

Book your place

Partnerships – getting off to a good start

Who is it for?

Organisations 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 positive way the women's sector can support itself through the economic downturn. By being resourceful and by sharing their experience and expertise women's organisations can increase their chances of securing funding. This course will help you think about what benefits a partnership could bring to your organisation 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 to partner
- >> Practical tips for creating meaningful partnerships

When?

Wednesday 29 September 2010, 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 your organisation's strengths, weaknesses and external environment
- >> Practical tools and techniques for developing a strategic plan

When?

Wednesday 13 October 2010, 9.30am-4pm

These women-only trainings 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.

We also offer one-to-one support to organisations to cater to their specific needs. For further information contact development@wrc.org.uk

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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**Building
Futures:
Training calendar
May-October 2010**

Understanding and supporting
women and their organisations

Book your free place now!

Social enterprise and the women's sector

Who is it for?

Organisations that want to explore the possibility of earning a trading income

What's it about?

Women's organisations are becoming more enterprising in order to secure vital income during the economic downturn. Many have started to earn money by selling a product or service, putting profits back into the organisation to pay for essential services for women. Businesses such as these, which have primarily social or environmental aims, are known as Social Enterprises. This course will help women's organisations to understand what social enterprise is, how it relates to them and how to take advantage of the range of opportunities on offer.

What will I take away?

- >> Understanding of what social enterprise is
- >> Examples of social enterprises and their structures
- >> Ideas for innovative ways to generate an income

When?

Wednesday 5 May 2010 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; in order to survive it is very important to actively engage with new and different forms of funding. This course will introduce some of the funding options that you can explore to keep your organisation resilient and strong in the current economic climate, and will help you to consider what might be most appropriate for you.

What will I take away?

- >> Knowledge of the different options of funding and finance available
- >> Understanding of the link between effective planning and long term sustainability
- >> Understanding of commissioning and how to prepare for it

When?

Wednesday 26 May 2010, 9.30am-4pm

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?

The Voluntary and Community sector receives a huge amount of funding from individual donors, yet very few women's organisations currently access this flexible and useful income stream. This course will show you the key steps that you can take to start harnessing income from individuals for your organisation, including 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?

Tuesday 8 June 2010, 9.30-4pm

Building relationships with funders and commissioners

Who is it for?

Organisations who want to learn how to develop stronger relationships with funders

What's it about?

In these increasingly challenging times women's organisations need to be actively working to develop strong relationships with funders and commissioning staff to help ensure that their voice is heard when funding priorities and decisions are being made. This course will look at practical ways to build these relationships and increase your organisation's chances of accessing funds.

What will I take away?

- >> Top tips on how to start building relationships with funders
- >> Knowledge of how to get your issues on the commissioning agenda
- >> Understanding of factors important in influencing others

When?

Wednesday 16 June 2010 9.30am-4pm

Introduction to measuring outcomes

Who is it for?

Organisations that are new to measuring outcomes or want to refresh their skills in this area

What's it about?

We all know the value of the work we do, but how do you demonstrate the difference your work makes to the lives of the women you work with? In this increasingly challenging funding environment, it is essential that women's organisations have adequate systems in place to capture information on how their services change lives. This course will introduce the key principles of good monitoring and evaluation systems and will provide practical ideas on how to make the process of measuring outcomes easier and more systematic. There will be a particular focus on soft outcomes, which can be more difficult to measure, but are key to showing the value of your work.

What will I take away?

- >> Understanding of the principles of outcomes monitoring
- >> Ideas for data collection methods
- >> A framework for measuring outcomes

When?

Monday 5 July 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. 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 8 July 2010, 9.30-4pm