

Funding Training Courses 2010-2011

PROBABLY THE BEST FUNDING TRAINING PROGRAMME YOU CAN ATTEND

These popular courses created by the York and North Yorkshire Funding Advice Network, with support from City Of York Council, are designed to help voluntary and community organisations get to grips with funding and fundraising.

The courses in this programme will help you develop the following fundraising skills:

- ✓ Searching and identifying appropriate sources of funding
- ✓ Writing successful funding applications
- ✓ Developing effective fundraising strategies
- ✓ Understanding funders language and guidelines
- ✓ Identifying measurable and achievable project outcomes
- ✓ Developing monitoring and evaluating methods
- ✓ Producing a meaningful business plan
- ✓ Preparing your organisation to tender for contracts

The sessions are informal and participative, aiming to give you practical skills and ideas to take away

ESSENTIAL SIX-COURSE PROGRAMME

COURSE 1: FOUNDATIONS FOR SUCCESS

This two and a half hour course is aimed at those who are in the early stages of thinking about funding – including people who are new to fundraising, and people with some experience but now starting fundraising for a new project. The course will help you ensure that you have the right tools in place to get started. It will help you understand the key factors that funders will look for in any application, and some of the jargon they use.

The course will cover:

- Details about how your group is organised including:
 - ◊ Constitutions
 - ◊ Bank Accounts
- Details about your planned project including:
 - ◊ Aims and Objectives
 - ◊ How to describe the need
 - ◊ People who are involved
 - ◊ Budgets

By the end of this course you will:

- ✓ Understand common fundraising jargon
- ✓ Understand your organisation's eligibility
- ✓ Appreciate basic criteria of funding organisations
- ✓ Be able to clearly define your scheme - helping to turn your idea into reality
- ✓ Be able to present a project outline to other people
- ✓ Understand 'need' and how to describe it for your organisation/project
- ✓ Be on the right stepping stones towards accessing funding

COURSE 2: FUNDERS & APPLICATIONS

This two and a half hour course is aimed at groups who have little experience of applying for funding. The course will look at what resources are available for researching funders and will provide you with an opportunity to use/access these. It will give you the confidence to find the right funder(s) to support your project. It will also provide you with some techniques for making successful applications.

The course will cover:

- Which resources to use to research funders
- Understanding funders' jargon
- What to look out for in funders' guidelines
- How to choose the right funder for your group and project
- The common mistakes made in applications
- How to write an attractive application

By the end of this course you will:

- ✓ Know how and where to search for funding
- ✓ Be able to assess funders' criteria and jargon
- ✓ Be able to select appropriate funders
- ✓ Be aware of common mistakes in applications
- ✓ Understand the key elements of an attractive application

**FOR COURSE DATES, VENUES AND BOOKING INFORMATION
SEE PAGES 7 & 8**

ESSENTIAL SIX-COURSE PROGRAMME

COURSE 3: DEVELOPING A FUNDRAISING STRATEGY

This three hour course is aimed at groups that have had some experience of applying for funding or have attended Courses 1 and 2. The course will provide you with the skills to write a fundraising strategy which will highlight the funding needs and priorities of your organisation. This will be essential to help your group focus on where it wants to get to, how this will be done and by whom. It will also help you understand how to plan a project and how to make this project attractive to funders.

The course will cover the following:

- The contents of a fundraising strategy
- Planning your project
- Creating cash flows
- Understanding the more complex jargon used by funders

By the end of this course you will:

- ✓ Know how to write a fundraising strategy
- ✓ Understand which elements to include
- ✓ Be able to plan your project and relate it to your organisation's aims and objectives
- ✓ Understand and be able to create cash flows
- ✓ Be able to respond positively to complex jargon

COURSE 4: IMPROVING APPLICATIONS

This three hour course is for groups that have had some experience of writing funding applications or who have attended Courses 1 - 3. It will provide you with the skills to write a successful funding application or proposal which will capture the funder's attention. It will ensure you have all the tools in place for communicating your project idea effectively and will raise your awareness about why applications could fail.

The course will cover the following:

- Understanding funders' criteria
- Writing effective applications
- Understanding your project and its need
- Comprehending complex jargon used by funders

By the end of this course you will:

- ✓ Be able to create clear, concise applications
- ✓ Understand the difference between 'features' and 'benefits'
- ✓ Be able to weed out unnecessary/repetitive elements
- ✓ Understand 'need' and how to demonstrate it
- ✓ Appreciate the various assessment processes used by funders
- ✓ Understand the key differences between: eligibility, criteria and priority
- ✓ Critically assess your application/s for mistakes/problems

**FOR COURSE DATES, VENUES AND BOOKING INFORMATION
SEE PAGES 7 & 8**

ESSENTIAL SIX-COURSE PROGRAMME

COURSE 5: PROVING YOUR CASE TO FUNDERS

This three hour course is aimed at groups that have had at least one year's experience in applying for funding or who have attended Courses 1 - 4. The course will help you understand what funders mean when they refer to outcomes, monitoring and evaluation. It will provide you with the skills to identify what your group/project's outcomes are and how you could measure them. It will provide you with tools for monitoring and evaluating your project and the methods you can use.

The course will cover:

- Understanding complex jargon used by funders
- The difference between soft and hard outcomes
- How to measure outcomes
- Writing your own outcomes for your project
- The resources you will need
- Monitoring and evaluation methods

By the end of this course you will:

- ✓ Understand 'inputs, outputs, outcomes' and other related jargon
- ✓ Be able to define some of your organisations outcomes
- ✓ Be able to relate your organisations outcomes to those of funders
- ✓ Know where and what to look for, and the resources you might need
- ✓ Understand the differences between monitoring and evaluation and their positive uses

COURSE 6: CREATIVITY IN FUNDRAISING

This course is aimed at groups with at least one year of experience in fundraising, or who have attended Courses 1—5, and want to explore how they could do things differently in terms of fundraising. It will draw on the experience of everyone attending the course to help develop creativity, foster learning and share good practice. Can you learn from the practices of others and challenge how, why and what they are doing in fundraising? How could you think differently and creatively to expand your organisation, its funding, its outcomes and benefits? Got a good idea but don't know how to present or develop it? If you want some creative inspiration, come along!

By the end of this course you will:

- ✓ Be able to think creatively about what your organisation does and could do
- ✓ Have had your paradigms challenged! And be ready to challenge others'
- ✓ Have thought about: 'the Big Picture'; 'diversification'; 'partnering' and 'specialism's'
- ✓ Understand how to write for 'audiences' and develop creative/inspirational packages
- ✓ Understand the 'abundance' mentality
- ✓ Appreciate change, risk and how to deal with them related to creativity
- ✓ Have tried out some techniques for: options analysis, creative thinking and development

**FOR COURSE DATES, VENUES AND BOOKING INFORMATION
SEE PAGES 7 & 8**

ADDITIONAL COURSES

WRITING A BUSINESS PLAN

This course is for people with at least one year's fundraising experience.

What is a Business Plan, what should go in it, and do you really need one? This session will explore how a business plan can help with the smooth running of your organisation, and how to prepare one. It builds on knowledge gained in other courses in the Funding Training Programme.

The course will cover:

- Preparing to plan
- Reviewing – where we are now
- Deciding the future – where do we want to be?
- Developing the detail – how do we get there?
- Budgets and cash flow
- Writing the plan
- Using the plan

By the end of this course you will:

- ✓ Understand the purpose of a business plan
- ✓ Understand the process of business planning
- ✓ Know the typical content of a business plan
- ✓ Understand how to develop strategic aims and detailed action plans
- ✓ Understand how to prepare budgets and cash flow forecasts

DISTRICT: HARROGATE

Date: Monday 28 February 2011

Time: 9.45-15.30 (full day)

Venue: Community House, Harrogate

Trainers: Nina Muir and Philip Blandford

DISTRICT: YORK

Date: 9 March 2011

Time: 9:45am—15.30pm (full day)

Venue: Priory Street Centre, York

Trainers: Helen Sikora & Melody Clarke

GETTING READY TO TENDER FOR CONTRACTS

This course is for people with some fundraising and development planning experience within their organisation

The course will cover:

- Exploring the jargon - grants vs. contracts - what is the difference?
- What do commissioning, procurement, tendering mean to the voluntary sector and to your organisation?
- Why would commissioners buy from the voluntary sector?
- What do they mean by terms such as quality, fit for purpose?
- What about outcomes – how do their needs match up with yours?
- Mapping service pathways

By the end of this course you will:

- ✓ Understand the differences between grants and contracts
- ✓ Understand the jargon of commissioning
- ✓ Understand the kind of information commissioners need to know about you
- ✓ Know the importance of having the right service, of the right quality, at the right price
- ✓ Apply these concepts to your own organisation

DISTRICT: HARROGATE

Date: Tuesday 28 September 2010

Time: 9.45am-15.30pm (full day)

Venue: Ripon Community House

Trainers: Nina Muir

DISTRICT: YORK

Date: Wednesday 30 March 2011

Time: 9.45am - 15.30pm (full day)

Venue: Priory Street Centre, York

Trainers: Melody Clarke & Ellen Cross

ADDITIONAL COURSES**UNDERSTANDING AND USING AN OUTCOMES FOCUS**

Understanding and using an outcomes focus is a two-day training course for voluntary and community organisations. The programme, which is run by Charities Evaluation Service, aims to help groups develop knowledge and skills in using an outcomes focus. The course equips participants with all they need to introduce an outcomes focus within their own organisation.

The course will cover:

- Outcomes: what they are and what they are not
- The benefits of having an outcomes focus
- Simple ways to monitor outcomes
- How to use outcomes information in decision making and planning.
- Methods for gathering outcomes information
- Reporting outcomes
- Using outcomes information well

By the end of this course you will:

- ✓ Be able to identify relevant outcomes for your work
- ✓ Understand how to implement an outcomes focus in your organisation
- ✓ Be able to assess your organisation's achievements and effectiveness
- ✓ Increase morale for staff and users by showing that change is happening.
- ✓ Demonstrate to funders that you are making a difference

DATES: 8 and 22 September 2010 or 13 and 27 October 2010 or

More dates for 2011 to be confirmed

TIME: 9:45am – 4:30pm (full day)

DISTRICT: North Yorkshire and York

VENUE: Quaker Meeting House, York

TRAINERS: Ellen Cross, North Yorkshire Forum for Voluntary Organisations

Alternatively, if your organisation would like this training to be delivered in-house in order to start implementing a tailored Outcomes Focus please contact Ellen Cross at NYFVO on Tel: 01347 825710 or Email: ellen.cross@nyfvo.org.uk

**FOR FEES AND WHERE TO SEND BOOKING FORMS
PLEASE SEE PAGE 8**

BOOKING INFORMATION**COURSE DATES, VENUES, TRAINERS AND FEES**

The Funding Training courses are designed to provide Staff, Trustees and Volunteers with a step by step guide to fundraising. Each course builds on knowledge from the earlier courses. Please note that we would strongly advise organisations to try and attend **all** 6 courses within the Essential Six-course Programme listed on pages 2, 3 and 4 (discount details on page 8).

Organisations are free to book onto any of the courses within any of the districts, giving you the flexibility to pick and choose to suit the times and dates you are available.

ESSENTIAL SIX-COURSES PROGRAMME (DESCRIPTION ON PAGES 2, 3 & 4)**DISTRICT: Hambleton and Richmondshire**

DATE: Thursdays 9, 16, 23, 30, September, 7 and 14 October 2010

TIME: 6:00pm – 9:00pm

VENUE: TBC

TRAINERS: John Atkins and Nicky Smith

DISTRICT: York

DATE: Mondays 1, 8, 15, 22, 29 November and 6 December 2010

TIME: 10:00am – 1:00pm

VENUE: Priory Street Centre, York

TRAINERS: Melody Clarke and Helen Sikora

DISTRICT: Harrogate and Craven

Please note the 6 course programme in this area is split over two locations:

Courses 1 and 2:

DATE: Wednesdays 3 and 10 November 2010

TIME: 18:00–20:30pm

VENUE: Craven TBC

Courses 3 to 6:

DATE: Monday 15 and Thursday 24 November, Wednesday 1 and Thursday 9 December 2010

TIME: 13:00pm – 16:00

VENUE: Community House, Harrogate

TRAINERS: Nina Muir and Philip Blandford

DISTRICT: York

DATE: Thursdays 13, 20, 27 January, 3, 10 and 17 February 2011

TIME: 6:00pm – 9:00pm

VENUE: Priory Street Centre, York

TRAINERS: Melody Clarke and Helen Sikora

DISTRICT: Ryedale and Scarborough

DATE: Thursday 3, 10, 17, 23, 30 March, and 7 April 2011

TIME: 9:30am–12:30pm

VENUE: TBC

TRAINER: Pauline Reeve

DISTRICT: Selby

DATE: Wednesdays 1, 8, 15, 22, 29 June and 6 July 2011

TIME: 9:30am - 12:30pm

VENUE: Community House, Selby

TRAINERS: Julie Bloomfield and Steve Shaw Wright

PLEASE NOTE: FOR DATES AND VENUES OF ADDITIONAL COURSES ON PAGES 5 & 6 SEE INDIVIDUAL COURSE DESCRIPTION PAGE

**FOR FEES AND WHERE TO SEND BOOKING FORMS
PLEASE SEE PAGE 8**

BOOKING INFORMATION**HOW TO BOOK AND COURSE FEES**

- ✓ Decide which courses you would like to attend
- ✓ Make a note of which district the training is in
- ✓ Download a booking form from the relevant website, or telephone/email the contact for that district to request one
- ✓ Complete your booking form and return with payment to the contact on the form

CONTACT DETAILS

DISTRICT	CONTACT NAME AND LIO	CONTACT DETAILS
Hambleton and Richmondshire	Nicky Smith, Northallerton and District Voluntary Service Association	Web: www.ndvsa.co.uk Email: nicky@ndvsa.co.uk Tel: 01609 774633
York	Melody Clarke, York CVS	Web: www.yorkcvs.org.uk Email: melody.clarke@yorkcvs.org.uk Tel: 01904 621133
Harrogate and Craven	Nina Muir, Harrogate and Area Council for Voluntary Service	Web: www.harrogatecvs.org.uk Email: nina@harrogatecvs.org.uk Tel: 01423 504074
Ryedale and Scarborough	Pauline Reeve, Ryedale Voluntary Action	Web: www.ryedaleva.org.uk Email: pauline@rva-cvs.org.uk Tel: 01653 600120
Selby	Steve Shaw Wright, Selby AVS	Web: www.selbyavs.org.uk Email: steveshawwright@selbyavs.org.uk Tel: 01757 291111
York and North Yorkshire	Ellen Cross, North Yorkshire Forum for Voluntary Organisations	Web: www.nyfvo.org.uk Email: ellen.cross@nyfvo.org.uk Tel: 01347 825710

TRAINING FEES

The standard training fees are detailed below. Reduced fees may be available for voluntary and community organisations which are members of their Local Infrastructure Organisation (LIO) or through other funds which the LIO has for training.

Organisation type	Half-day or evening	One-day course (inc. lunch)	Full programme - all 6 courses for the price of 5
Voluntary organisations	£25	£50	£125
All other organisations	£50	£100	£250

We aim to make these courses as accessible as possible whilst being able to cover our costs, however if you are unable to meet the cost of the courses please talk to your LIO when making a booking.

Visit the York and North Yorkshire Funding Advice Network
<http://www.ynyfundingadvice.org.uk/>