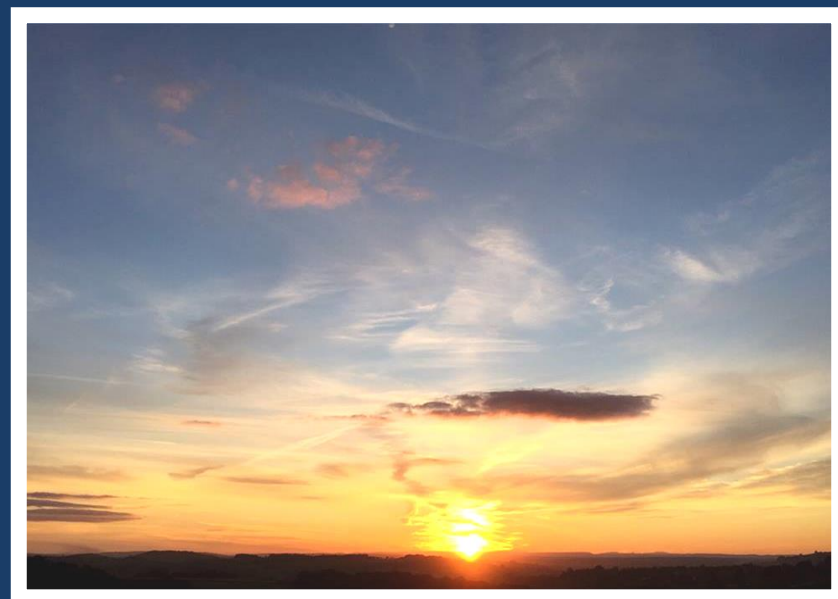


# B&NES Charity Vision Day

Nick Laffan - FreeRiver Consulting  
Julie Poll - Business Connector  
Sue Evans - Children & Young People's  
Network Co-ordinator  
Mike Plows - Volunteer Centre





# Outline of the day

10:00 – Introductions & Overview

10:30 – Tree Exercise

12:30 – Lunch

13:15 – Three Scenarios

14:30 – Break

14:45 – Three Scenarios cont.

15:30 – Final reflection

16:00 – Finish



# A RECIPE for good learning

A void assumptions

R espect each other

E veryone's contribution counts

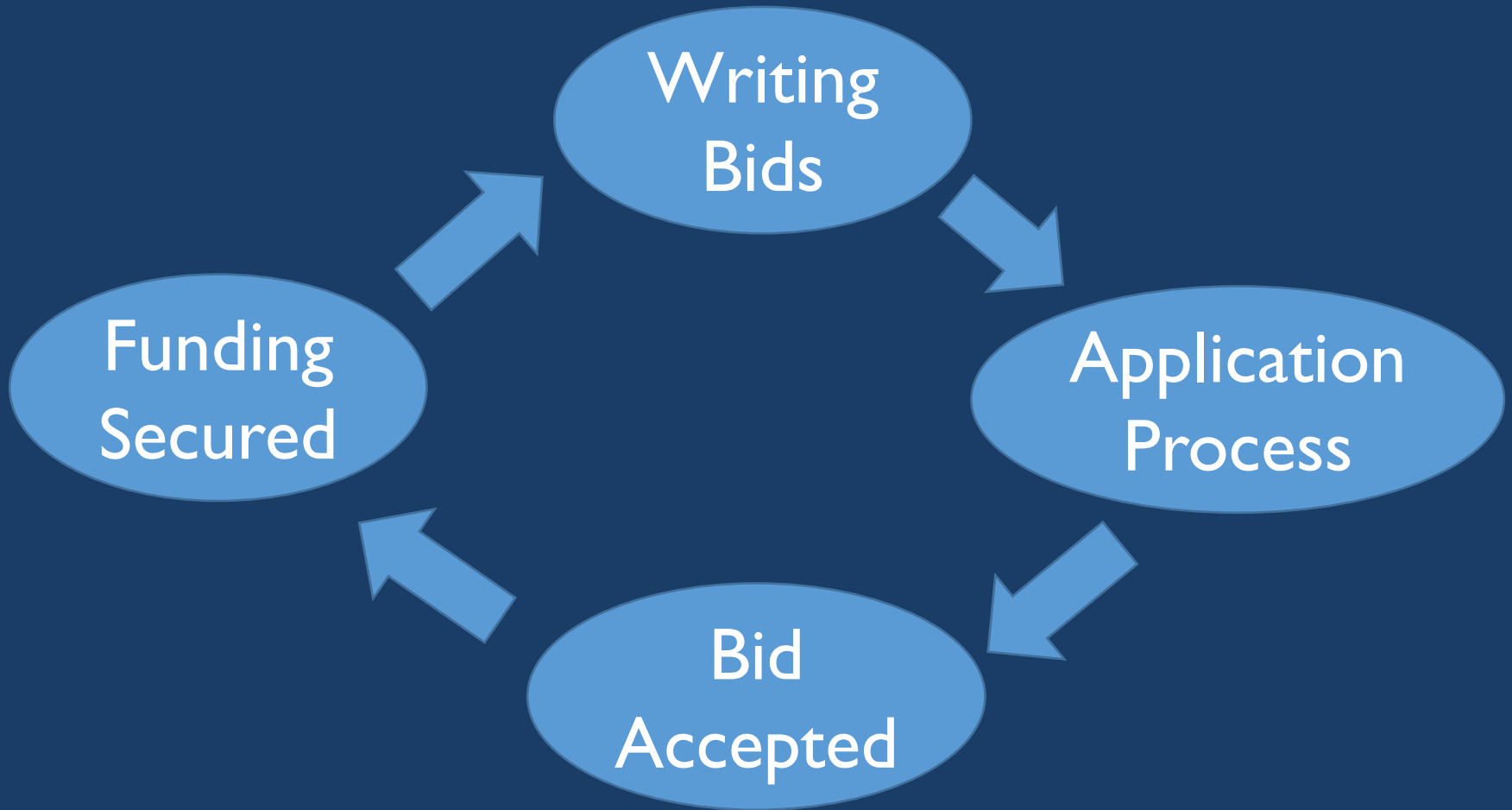
C onfidentiality

I speak for myself

P ass

E xpect to participate!

# Funding Cycle



# Competing Agendas



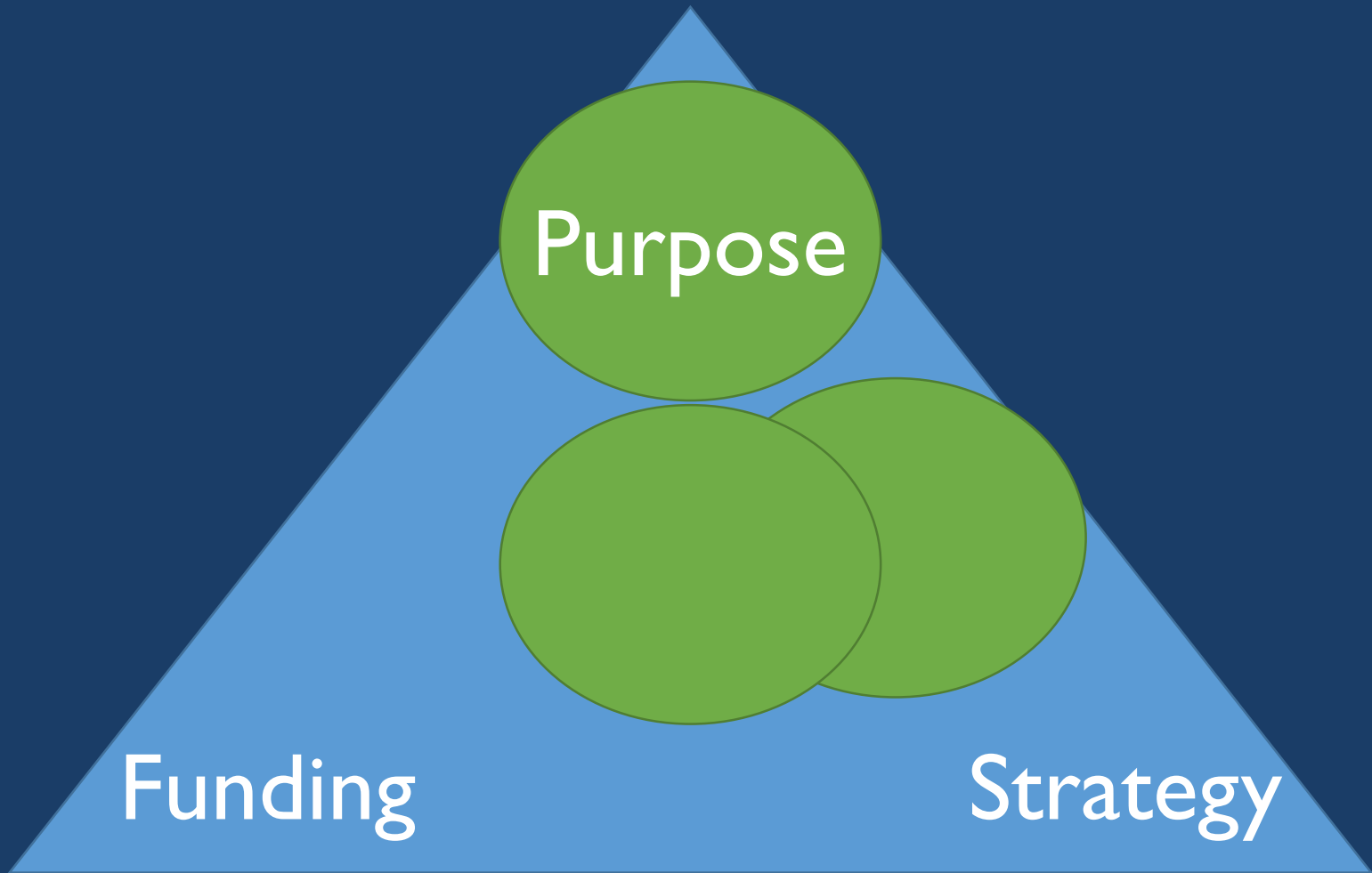
## Charity

- Want funding to continue core purposes
- Need to keep employees & support volunteers
- May have a wider strategy to consider

## Funder

- Have a clear agenda on what they want to fund
- Favour new projects and initiatives
- Don't like to fund salaries
- Increasing competition for less and less money

# Funding Triangle



# Why we need today!

- It's tough in the voluntary sector!
- ~400,000 charities in UK fighting for scarce resources
- Insecurity leads to a short-term focus (e.g. yearly cycle)
- Purpose and strategy tend to be sacrificed to secure funding
- Funders tend to want the 'new and shiny' / quick wins
- Funding applications take significant effort and input





Today is a **reflective**  
**space** for you to:

- Revisit your charity's **purpose**
- Begin to consider its **strategy**  
for the next 5 years

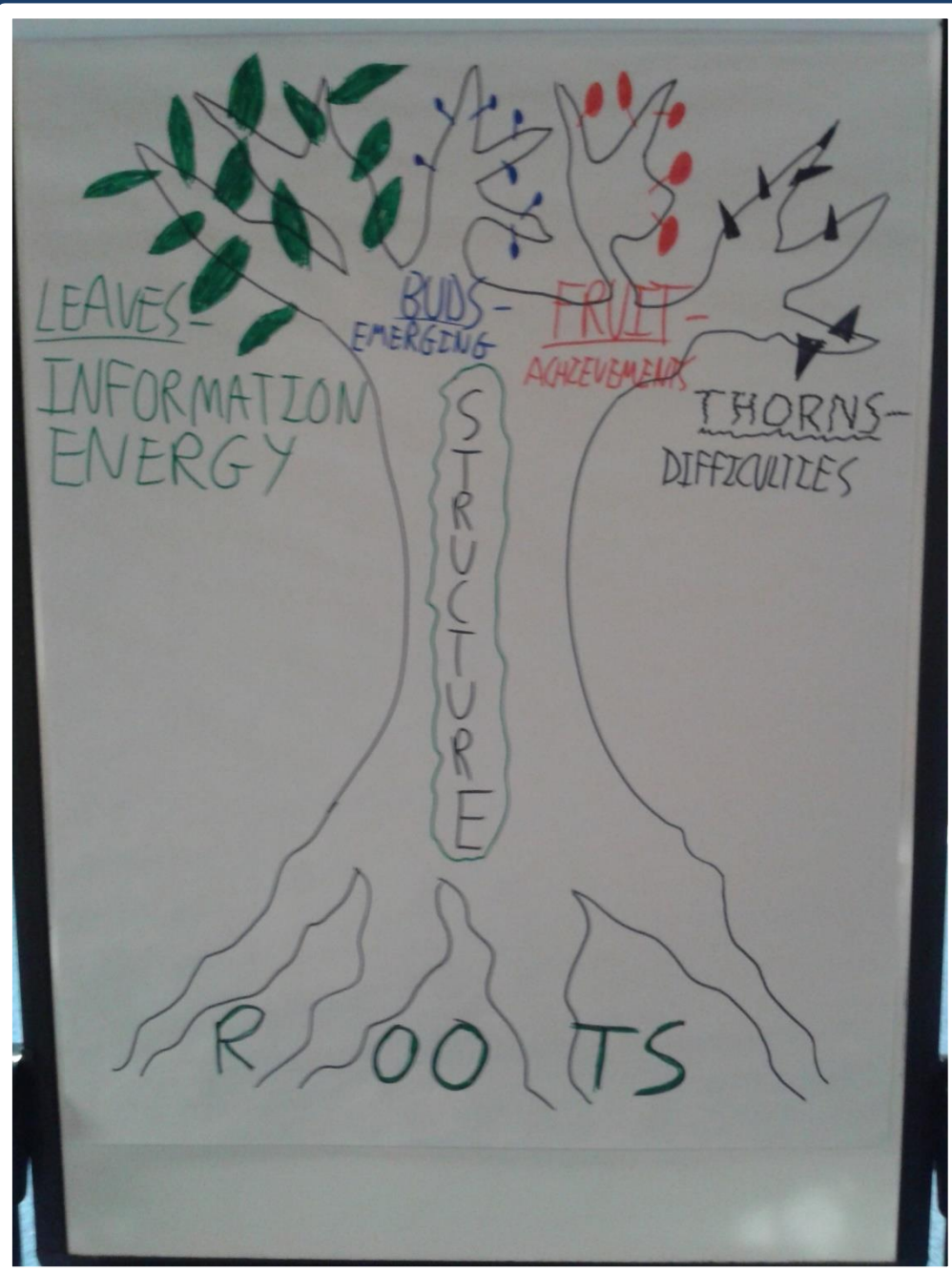




Any thoughts?



# Tree Exercise



# Draw a tree representing your organisation



- **ROOTS** – The history, aims and values of the charity
- **TRUNK / BRANCHES** – The current structure of the charity (staff, volunteers, projects, funding sources, etc.)
- **LEAVES** – Sources of information & energy (media, other organisations, motivations, etc.)
- **FRUIT** – Successes and achievements
- **BUDS** – Emerging achievements, new growth areas
- **THORNS** – Difficulties and challenges



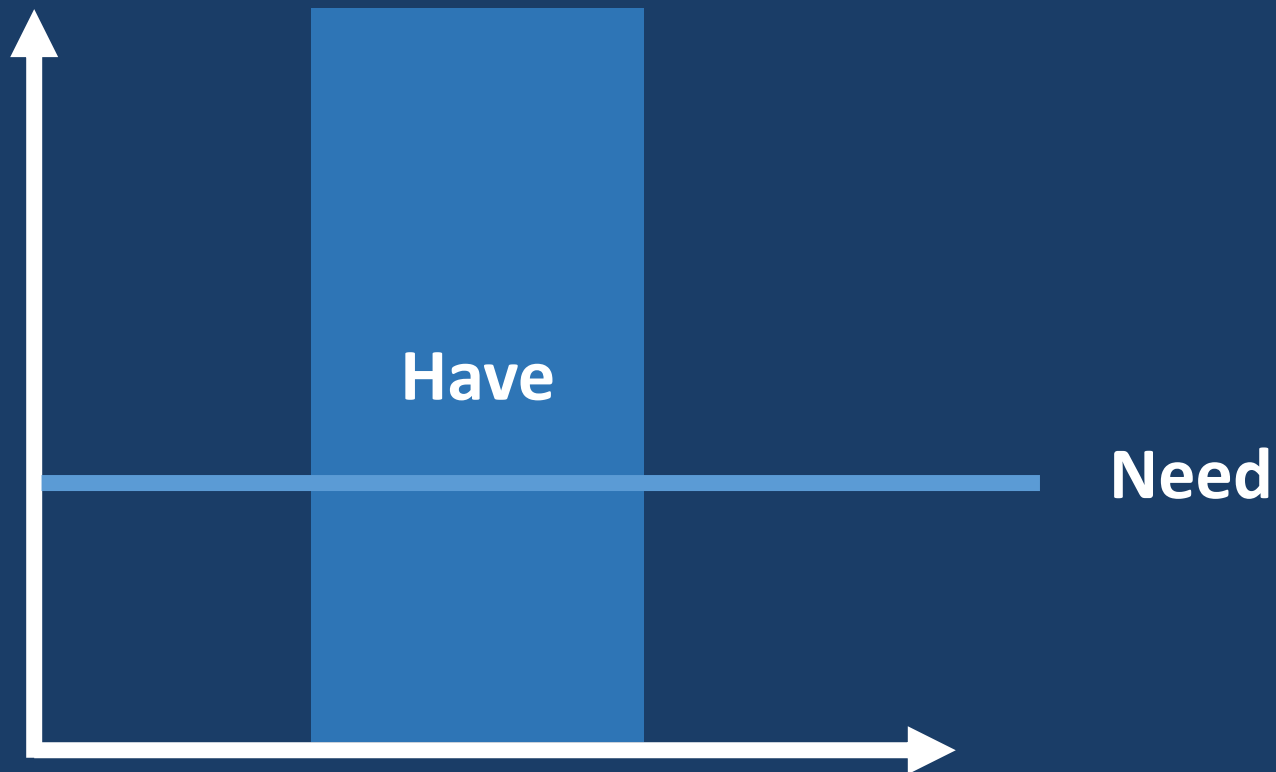
Lunch



# Three Scenarios

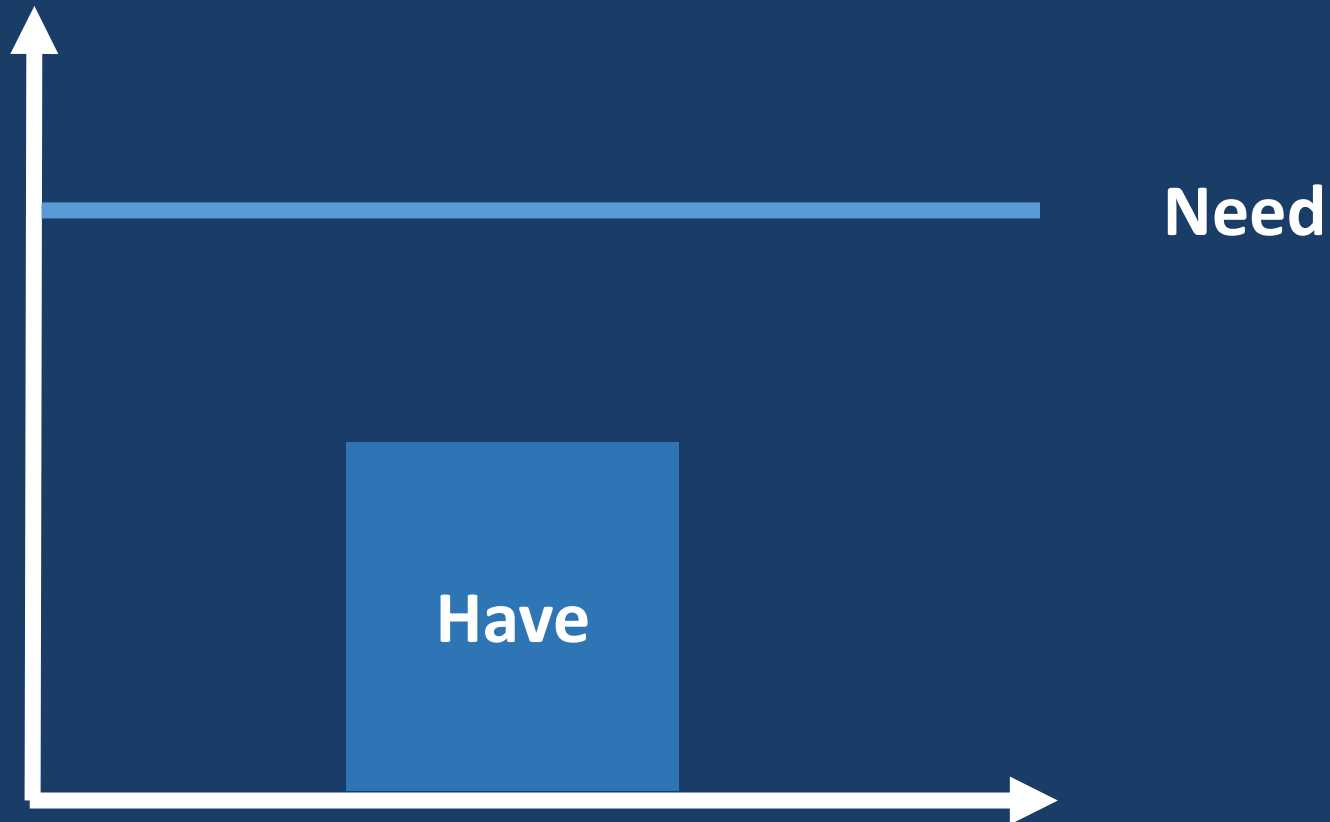


# I. Abundant Resources

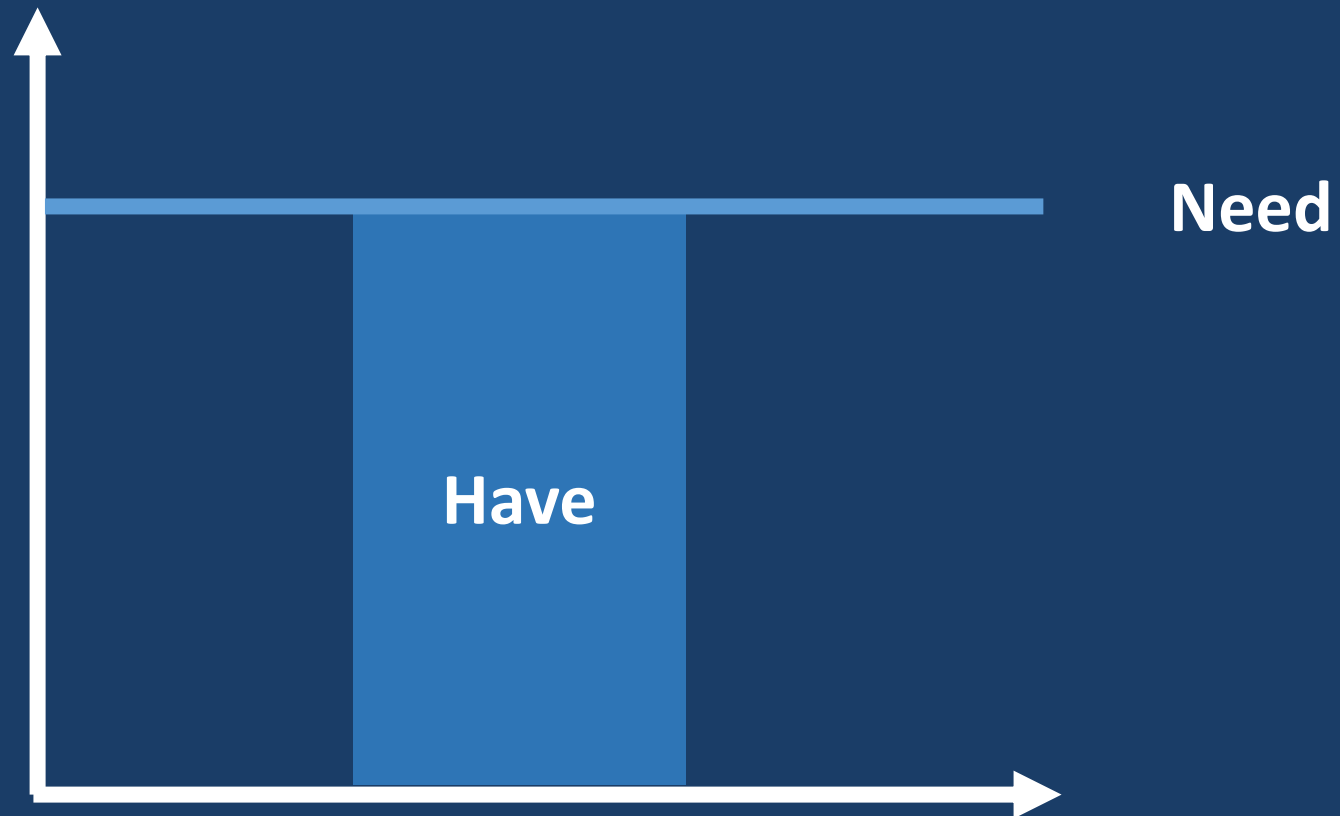




## 2. Scarce Resources



# 3. Limited Resources





## In your tables...

- Start thinking about what ideas you could take forward in the next 5 years under these scenarios
- Use the flipchart paper provided to take notes
- One person from each table to feed back 3 key points



# Final Reflection & Evaluation



Thanks for  
coming!

Nick Laffan

Founder

07740172226

[nick@freeriver.co.uk](mailto:nick@freeriver.co.uk)

[www.freeriver.co.uk](http://www.freeriver.co.uk)

