

IMPACT FOR FUNDING



Showing how your group makes a difference

Getting **impact** understanding right helps your group gets its trust **fundraising** right.

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 if you want to delve deeper, there's something in here for you too. In the orange boxes you can see what level the courses are targeting. If you are accessing this leaflet on your computer you can click the title of the course to book straight away.

You are also welcome to call to discuss your best fit. It may be that our On Demand version of the 7 Impact Sessions, or a Feedback on Funding session, would suit you better. Plus check out the new mentoring offer. I look forward to hearing from you.



Karen Jefferys
Impact Officer

Sept - Dec 2021

Courses

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Book Online

[Book now](#)

www.bvsc.co.uk/events/training



of Impact in Action participants would recommend training

Want to know more?
Contact Karen on
karen@bvsc.co.uk, or
01322 315 391

Impact in Action 7 Foundational Sessions

Click links to find out more and book these one hour sessions. If you can't make a date request a Speed Catch Up by contacting me.

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



[Making a difference part 1: outputs, outcomes, impact](#)

14th September, 1-2pm

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](#)

30th September, 1-2pm

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](#)

14th October, 1-2pm

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](#)

19th October, 1-2pm

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](#)

4th November, 12:15-12.45

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.

Lunchtime - with optional chat before and after.



[What funders want](#)

9th November, 1-2pm

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](#)

14th December, 1-2pm

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!

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 lunchtime sessions include a bitesize amount of input and then time to actually start on the work and ask questions. This is your chance to learn and get it done all in one! Sessions are on Tuesdays 12.15-1pm.

You told us that marketing was an area you needed help with so we've created these two sessions for those who need a practical way to implement basic marketing training. The sessions work best as a pair.

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

21st September

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

5th October

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 some of the 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?

2nd November

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

23rd November

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?

30th November

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

7th December

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.

Impact in Action with Coalition for Efficiency

Delve a bit deeper with these short sessions. Find out more online by clicking the links

[Measuring impact in a crisis](#)

20 September, 10.00am-11.30am

Covid has changed the way we work and the changes we have helped to influence. How do we 'measure impact in a crisis?' Give yourself a moment with some experts to apply this to your work and find out great tips for measuring impact and collecting data in a rapidly changing environment. Be ready for that report to funders!

[Quantitative Data Essentials](#)

6 October, 10.15am-12.30pm

Many small organisations are nervous about delving into quantitative data collection and analysis and often just scratch the surface due to lack of confidence or skills. Yet you are almost certainly already collecting some of this information - like the number of people coming to your group. This session will cover the quantitative data essentials and ensure participants leave the session feeling more confident and equipped with the tools to start collecting, analysing and using quantitative (numbers) data. Subjects covered include:

- Understanding what quantitative data is
- Data sources and data collection methods
- Analysis techniques to describe your data
- Pictorial description of data – charts
- How much data is 'enough'?
- Using data to draw conclusions and support decision-making

Experts will be there every step to help, so make the most of this great opportunity.

[Measuring wellbeing](#)

3 November, 9.30am-11.00am

Charities and social enterprises deliver services that have an impact on the wellbeing of the people and communities. This session will provide an overview of what is meant by wellbeing and what tools exist to help charities and social enterprises to measure their impact so that you can take back ideas to implement.

[How to get the best out of surveys](#)

16 November, 12.30pm-2.00pm


There is an array of survey options available to small organisations in order to evaluate their activities or explore a specific area. However, how can you ensure that you build surveys in a way that will maximise your response rates while also ensuring quality responses? How can you make sure to remove biases from questions and ensure respondents feel they can express their honest opinions and thoughts? In short, how do you get the best out of surveys and ask good questions?

[Demystifying Social Value and SROI for small organisations](#)

1 December, 9.30am-11.00am

Social Value is something that government contracts are more focused on and which it is worth us all knowing about! The focus will be on how to embed the principles into your practice as a small charity or social purpose organisation. We will discuss the key questions to ask to know your impact, using this information for better decision making and taking steps towards maximising value for your stakeholders. We will also look at demystifying some of social value and SROI.

Funding Feasts and Sneak Preview



Funding Feasts are where we hear from those involved in assessing applications so you can check whether the fund is right for you and create an application that shines.

Cory Community Fund

1. **Thursday 16th, September, 2021**
2. **Tuesday 12th, October, 2021**
3. **Thursday 11th, November, 2021**

Impact in Action and the Cory Community Fund have teamed up to offer a training session for those interested in applying to the Cory Community Fund. The scheme offers groups up to £7,500 for activities in the community that generate positive improvements in people's lives.

The same training session will be available on different occasions, so you only need to attend one of the sessions. (1 and 2 are on Zoom, 3 is on Teams).

William Kendall

28th September, 12.15-1pm

If you are thinking of applying to the William Kendall grant scheme then read on! The session will be run by Jacqueline, who prepares the materials for the William Kendall grant committee and Karen who has over 20 year's experience in fundraising.

Sneak Preview

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 Going Deeper.

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 the headings of each session. You can also book at www.bvsc.co.uk/events/training
Any problems just call.

Useful Resources

www.bvsc.co.uk/impact-action-useful-links

1-2-1 from Karen

Karen can come to your group and run training, answer questions or create bespoke support for your group. Funding for Impact in Action runs until July 2022, so make the most of this offer as normally consultants would cost hundreds of pounds a day.

Light touch mentoring, Claudia

We have bought four sessions with consultant Claudia. If you want someone from outside the borough to bounce your impact questions off, then this is an unusual opportunity. First come, first served. Conditions available on request.

Find out more by contacting Karen, details below.

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.