



Building Futures: training calendar

Sustainable funding support
for women's organisations
in London

October 2011 to October 2012

Calendar

2011

October

- 9 Writing successful grant applications p.3
- 12 Sustainable funding: exploring the options p.3
- 31 Social enterprise: understanding the basics p.5

November

- 9 Partnerships: getting off to a good start p.6
- 24 Commissioning: understanding the basics p.4

December

- 7 Presenting your organisation effectively p.8

2012

January

- 19 Introduction to measuring outcomes p.8

February

- 1 Writing successful grant applications p.3
- 29 Business planning p.7

March

- 14 Partnerships: putting it into practice p.6

April

Easter break

May

- 2 Commissioning: writing top tenders p.5
- 10 Building relationships with funders and commissioners p.4
- 23 Social media: understanding the basics p.9

June

- 12 Media: understanding the basics p.9
- 29 Strategic planning p.7

July

- 11 Individual donors: understanding the basics p.3

August

Summer break

September

- 12 Social enterprise: putting it into practice p.5

Welcome to the Women's Resource Centre's Building Futures training calendar for October 2011 to October 2012.

The Building Futures project offers free, high quality, participatory training and support to enable women's organisations in London to access more sustainable funding options.

In addition to this calendar you can find out about upcoming WRC events and training at www.wrc.org.uk/training

"You always deliver such great training and support. you are the one reason I'm still around" Alison Clarke, Women's Views on News

Building Futures

Running a financially resilient and sustainable women's organisation is becoming increasingly challenging, due to the current economic downturn and the fact that funders and decision makers often marginalise women-only services. WRC's Building Futures project works with frontline women's organisations in London, supporting them to explore different sustainable funding options, in order to build a more secure future.

Building Futures aims to:

- >> Support women's organisations to become more financially sustainable through the diversification of funding streams
- >> Improve women's organisations' understanding of the range of funding available to them and provide them with the skills to secure this funding
- >> Empower women's organisations to build effective relationships with funders
- >> Support women's organisations to form strong and effective partnerships
- >> Ensure the continuation of the vital services the women's sector provides

Building Futures offers support through:

- >> Training
- >> Local funding seminars
- >> One to one support
- >> Development Team support sessions
- >> Online resources

For more information visit www.wrc.org.uk/buildingfutures or email development@wrc.org.uk



Speed networking session at a local funding seminar (Photo: WRC)

General Information

Pricing

All courses are free and are open to all women's organisations based in London.

Lunch arrangements

Lunch will be included as part of the day. We will try wherever possible to meet any special dietary requirements but require sufficient notice before the course to make any special arrangements.

Venue

Unless otherwise stated all courses will take place at the Women's Resource Centre in Islington, London. The building provides full disabled access. Please see back page for map and directions.

Training approach

We take a participatory approach to training. All of our trainings are interactive and include a range of activities and opportunities to share knowledge and experience. We realise the value of peer learning and we encourage participants to network throughout the day.

Accessibility

The venue has full disabled access. WRC will make every effort to meet access needs however we do need a minimum of 4 weeks' notice before a training if you require an interpreter or resources in an alternative format. To discuss your individual requirements call 020 7324 3031 or email development@wrc.org.uk

Cancellations and non-attendance

If a participant cancels within 7 days of the event and WRC is unable to fill the place their organisation will be invoiced £20 to cover the costs incurred.

Bookings

Places are limited so bookings should be made as early as possible before the course. Completed forms should be sent by email to development@wrc.org.uk or by post to Women's Resource Centre, Ground Floor East, 33-41 Dallington Street, London, EC1V 0BB. Places will only be confirmed on receipt of a completed booking form.

If courses are oversubscribed WRC reserves the right to prioritise places for organisations as it sees fit. Places are limited to a maximum of two participants per organisation and this will be reduced to one where necessary.

Data protection

Your information will be kept and used by WRC to administer your booking and record your contact with the project, as well as to keep you informed of any future training. If you do not want to receive WRC enews and updates about future courses and opportunities please let us know.

Course levels

Level 1 (L1) = Requires no prior knowledge of the subject

Level 2 (L2) = Requires some knowledge and experience of the subject

For further information please contact development@wrc.org.uk

Course descriptions

Getting started

Sustainable funding: exploring the options

L1

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 be resilient in a difficult economic climate it is important to actively engage with a diverse range of income streams. This introductory course will explore different funding options, including individual donors, social enterprise and commissioning from statutory bodies. The course will provide an opportunity to consider which funding options might suit your organisation.

What will I take away?

- >> Knowledge of the different funding options available
- >> Understanding of the link between effective planning and long term sustainability
- >> A tool to identify and assess the funding streams most appropriate for you

When?

Wednesday 12 October 2011, 9.30am-4pm

Grants and donors

Writing successful grant applications

L1

Who is it for?

Organisations that want to learn how to improve their grant applications and increase their chances of success.

What's it about?

In these difficult and competitive times, it is essential that organisations present high quality grant applications to maximise their chances of securing funding. This course will look at the whole application process, helping you to understand funders' expectations and criteria, plan your project, provide good evidence of need and improve your writing and presentation style.

What will I take away?

- >> An understanding of how to tailor your proposal to meet funders' priorities
- >> Tips for answering key questions in funding applications
- >> Ideas for presenting your project in a compelling and effective way

When?

Wednesday 1 February 2012, 9.30am-4pm

Tuesday 9 October 2012, 9.30am-4pm

Individual donors: understanding the basics

L1

Who is it for?

Organisations that want to learn the basics of how to develop income from individual donors.

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 concentrate on the process of raising money from major donors, although many of the concepts are transferable to developing regular donors. It will 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 step by step process to developing income from major donors
- >> Templates and resources to get you started

When?

Wednesday 11 July 2012, 9.30am-4pm

Commissioning

Commissioning: understanding the basics

L1

Who is it for?

Organisations new to commissioning that want to understand how to tender for public sector contracts.

What's it about?

With the move from grants to contracts, women's organisations have to learn new skills to access funding from public sector sources. This course provides an introduction to current commissioning and procurement processes relevant to women's organisations. It will cover identifying tender opportunities, the basics of writing and costing tenders and will help you to make a strong case for women-only services.

What will I take away?

- >> Understanding of the commissioning and procurement process
- >> Explanations of key words and jargon
- >> Knowledge of how tenders are evaluated

When?

Thursday 24 November 2011, 9.30am-4pm

Building relationships with funders and commissioners

L1

Who is it for?

Organisations that want to learn how to develop stronger relationships with funders and commissioners.

What's it about?

In these increasingly challenging times developing good relationships with funders and commissioners can be crucial to women's organisations' success at securing funding. This course will look at practical ways to make contact with funders and commissioners, influence commissioners' priorities and strategies and present the case for your work effectively.

What will I take away?

- >> Ideas for how to start building relationships with funders and commissioners
- >> Tips on presenting a strong case for your organisation's work
- >> Knowledge of how to get your issues on the commissioning agenda

When?

Thursday 10 May 2012, 9.30am-4pm

Commissioning: writing top tenders

L2

Who is it for?

Organisations that are ready to tender for public sector contracts but haven't written a tender before.

What's it about?

This course follows on from 'Commissioning – understanding the basics' to look in greater detail at PQQs and writing tenders. It will review how to get through the PQQ stage, then focus on planning a tender, analysing a specification and understanding what the commissioner is looking for. It will also offer tips for structuring, costing and writing a tender, and presenting a strong case.

What will I take away?

- >> An understanding of the commissioner's perspective
- >> A step by step guide to preparing and planning a tender
- >> Tips for writing clearly and effectively

When?

Wednesday 2 May 2012, 9.30am-4pm

Social enterprise and trading

Social enterprise: understanding the basics

L1

Who is it for?

Organisations that want to explore the possibility of earning an income through trading and social enterprise.

What's it about?

Women's organisations are becoming more enterprising in response to 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. This kind of trading, for social or environmental goals, is known as social enterprise. 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 creative ways to generate income

When?

Monday 31 October 2011, 9.30am-4pm

Social enterprise: putting it into practice

L2

Who is it for?

Women's organisations that already have a firm trading idea and want help to get it up and running – and earning.

What's it about?

One way for women's organisations to become more sustainable is to trade products and services through social enterprise activity. This could either mean adding a trading arm to an existing organisation or setting up an independent business with social or environmental objectives. This intermediate social enterprise workshop will cover the role of business planning and finance, budgets and pricing strategies, legal issues and marketing.

What will I take away?

- >> Interactive tools and resources for planning your trading activity
- >> Ideas about how trading might fit with your organisation's existing activities
- >> An understanding of possible legal structures for your social enterprise

When?

Wednesday 12 September 2012, 9:30am – 4pm

NB: To ensure that this workshop is appropriate for the stage you are at we ask you to fill out a short questionnaire about your trading idea when booking.

Partnerships

Partnerships: getting off to a good start

L1

Who is it for?

Organisations new to thinking strategically about partnerships that want to get started with identifying and developing them.

What's it about?

Working in partnership can be challenging but also hugely beneficial to women's organisations, especially in the current economic climate. It can offer better chances of securing funding and can provide more effective joined up services for women. This course will help you think about how your organisation could benefit from partnership working and what you need to consider before going ahead. It will also focus on what makes partnerships successful, the potential challenges and how you can ensure you get off to a good start.

What will I take away?

- >> A tool to identify for what and with whom you might want to partner
- >> Key issues to consider when deciding to partner
- >> Practical tips for creating meaningful partnerships

When?

Wednesday 9 November 2011, 9.30am-4pm

Partnerships: putting it into practice

L2

Who is it for?

Organisations that already have a partnership in mind and want to learn how to put it into practice.

What's it about?

This course follows on from 'Partnerships – getting off to a good start' giving more attention to the actual setting up of the partnership. It will consider the different structures a partnership might take and will look at the practical experience of drawing up a partnership agreement. It will also offer tools for agreeing a partnership strategy and will explore in more detail some of the challenges that can arise, particularly those related to smaller organisations partnering with larger ones.

What will I take away?

- >> Understanding of the different structures a partnership can take
- >> Templates of partnership agreements
- >> A tool to agree a strategy

When?

Wednesday 14 March 2012, 9.30am-4pm

Planning and evaluation

Strategic planning

L1

Who is it for?

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

What's it about?

Strategic planning is essential for developing sustainable funding. Organisations need to clarify their mission, aims and objectives and plan how to achieve them. A good strategic plan will enable you to work more effectively, assess which sources of income are appropriate for your organisation and ensure your future priorities are clear. This course looks at how to involve everyone in your organisation in thinking about your future strategy, deciding on the options and writing a useful plan.

What will I take away?

- >> An understanding of the importance of strategy for women's organisations
- >> Methods for encouraging participation in strategic thinking and planning
- >> Practical tools and techniques for developing a strategic plan

When?

Friday 29 June 2012, 9.30am-4pm

Business planning

L1

Who is it for?

Organisations that are new to developing business plans.

What's it about?

Business plans are a standard requirement for private sector businesses, but now many funders and commissioners require women's organisations to provide them. Business plans enable organisations to clarify their goals, analyse their 'market', competition and costs, and how to put their financial strategy into practice. This course will help you to understand the differences between a business plan and other types of plan. You will learn about the content and structure of a business plan and the process of developing a plan which is useful and relevant to your organisation.

What will I take away?

- >> An understanding of the purpose of a business plan
- >> Practical tools and techniques for developing a business plan
- >> An understanding of the financial information needed in a business plan

When?

Wednesday 29 February 2012, 9.30am-4pm

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.

What will I take away?

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

When?

Thursday 19 January 2012, 9.30am-4pm

Raising your organisation's profile**Who is it for?**

Organisations who want to present their work effectively and are looking for 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 getting your message out
- >> Tips for using new media

When?

Wednesday 7 December 2011, 9.30am-4pm

Who is it for?

Organisations keen to develop a presence and platform on social media outlets but uncertain as to where to start and how to proceed.

What's it about?

Social media is often described as the best way to promote your organisation but how do you go about harnessing its power and is it right for you and your organisation? This training looks at the very basics of social media, from Facebook to Twitter to YouTube to Yammer, to give beginners to social media a chance to explore the different platforms and take away ideas on what would work best for your organisation.

What will I take away?

- >> Guides to the major social media platforms and how to use them
- >> Tips on how to maximise social media for the benefit of your organisation
- >> Ideas for what would be most effective for your organisation

When?

Wednesday 23 May 2012, 9:30am – 4pm

Who is it for?

Organisations wanting to know more about how to work with all forms of media.

What's it about?

Dealing with the media and knowing how to get your message across effectively can be daunting. This course will look at the different types of media including print, radio and online, and give you guidance on choosing the right place to start. It will look at how to respond to media requests in a way that will get you noticed and how to offer your point of view on news stories including letter writing and press releases. You will also learn about using social media as a way to get in touch with journalists and build connections.

What will I take away?

- >> An understanding of the media landscape
- >> Ideas for effective ways to engage with the media to get your message across
- >> Tips on assessing what types of media work for your organisation

When?

Tuesday 12 June 2012, 9:30am – 4pm

"I wanted to let you ... know that I learned a lot from the workshop ... I came away with my mind abuzz with ideas on how to move the organisation towards a sustainable funding path." Email from a building futures trainee

How to find us

Ground Floor East
33-41 Dallington Street
London
EC1V 0BB

WRC is situated on Dallington Street (off Goswell Road), a short walk from Old Street, Angel, Barbican and Farringdon stations. For full directions see www.wrc.org.uk/findus

Please note you cannot access our office via the big metal door that has 33-41 in large numbers on it. You must enter via the glass sliding door marked Women's Resource Centre, which is 25 metres closer to the corner of Goswell Road.



WRC aims to be accessible and inclusive.

For a copy of this calendar in other formats,
please contact us on 020 7324 3030
or email info@wrc.org.uk.



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