



**FUNDING FOR ALL
& ALL FOR FUNDING**



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of the SKC Consortium*

KENT & MEDWAY FUNDING FAIR

THE COMMUNITY COLLEGE WHITSTABLE | WEDNESDAY 18 OCTOBER 2017

There are 24 seminars to choose from in four different time slots. You can only book one seminar from each of the blocks below. Please ensure you leave time to look around the Marketplace and speak with Funders and other organisations. One-to-one's with a Funding Mentor will also be available, which are bookable on the day.

'A' SEMINAR: 10.30 - 11.15

ORGANISATION	SEMINAR
Big Lottery Fund	<p>Big Lottery Fund Current funding programmes from the largest distributor of National Lottery good causes money. <i>Who should attend?</i> Our funding goes to community groups and projects that improve health, education and the environment. Funding is available for small projects from £300 upwards, and larger projects lasting up to five years.</p>
Colyer-Fergusson Charitable Trust	<p>Introducing Colyer-Fergusson Charitable Trust What does the Trust fund? How do we apply? This seminar will present the history of the Colyer-Fergusson Trust and its current funding priorities - explaining its online application process and what the trustees look for in funding proposals. <i>Who should attend?</i> Organisations looking for funding for their work with young people aged 14 to 25 in Kent.</p>
Makerble	<p>Finding Your People: How to Crowdfund for Change Crowdfunding has become fashionable in recent times, but what is it? How do you create and run an effective crowdfunding campaign and what is it that the crowd want to know before they donate? Find out in this session as the team from Makerble share themes from their decade of experience engaging donors in hundreds of different social change ideas. <i>Who should attend?</i> Anybody interested in crowdfunding.</p>
me&you - your creative company	<p>Practical Advice on Building an Effective Brand Online and Offline Matt of the creative agency me&you will deliver an engaging and interactive presentation on branding both online (website and social media) and offline (such as printed materials). Tailored to the charities and funding market; it will deliver real practical advice that you can immediately apply to your branding strategy. There will also be an opportunity for you to ask any questions or challenges you have in effective branding. <i>Who should attend?</i> Marketing Managers who are looking to utilise strong branding to increase donations, attract more volunteers and raise awareness.</p>
Charity Bank	<p>An Introduction to Loan Finance A presentation to discuss the merits and mechanics of raising loan finance. <i>Who should attend?</i> Organisations looking to find out more about loan finance and how it could help them achieve their mission.</p>

CC Works	<p>Writing Great Applications: How to Avoid the Waste Paper Basket</p> <p>Grant-makers regularly receive many more applications than they can fund. How can your charity avoid the waste paper basket? This session will provide insight into what funders are looking for and how to avoid common pitfalls to help Kent fundraisers make their funding applications stand out in a crowded market.</p> <p>Who should attend? Anybody thinking of applying for a grant or making an application to a trust or foundation.</p>
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'B' SEMINAR: 11.30 - 12.15

ORGANISATION	SEMINAR
Heritage Lottery Fund	<p>Information and Advice on Applying for a Heritage Lottery Fund Grant</p> <p>The South East England development team would like to help groups understand the opportunities available at the Heritage Lottery Fund. We have a number of funding programmes starting at £3,000 to help groups learn, explore and share some aspect of their heritage. Heritage means many things to different people including – monuments, nature, museums, archives and culture. This short seminar will help you understand if your project idea could be suitable under one of the Heritage Lottery Fund programmes and the process of applying for a grant.</p> <p>Who should attend? Not-for-profit organisations who are considering applying for a Heritage Lottery Fund grant of between £3,000 and £100,000.</p>
Kent County Council Community Liaison Team	<p>Kent County Council Combined Members Grant</p> <p>KCC's Community Liaison Team covers all 12 district council areas in Kent supporting local County Councillors in their role as community leaders and administering their grants. The team works closely with partners from the public, private and voluntary sectors, to help ensure Kent's residents and local community groups are kept well informed about KCC's services and are given the opportunity to influence decisions.</p> <p>Who should attend? Local Voluntary and Community Sector Groups and Social Enterprises.</p>
BBC Children in Need	<p>Top Tips when Applying to BBC Children in Need</p> <p>The seminar will provide guidance on applying for a BBC Children In Need Grant and further information about the kind of organisations and projects we fund.</p> <p>Who should attend? Organisations supporting disadvantaged children and young people in the UK aged 0-18.</p>
Canterbury City Council	<p>Canterbury City Council: RISE Grants</p> <p>Our new grants programme (which replaces the Single Grants Gateway) is designed to support not for profit organisations in making positive improvements to our local communities. Attend this workshop to find out how to apply for our new RISE grant streams and help you understand the different grants on offer.</p> <p>Who should attend? Not-for-profit organisations that are delivering services for people in the Canterbury District.</p>
UK Charity Insurance	<p>Risk in Small Charities: Helping to Ensure Charity Robustness</p> <p>The Charity Commission places great emphasis on good governance and the avoidance of unnecessary negative risk. For trustees and managers – this workshop will help you explore the risks that are pertinent to your own organisation and show you how to manage or mitigate them for the protection of your charity, staff and beneficiaries. We'll cover:</p> <ul style="list-style-type: none"> • The roles and responsibilities of trustees in managing risk; • Your attitude to risk – taking a risk may be OK!; • How to protect your charity and your trustees as they carry out their work; • Things to consider when working with employees and volunteers; • Ensuring your charity survives a catastrophe – reputation and continuity; • When to insure and the importance of securing specialist advice; • One extremely important check you need to make; • Cyber Risks, Staff Travel ...and more. <p>Who should attend? Trustees, Directors and Managers.</p>

Funding for All (Kerry Donati)	<p>Effective Fundraising</p> <p>Fundraising is your opportunity to bring in unrestricted funds for your organisation, raise the profile of your work and build a supportive community network around you. This seminar will give practical tips on how to run an effective fundraising campaign that doesn't run you into the ground.</p> <p>Who should attend? Any group/organisation who wants to diversify their income and increase their unrestricted funds.</p>
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'C' SEMINAR: 13.45 - 14.30

ORGANISATION	SEMINAR
Kent Community Foundation	<p>Grant and Loan Support through Kent Community Foundation</p> <p>Kent Community Foundation manages over 70 funds on behalf of philanthropists who wish to support local causes in the county. Learn about how the Foundation operates the funding available and top tips for applicants.</p> <p>Who should attend? Kent Community Foundation provides financial support to a wide range of organisations working in Kent and Medway, with particular focus on small to medium-sized voluntary groups, charities and social enterprises.</p>
Thomson Snell and Passmore	<p>General Data Protection Regulations (GDPR)</p> <p>Data Protection regulations are changing – are you ready? This seminar will help you prepare for the GDPR, which will apply in the United Kingdom from 25 May 2018.</p> <p>Who should attend? Everybody as this updated legislation affects all organisations, but especially those with a responsibility for data protection.</p>
Makerble	<p>Making Sure Your Dreams Happen</p> <p>How do you know that what you do in your charity makes a difference? Impact measurement can seem like a labour intensive task but the team at Makerble make it easy and fun. Learn what to measure, how to capture impact data in moments and how to delve for insight once you have it.</p> <p>Who should attend? Anybody who wants to learn more about impact measurement.</p>
Funding for All (Katie McDaniel)	<p>Successful Ways to Engage Corporate Support</p> <p>How to research your opportunities. Preparing some options for companies to support you. Who and how you should pitch your request. Budgeting the ask against the spend and the preparation of different options. Stewarding the relationship.</p> <p>Who should attend? Organisations beginning to explore the possibilities of business support.</p>
Kent Sport	<p>Funding for Sport</p> <p>The workshop will look into how Sport England is focusing their funding nationally, and how we can address the gaps it potentially creates. It will offer tips on how you can be, and support others to be, funding ready!</p> <p>Who should attend? Not-for-profit organisations, sports clubs, local authorities, schools, housing associations, talented athletes etc.</p>
Funding for All (Alison Ranns)	<p>Marketing for Fundraisers</p> <p>A practical guide on how to market your charity or non-profit organisation effectively and without breaking the budget.</p> <p>Who should attend? Anyone who has responsibility for marketing or fundraising within their organisation.</p>

'D' SEMINAR: 14.45 - 15.30

ORGANISATION	SEMINAR
Funding for All (James Walker)	<p>Good Governance</p> <p>Help for organisations to know what types of governance structure are available and information on the key factors that should assist them in deciding which structure is the correct one for their organisation.</p> <p>Who should attend? People looking to set up a new organisation. Organisations looking to incorporate and organisations that have grown and may need a different structure to meet their current size and delivery.</p>

<p>Kent County Council Community Halls and Action with Communities in Rural Kent</p>	<p>Improving Your Community Hall: Finding the Funding This seminar will cover sources of funding for community halls, with emphasis on the KCC Village and Community Halls Capital Grant Scheme, together with hints and tips on increasing the success of your application. We will also look at community consultation plus the Hallmark scheme for village halls. Who should attend? Community hall representatives (committee members, volunteers, users of village and community halls).</p>
<p>Canterbury Christ Church University and University of Kent</p>	<p>Generating Alternative Income: Fundraising and Volunteering in Children's Education and Additional School Support Services In response to depleting budgets, schools and associated early intervention support services are increasingly seeking additional funding and support from alternative sources, such as individual donors, philanthropists, charitable trusts and corporate partners. In this seminar we debate new research by Dr. Alison Body (Canterbury Christ Church University) and Dr. Eddy Hogg (University of Kent) which examines fundraising activities in primary schools across Kent and Medway. With some schools attracting as much as £250,000 of fundraised income per year, we will discuss:</p> <ul style="list-style-type: none"> • Going beyond the school gates: Different ways in which schools can strategically engage in fundraising activities; • The value and challenges of actively engaging volunteers in the school community; and • Sharing learning across schools about 'what works'. <p>Who should attend? Schools Governors, Parent Teacher Associations and Groups working with children and young people.</p>
<p>Funding for All (Neil Emery)</p>	<p>Anti Social Media The massive growth in popularity of social media has created issues, as well as opportunities, in the workplace. The Trades Union Congress has described Facebook's users (now over ten million in the UK) as "HR accidents waiting to happen". Now, employees regularly blog, tweet and access LinkedIn, blurring the interface between employees' work and personal lives. Employers, including charities, will have a range of attitudes to the strategic importance of social media to their culture and business and, therefore, a corresponding range of responses: some will ban it, others will positively encourage it. We will be looking at some of the advantages and risks of social media in the workplace, and looking at practical steps charities can take to protect themselves. Who should attend? Charities who employ workers, and who are trying to understand their rights and responsibilities.</p>
<p>Stronger Kent Communities</p>	<p>Fresh Perspectives: Recruiting Young People as Trustees An examination of the benefits to both organisations and young people of the recruitment and support of young people as trustees. Who should attend? Any organisations wishing to increase the diversity of their trustee boards and/or who are looking to recruit trustees.</p>
<p>Safer Kent</p>	<p>Completing Grant Application Forms This will be a short session on completing grant application forms for anyone who is looking for funding for community safety/crime reduction projects. Who should attend? People who are looking for funding for community safety and/or crime reduction projects.</p>

Funding for All would like to thank the Kent & Medway Funding Fair 2017 sponsors and funder, Big Lottery Fund through Awards for All:



Thomson Snell & Passmore

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