

Book your place

Partnerships – getting off to a good start

Who is it for?

Organisations who are new to thinking strategically about partnerships and want to know how to get started with identifying and developing them.

What's it about?

Working in partnership is a powerful tool for women's organisations. Most significantly working in partnership can increase the chances of securing funding. This course will help you think about why you might want to form a partnership and what you need to consider before going ahead. We will also focus on what makes partnerships successful and how you can ensure you get off to a good start.

What will I take away?

- >> Knowledge of the pros and cons of partnerships
- >> Key issues to consider when deciding whether to go into partnership
- >> Practical tips for creating meaningful partnerships

When?

Tuesday 30th Mar 2010, 9.30am-4pm

Local funding seminars

We will be holding local funding seminars across London where you can meet, listen and pose questions to inspiring speakers with first hand experience of sustainable funding options.

Speakers will include local commissioners, small voluntary organisations who have formed successful partnerships or social enterprises and other funding experts. The seminars are aimed at organisations from the surrounding area who are keen to learn more about their options for sustainable funding. See the WRC website for details of upcoming funding seminars www.wrc.org.uk/training_events

Need more support?

We are also offering one-to-one support to organisations to cater for their specific needs. For further information, please get in touch. Contact Samantha at development@wrc.org.uk or on 020 7324 3031.

These women-only trainings and funding seminars are open to all London-based women's organisations and are free to attend. A refundable deposit cheque of £20 is required to secure a booking.

To book a place on one of the trainings or seminars, please fill in the attached booking form and return it to Samantha at development@wrc.org.uk or by post. Alternatively, please call 020 7324 3031 for more information.

The Women's Resource Centre supports women's organisations to be more effective and sustainable. We provide training, resources and support to women's organisations and we campaign and lobby on key issues for the sector. Our Building Futures project supports women's frontline organisations across London to become financially stronger, resilient and more independent.

Women's Resource Centre

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WRC aims to be accessible and inclusive. For a copy of this leaflet in other formats, please contact us on 020 7324 3030 or email info@wrc.org.uk.

Supported by



Understanding and supporting women and their organisations



**Building Futures:
Training calendar
November 2009–March 2010**

Book your free place now!

Developing income from individual donors

Who is it for?

Organisations that are new to the idea of individual donors and want to learn more about how to develop such an income source.

What's it about?

Income from individual donors can be a very flexible income stream and makes up a large percentage of funding to the Voluntary and Community sector, yet women's organisations rarely explore this avenue of funding. This course will offer an introduction to the steps for developing income from individual donors. These steps include identifying and researching those most likely to support you and how to go about engaging donors.

What will I take away?

- >> A practical tool to explore your organisation's networks
- >> A systematic guide to developing individual donors
- >> Templates and resources to get you started

When?

Monday 2nd November 2009, 9.30am-4pm

Writing successful funding proposals

Who is it for?

Organisations that want to learn how to improve their funding proposals and increase their chances of success.

What's it about?

In these difficult times, it is essential that organisations present high quality funding proposals to maximise their chances of securing funding. This course will look at the whole application process from things to consider before you put pen to paper through to ways to ensure your finished proposal stands out from the rest. Topics covered will include understanding the expectations of the funder, planning your project, providing good evidence of need and how to improve your writing and presentation style.

What will I take away?

- >> Tips on how to meet funder expectations and tailor your proposal to their individual interests
- >> An understanding of how to answer key questions in funding applications
- >> Ways to present your project in a compelling and effective way

When?

Tuesday 17th November 2009, 9.30am-4pm

Introduction to developing a sustainable funding mix

Who is it for?

Organisations that are new to the concept of sustainable funding and diversifying their income streams.

What's it about?

Grants to women's organisations are reducing rapidly and in order to survive in such uncertain times, organisations need to look at other forms of funding. If you are looking to develop a more sustainable funding mix, this course is for you. It will introduce the different funding options available and help you to start exploring what might be most appropriate for you.

What will I take away?

- >> Understanding of the different options of funding and finance available, e.g. donations and earned income through contracts and trading
- >> Understanding of the link between effective planning and long term sustainability
- >> A planning tool that divides the planning process into six key stages

When?

Monday 30th November 2009, 9.30am-4pm

Strategic planning

Who is it for?

Organisations who are new to the planning process and want to develop a strategic plan.

What's it about?

Before your organisation starts thinking about money, you need to decide exactly what your mission, aims and goals are and plan how you will achieve them. A good strategic plan will enable you to work more effectively, assess which income streams are appropriate to pursue and help persuade funders to support you. This course looks at the planning process, developing your 'mission statement', deciding on your options and writing your plan.

What will I take away?

- >> A step by step guide to the planning process
- >> Methods for assessing the strengths and weaknesses of your organisation
- >> Practical tools and techniques for developing a strategic plan

When?

Wednesday 3rd February 2010, 9.30am-4pm

Presenting your organisation effectively

Who is it for?

Organisations who are struggling to present themselves and their work effectively and want ideas of how to get their message out.

What's it about?

To ensure their survival in an increasingly competitive world it is crucial for women's organisations to make themselves as attractive and visible as possible to current and potential supporters, funders, decision-makers and clients. This course will help you to develop and present a strong case for your work and will also consider ways in which you can promote your organisation through traditional and new media.

What will I take away?

- >> Practice in presenting your case
- >> Ideas for developing a media strategy
- >> Ideas for using new media

When?

Tuesday 23rd February 2010, 9.30-4pm

Commissioning and procurement – tender writing

Who is it for?

Organisations who are ready to tender for government contracts but haven't written a tender before.

What's it about?

This course follows on from 'Commissioning and Procurement – Understanding the Basics' to look in greater detail at PQQs and writing tenders. You will learn about key aspects of tendering including meeting the commissioner's requirements, preparing well and writing a high quality tender. We will begin by reviewing how to get through the PQQ stage, then focus on planning a tender, understanding what the commissioner is looking for, tips for structuring, costing and writing a tender, and how to present a strong case.

What will I take away?

- >> An understanding of the commissioners' perspective
- >> A step by step guide to preparing and planning a tender
- >> Tips for writing a strong and clear proposal

When?

Thursday 18th March 2009, 9.30-4pm