things that Impact Officer, Karen, offers. **Contact her to request a session, or fill in [this speedy form](#) and say which of the following you are interested in.** We estimate that each of these will take one hour. Book your team today.

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 table of information about grant making trusts

Come with a list of your funders to put into an Excel spreadsheet so that you can keep a track of when to start working 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 getting the calculator out!

This 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. This is ideal for things like summarising registers from different subgroups.

'I know what it's like working for a small charity wondering how to do things with no IT support to call on. Come along, ask questions and learn short cuts. If I can do it, so can you!'

Karen.

Trust Fundraising Questions Answered

These sessions will help you answer questions that are either popular with funders, or those that are becoming popular.

We'll run these sessions when there's enough people showing an interest so [register your interest here](#). Choose the 'Other' option and then write in the numbers of which questions you'd most like to see covered. If you are reading this as a paper copy, just contact Karen on 01322 315931 or karen@bvsc.co.uk

Based on what people are interested in hearing about we expect to run hour sessions with about 5-10 minutes on each question.

- 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.

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 coming soon!

One Page Wonder on where 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!

There are sessions over Zoom and for those who can't access Zoom, come to Crayford Manor House (CMH) where there are two rooms. (*Meeting at CMH is dependent on Covid restrictions at the time of meeting*).

Meeting Room 1 - Can hold about six people socially distanced. It is upstairs.

Meeting Room 2 - Can hold two people socially distanced. It is on the ground floor.

If you need a ground floor room for a larger group please contact Karen to check the availability of the Training Room.

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



Book today at www.bvsc.co.uk/events or call Karen on 01322 315391.
January sessions are:

Tuesday 6th January, 10-11am, Zoom

Wednesday 5th January, 10-11am, CMH, Meeting Room 2

Friday 7th January, 10-11am, Zoom

Friday 14th January, 8.30-9am, Zoom

Friday 14th January, 1.30-2.30pm, Zoom

Monday 17th January, 10-11am, CMH, Meeting Room 1.

Thursday 20th January, 9.10-10.10am, CMH, Meeting Room 2.

Or request another time here: www.bvsc.co.uk/impact-action-1-2-1-request.

Sharing Stories

Presenting and sharing stories that count

Tuesday 1st February 2022, 9.30-12pm

Since the beginning of time, stories have helped us understand ourselves and the world around us, turning complex information into messages we can easily digest. At their best they can create a sense of togetherness, spark our imagination and desire to make a change.

In this short, interactive session, you'll learn about what makes a great story, with the power to motivate action or influence change. You'll also discover the digital tools that can help you create, curate and share your content in reports, presentations, marketing and beyond.

What you'll learn:

- What makes a good story?
- Why and how storytelling can connect with and motivate your audience
- How to craft a compelling narrative
- Practical tips on storytelling in your marketing, including social media
- Free (as far as possible) digital tools available to help

There will be hands-on, interactive exercises using online tools. If possible, please attend using a laptop or other desktop device. However, we appreciate that this isn't always practical, so please don't worry if you can't.

Great for Refreshers, Intermediates and those who want to Go Deeper.

Superhighways will be leading this session so we will not be repeating it. Miss it, miss out!

Click the title to sign up on Zoom. If you can't access Zoom, then please be in touch and we can try to make Zoom available for you at Crayford Manor House. Dependent on Covid restrictions nearer the time.

Resources that Compliment this training

One Page Wonder Factsheets

[Writing powerful stories](#)

[Template for case studies](#)

[Quick Tips for Quotes](#)

The above pages have a whole host of materials on writing case studies including a micro-training video.

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 ensure that overall your work is meeting the needs of beneficiaries and help you 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. For the other sessions we recommend a limit of two people per group, but it is worth checking availability nearer the session date.

Q How do I sign up?

A If you are looking at this on a computer then the links are on in each session, or 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

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

Some 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!

How Impact in Action might help 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.