

HELPING HOUSING PROVIDERS

**RAISE THEIR GAME**



**OQKS**

# AGENDA

**INTRODUCTIONS**

**THE FUNDING LANDSCAPE**

**OPPORTUNITIES**

**KEY PRINCIPLES**

**AREAS FOR CONSIDERATION**

WE ARE OAKS

# STRATEGY INCOME GENERATION IMPLEMENTATION

We work with socially-minded organisations who want to raise their game. For-profit or non-profit, there are ambitious organisations who are committed to making a difference, but need help articulating their journey and unlocking new resources.

We **challenge** organisations to think differently about their future.

We **help** organisations to realise their fundraising potential

We **support** organisations to diversify their income.

VISIT OUR WEBSITE

# OUR WORK

We help organisations using sport as a tool for development to grow and sustain their activity.

## **SPORT**

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We help schools and academies to think differently about their income generation potential.

## **EDUCATION**

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We help charities and social enterprises to build their fundraising capabilities and improve capacity.

## **THIRD SECTOR**

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We help housing associations to invest effectively in their communities and make their resources go further.

## **SOCIAL HOUSING**

We help businesses to develop, activate and evaluate their social responsibility commitments.

## **CORPORATES**

**DISCOVER OUR WORK  
FOR YOURSELF**

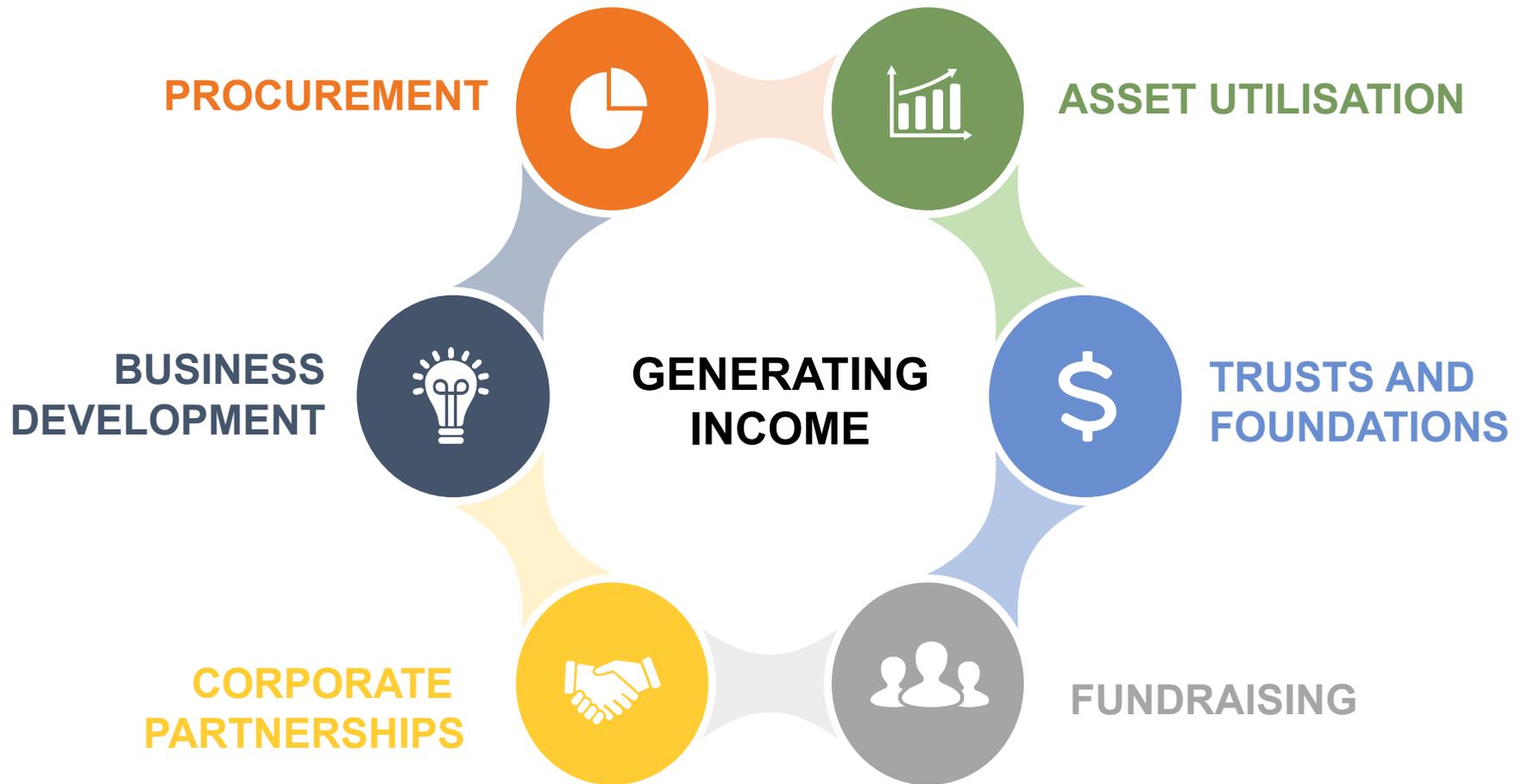
**GET IN TOUCH**



# SOME OF OUR CLIENTS

A unique blend of sport, education, third sector and housing organisations with a national (and in some instances, global) reach and profile.

**AWARD-WINNING ORGANISATIONS, CHANGING THOUSANDS OF LIVES.**



# GRANTS FOR COMMUNITY INVESTMENT

?

OVER £5BN GIVEN IN  
GRANTS IN THE UK  
EVERY YEAR FROM  
TRUSTS, FOUNDATIONS  
AND INSTITUTIONS

SIGNIFICANT  
OPPORTUNITY FOR  
SMALLER  
HOUSING PROVIDERS,  
RELATED COMMUNITY  
ORGANISATIONS,  
TMOS ETC

UNIQUE POSITION  
WITHIN SOME OF THE  
NATION'S MOST  
VULNERABLE  
COMMUNITIES

WELL-PLACED TO  
BRING TOGETHER  
PARTNERS FROM  
OTHER SECTORS

# RESPONSE TO COVID-19

TEMPORARY  
CLOSURE/SHIFT IN  
PRIORITIES

NEW OPPORTUNITIES  
OPENING ON A  
WEEKLY BASIS

TWO THEMES  
EMERGING:  
ADAPTING DELIVERY +  
ORGANISATIONAL  
RESILIENCE

ULTIMATELY, AN  
INCREASE IN THE  
NUMBER OF  
GRANTS BEING  
AWARDED

# THEMATIC TRENDS



# FINDING OPPORTUNITIES

## LOCAL

- Police and Crime Commissioners
- Council for Voluntary Services (CVS)
- Community Foundation networks
- Council and local authorities
- Active partnerships
- Local newsletters and databases

## NATIONAL

- All major funder newsletters (e.g. Big Lottery Fund, Children in Need, Sport England etc. – Free subscription)
- Funding Central – Free/Paid subscription
- Invisible Grantmakers – Paid subscription
- Oaks Consultancy + Beware of the Bull – newsletter
- Openopps
- Procurement portals

# OPPORTUNITY: CAF RESILIENCE FUND

## Overview

- Designed for organisations whose community activities have been reduced, or been forced to adapt, as a result of Covid-19
- Distributing £20m made up of grants ranging from £10,000 - £100,000
- Focus on those working with vulnerable and disadvantaged groups
- Grant award can't exceed 20% of your last reported income
- Deadline 12/11/2020

## Eligibility Criteria

- Must be able to spend the money by 31 March 2021
- T/O between £50,000 and £10m
- Must have been established before 31<sup>st</sup> August 2019
- If you are not a registered charity, require additional supporting documents



# OPPORTUNITY: SPORT ENGLAND RETURN TO PLAY



## Overview

- Help for local community facilities to re-open and adapt
  - Grants of up to £50,000 available
- Focus on those working with vulnerable and disadvantaged groups
  - Can make improvements to buildings or open spaces
    - Sport focused

## Eligibility Criteria

- Must be able to launch the project within 6 weeks from submitting your application
  - Must be a non-profit
  - Project must be Coronavirus related
- Prioritising projects in most deprived areas

# OPPORTUNITY: ISLA FOUNDATION TIPPING POINT GRANTS

## Overview

- Organisations offering creative solutions to homelessness as a result of Covid-19
- Grants of up to £40,000 available
- Funds can be used for capital and revenue project related costs
- Focus is on stories emerging from the pandemic and those that help inspire community togetherness
- Deadline 12/11/2020

## Eligibility Criteria

- There are minimum T/O expectations depending on your size
- Max T/O of £10m
- Prioritising organisations who are user-led



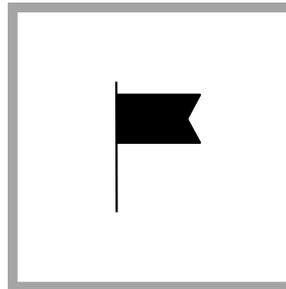
# WHAT ARE GRANT-MAKERS LOOKING FOR?



AMBITION



INNOVATION



FIT

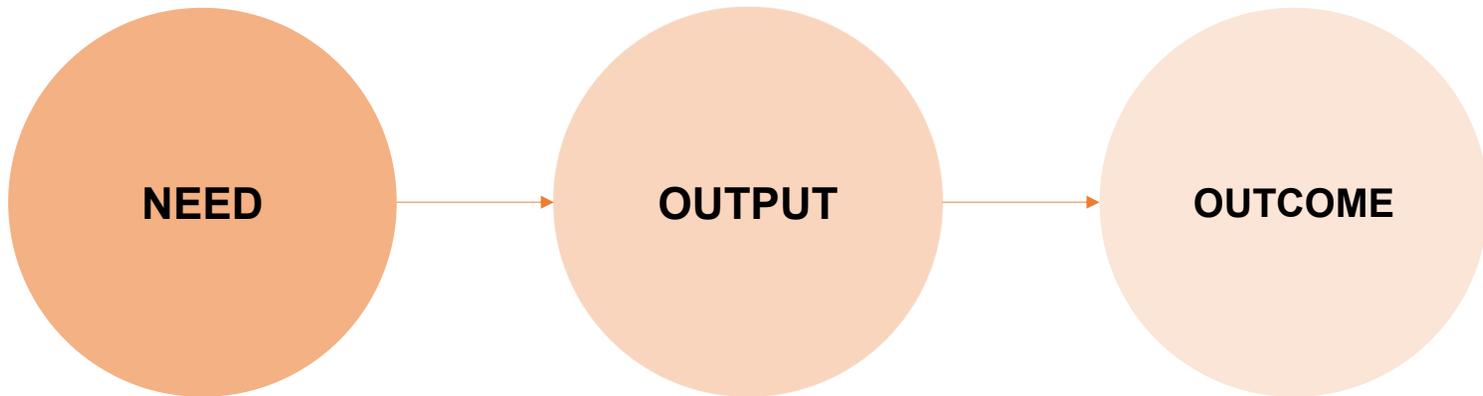


TRACK RECORD



CAUSE

What are you going to deliver?  
Why is this the right solution?  
Who is going to deliver it?



What is the challenge/problem  
your community/target group is  
facing?

What change will your  
community undergo as a direct  
result of the outputs? Is there a  
logical link?

## UNDERSTANDING WHAT FUNDERS WANT

# FUNDER EXPECTATIONS BEYOND PROJECT DELIVERY

To be eligible for funding an organisation will usually:

- be not-for-profit
- have at least 3 non-related/non-cohabiting directors/members on the board/committee
- have a bank account in the name of the organisation
- have its own set of accounts (or an income/expenditure projection)
- have a dissolution clause

Other things a funder might look for:

- Does the organisation have a set of audited accounts for the past 3 years?
- What are the organisation's reserves?
- Has the organisation reported more than 2 years' annual deficit in the last 5 years?
- What is the organisation's annual income?
- What is the organisation's fundraising track record?
- Have there have been any statutory inquiries into the organisation – or anything that might harm the funder's reputation by association?

## EVIDENCING IMPACT AND TRACK RECORD

# HOW DO WE DEMONSTRATE TRACK RECORD AND IMPACT?

An organisation's impact is important because it links directly to the organisation's overall mission or purpose.

If your organisation's purpose is to eradicate homelessness, how do you *know* that the activities you are undertaking are achieving that purpose - and in the most effective (or cost-effective) way?

Large funders are concerned with making a tangible difference to society through funding interventions that are demonstrably effective.

There is a direct correlation: the better an organisation is at demonstrating its impact, the more likely it is to secure large, multi-year grants.

There are a number of methods you can use to demonstrate your impact.

These include:

- Self-assessment
- Independent evaluation
- External research
- Impact monitoring and evaluation software e.g. Upshot

The key is to, as far as possible, provide funders with an objective viewpoint on your organisation's effectiveness.

The Esmee Fairbairn Foundation has published a list of free or low-cost evaluation, impact and learning resources for organisations, which you can find at: [esmeefairbairn.org.uk/useful-sector-resources#evaluation](https://esmeefairbairn.org.uk/useful-sector-resources#evaluation)

# AREAS FOR CONSIDERATION

**USER-LED DESIGN  
AND  
CONSULTATION**

**WORKING IN  
PARTNERSHIP**

**FULL COST-  
RECOVERY**

**STEWARDSHIP**

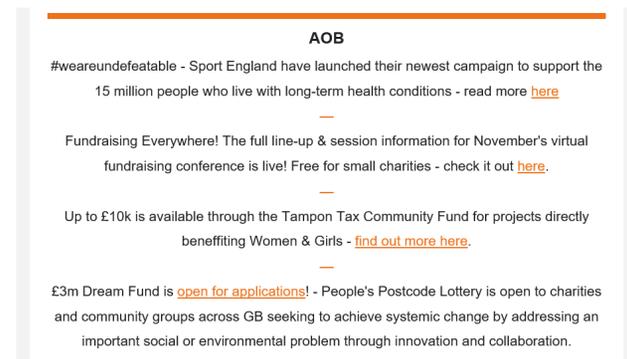
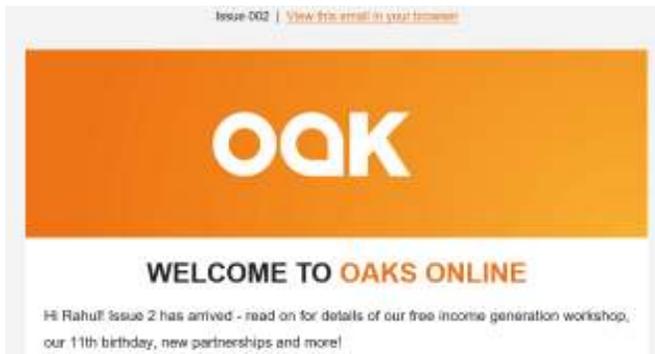
# HOW CAN OAKS HELP?

## FREE GRANTS PROSPECT REPORT FOR ANY ACUITY MEMBER

- Survey to understand your needs, project priorities and previous/current grants
- Short bespoke report identifying appropriate grant opportunities for your organisation
  - Follow-up call to talk through these opportunities

**VISIT OUR WEBSITE  
TO SEE FULL SERVICES**

# SIGN UP TO OUR NEWSLETTER 😊



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