

MEETING: 30/10/2013

Ref: 11899

ASSESSMENT CATEGORY - Strengthening the Third Sector

Institute of Fundraising

Adv: Tim Wilson

Amount requested: £90,477

Base: Lambeth

Benefit: London-wide

Amount recommended: £90,500

Purpose of grant request: To improve the financial resilience and sustainability of the third sector in London through a volunteer mentoring support scheme delivered by professional fundraisers.

Background

The Institute of Fundraising (IoF) was established 30 years ago and is the UK's leading provider of fundraising training to charities. It has over 5,000 members, around 2,000 of whom work with London charities. London members benefit from an on-going programme of seminars, conferences and networking opportunities. IoF also runs professional development courses to help its members improve the quality of their fundraising work.

IoF is well-regarded by central Government and is currently one of the Office for Civil Society's nine strategic partners, a scheme for infrastructure organisations regarded as especially representative of the voluntary sector's interests.

Funding History

None.

Current Application

IoF wishes to expand a successful London volunteer mentoring scheme which the charity has run for three years. Funding is sought to cover running costs and to recruit a part time administrator.

The mentoring scheme matches would-be mentees with skilled and experienced volunteer mentors. IoF introduces a selection of potential mentors to each mentee, and matching follows a series of meetings which take into account needs, location, and level of experience.

Mentors provide two days initial in-depth support and then a further day each month over the year. IoF arranges review meetings every three months and larger network meetings where groups of mentees come together to discuss common problems.

To date, IoF has matched 78 mentoring pairs and the charity aims to reach another 168 with three years' funding from City Bridge Trust, should you award it. It wishes to focus on smaller charities and will

restrict the benefit to those organisations whose focus is London's communities.

Financial Observations

Audited accounts for the year ended 31st March 2013 show a deficit of £241,972 (5.3% of turnover) comprising a deficit of £142,378 on unrestricted funds and a deficit of £99,594 on restricted funds. The charity has explained that this was a planned deficit resulting from spending down a restricted legacy and using unrestricted reserves to deliver new Strategic Objectives.

The charity aims to hold free unrestricted, undesignated reserves of approximately £350,000 (0.8 months' worth of 2013/14 budgeted expenditure) a target higher than the actual holding of free unrestricted reserves of £316,651 at 31st March 2013. However, the charity also holds free unrestricted funds of £134,936 which it has designated towards regional and special interest groups.

The budget for the current year 2013-14 shows total income of £4,972,138, the majority of which comes from membership fees and sales of services throughout the year, and cannot therefore be confirmed far in advance. However, as at 1 July 2013 £1,636,387 (33%) had been secured. Overall, a deficit of £33,600 (0.7% of turnover) is forecast for 2013/14. This comprises a surplus of £47,100 on unrestricted funds and a deficit of £80,700 on restricted funds. The forecast surplus on unrestricted funds should take the charity's free unrestricted reserve position to £363,751 (excluding the unrestricted funds of £134,936 which have been designated).

Officer's Appraisal

IoF is recognised as the voluntary sector's leading expert on all forms of fundraising. At a time when many sources of sector income are being squeezed, IoF's ability to advise and support is particularly important, not least for smaller charities which often lack dedicated fundraising staff.

IoF initiated its volunteer mentoring programme using surplus generated from its annual conference and grant funding from Awards for All. The proposal to City Bridge Trust will enable IoF to put an established scheme on a stronger footing, and to expand its reach.

Recommendation

£90,500 over three years (£30,350; £29,850; £30,300) towards a part-time Project Administrator (2 days per week) and project running costs for a London network matching experienced fundraisers with small charities to strengthen the financial skills of the latter.



The City Bridge Trust

Charity Registration Number: 1035628

Working with Londoners: Application for a grant

Please read the guidance notes before completing this form

Reference:
(office use only)

11899

Date Received:

04/05/13

Programme
Area:

7

1. About your organisation

Name of organisation applying for grant: Institute of Fundraising (IoF)	
If the organisation is part of a larger organisation, what is its name? N/A	
Address for correspondence Park Place 12 Lawn Lane London	
Postcode: SW8 1UD Is this your home address? No	
Contact person: Mr Frederic Adams-Montantin	Position: Fundraising Officer
Phone: 0207 840 5493	Fax: 020 7840 1001
E-mail: freda@institute-of-fundraising.org.uk	
Website: www.institute-of-fundraising.org.uk	
Legal status of organisation: Registered Charity and Company	
If registered, please give charity number: 1079573	
Year and month organisation established: March 1983	

2. Request for funds

Under which of the Trust's themes are you applying (see our website or brochure for further details)? Strengthening the Third Sector
Purpose for which funds are requested: (25 words maximum) To improve the financial resilience and sustainability of the third sector in London through a volunteer mentoring support scheme delivered by professional fundraisers.
How much funding is requested? Year 1: £30,354 Year 2: £29,821 Year 3: £30,302 Total: £90,477



3. Aims of your organisation

Our vision: Excellent fundraising for a better world

Our mission: Creating the environment and understanding for fundraisers to excel

The Institute of Fundraising is the largest individual representative body in the voluntary sector with over 5,300 Individual members and 340 Organisational members.

We aim to support these members and the wider fundraising community by:

- Creating a better environment for fundraisers to raise money.
- Increasing understanding of fundraising.
- Enabling fundraisers to be the best they can be.

4. Main activities of your organisation

The main activities of the IoF are as follows:

- Specialist training provision to meet the professional development needs of the UK's fundraising workforce, having trained over 25,000 fundraisers to date.
- Author and guardian of the Code of Practice web resource, the definitive guide to UK fundraising law and best-practice standards.
- The UK's leading provider of accredited fundraising qualifications and training opportunities through the IoF Academy.
- Facilitator of the most comprehensive UK network of regional fundraising groups and specialist interest groups, providing operational reach across England and covering all key fundraising disciplines, and including a Fundraising Directors network.
- Delivery of similarly targeted national training initiatives such as its Help for Small Charities programme, which has provided to face to face training to 2,323 beneficiaries in little over 18 months and reached over 7,000 individuals.
- Partnership working with over 350 membership organisations.

5. Number of staff

Full-time	Part-time	Management committee members	Active volunteers
34	10	18	350

6. How do you support your volunteers?

The Head of Membership Communities supports the network of National, Regional and Special Interest Groups, run by IoF volunteers throughout the UK. Support includes support in marketing Group events, planning and finance processes.

7. Property occupied by your organisation

Is the main property owned or leased/rented by your organisation?	If leased/rented, how long is the outstanding lease/rental agreement?
Leased	17 months

8. Finance

From your most recent audited or independently examined accounts, complete the following:

Financial year ended -

Month: **March**

Year: **2013**

Income received from:	£
Voluntary income	27,509
Activities for generating funds	255,563
Investment income	6,386
Income from charitable activities	4,219,796
Other sources	25,682
Total Income	4,534,936

Expenditure:	£
Charitable activities	4,556,380
Governance costs	29,939
Cost of generating funds	190,589
Other	0
Total Expenditure	4,776,908
Net (Deficit)/Surplus:	(241,972)
Other Recognised Gains/(Losses)	0
Net Movement in Funds	(241,972)

Asset position at year end	£
Fixed assets	200,667
Investments	0
Net current assets	761,612
Long-term liabilities	0
*Total A	962,279

Reserves at year end	£
Endowment funds	0
Restricted funds	310,025
Unrestricted funds	652,254
*Total B	962,279

* Total A and Total B must be the same and should be taken from your balance sheet

9. Statutory funding

For the financial year above, what % of your income was from statutory sources?
6%

10. Material changes

Describe any material changes to the organisation's activities, structure or financial position since the date of the most recent accounts:

None

11. Previous applications to the Trust

Have you applied to the Trust before? If so, please give details:					<input checked="" type="checkbox"/>
Month/Year: - / -	Ref: N/A	Grant received: £	OR application rejected		<input type="checkbox"/>
Month/Year: - / -	Ref:	Grant received: £	OR application rejected		<input type="checkbox"/>
Month/Year: - / -	Ref:	Grant received: £	OR application rejected		<input type="checkbox"/>

12. Previous funding received

Funding received by your organisation from the following sources during the last **THREE** years:
(i) City of London (other than the City Bridge Trust) **(ii)** London boroughs **(iii)** London Councils (formerly ALG)
(iv) Health authorities **(v)** Central government departments **(vi)** Other statutory bodies (e.g. Housing Corporation, Arts Council) - List source, years and annual amounts:

	Year: 2010	Year: 2011	Year: 2012
(i) OCS Strategic grant.	269,300	275,000	206,250
(ii) OCS Tax Effective Giving grant	310,00	N/A	N/A
(iii) Scottish Executive Grant	70,000	40,000	40,000
(iv) Welsh Assembly Grant	55,910	56,955	10,250
(v) OCS Payroll Giving Award			34,500
(vi)			

13. Previous grants received

Grants received by your organisation from charitable trusts and foundations (other than the City Bridge Trust) during the last **TWO** years. List source, years and annual amounts:

	Year: 2011	Year: 2012
N/A		

14. What steps is your organisation taking to reduce its carbon footprint?

The IoF endeavours to take into account and minimise the harmful effects on the environment of all of its activities and actions. This is demonstrated through a number of schemes established and actively practiced for a number of years within its central office. These include waste paper and toner cartridge recycling schemes and segregation of all office waste into recyclable and non-recyclable waste.

The IoF's commitment is also reflected in its recently updated sustainability policy which recognises the importance of further on-going measures and improvement. This policy outlines the following specific commitments for 2013/14 and beyond in minimising impacts in the areas of waste, water, and energy:

- Office energy use: in Year 1 establish baseline and reduce use by 5%.
- Recycling: in Year 1 establish baseline and increase recycling rates by 10%
- Waste: in Year 1 establish baseline and decrease waste going to landfill by 5%
- Sustainable travel: continue to offer the Cycle to Work scheme and increase uptake.

15. Purpose

Complete this section whatever the amount of grant requested. **In addition**, if the request is for £25,000 or more in total, a fuller proposal should be sent with this form. Also, if your application is for all or part of new or existing post(s), please enclose a copy of the relevant job description(s) including the salary level.

In order to provide the right information, please refer to guidance note 15 before completing this section.

Project Summary

The IoF London Region Mentoring Scheme aims to strengthen the third sector by providing tailored 1-1 mentoring support opportunities to working for small and medium sized charities, based in Greater and Inner London. The project will provide 168 beneficiaries (56 per year over 3 years) with mentoring support and will also encourage and enable experienced fundraising professionals to volunteer their time to support their peers.

Beneficiaries are likely to be lone fundraisers or staff undertaking a fundraising function in organisations experiencing an urgent need to diversify and grow income streams within a challenging funding environment. They will be matched with a volunteer mentor who will be a senior fundraising professional with at least five years experience in one or more fundraising disciplines. Volunteer mentors will also be able to demonstrate the ability to develop and deliver a fundraising strategy and in addition to having strong relationship skills.

Mentors will work with mentees to boost their confidence and professional fundraising skills, and increase the financial resilience of their organisations through the development and integration of effective fundraising strategies. Once trained, mentors frequently replicate the support provide, with mentors often going on to voluntarily mentor more than one beneficiary.

The Institute of Fundraising

As the leading UK membership organisation and training provider for fundraising professionals, the IoF is uniquely placed to make a significant contribution to City Bridge Trust's theme of strengthening the third sector in Greater London.

This scheme will capitalise on the IoF's expertise and learning from a number of localised IoF fundraising mentoring pilot schemes, most specifically its London Region mentoring scheme. Existing resources and learning will be used to evolve the London pilot and increase the number of beneficiary fundraisers, charities and indirect beneficiaries across London. All mentoring relationships will be guided by the Code of Fundraising practice, the self-regulatory standards set by and expected of fundraisers, of which the IoF is the author and guardian.

In line with the City Bridge Trust's principles of good practice, the IoF will use its position within the sector to raise awareness of the potential of mentoring to boost fundraising performance and financial resilience. The IoF will disseminate monitoring and evaluation findings, lessons learned and best practice recommendations to the IoF's membership of 5,250 individual members and 350 organisational members via its website, newsletters and its Regional and Special Interest Groups. The IoF will also share and publicise findings by targeting key sector organisations, umbrella bodies, press and government.

Please see attached continuation sheets for full project proposal

16. Explain how you will monitor and evaluate both your own outcomes and those of the programme under which you are applying.

On registering for the project, all mentors and mentees will provide baseline information about their professional capacity and the organisations that they represent. Project registration will capture baseline information about mentee knowledge, needs, confidence and aspirations, with mentees being asked to rate on a scale of 1-10. All participants will be asked to provide equal opportunities data on registering for the project.

Following advice and guidance provided to mentors around goal-setting, mentors and mentees will use the initial meeting to establish mentee support and development needs, and agree the professional goals and related actions to pursue through the mentoring relationship.

Mentors and mentees will review progress against mentee goals and personal indicators at the follow up support meetings. In the instance of lack of progress, the mentor and beneficiary will review goals and action plans to identify barriers and any additional support needs. At the end of the mentoring relationship, this process will be repeated to determine the final impact of support for each beneficiary. Results from all reviews will be collated by the project administrator and fed into quarterly management reports to track progress against stated project outcomes.

17. Beneficiaries

In line with our anti-fraud policies, we may, in exceptional circumstances, require you to provide contact details of your beneficiaries (see Guidance Notes).

How many people will benefit from the grant per year? 56			
What age group will benefit? 18-65			
In which local authority is your organisation based? Lambeth			
Which borough(s) of Greater London will benefit from this grant? (if more than one, please give % for each) Beneficiary charities are expect to cover the majority of London Boroughs from Greater and Inner London.			
At what address will the activity be located? At locations in the majority of Boroughs in Inner and Greater London			
What will the ethnic grouping(s) of the beneficiaries be?			
	%		%
White - British		Black - Caribbean	
White - Irish		Black - African	
White - Other (please describe)		Black - Other (please describe)	
Asian - Indian		Black - British	
Asian - Pakistani		Chinese	
Asian - Bangladeshi			
Asian - Other (please describe)		Other (please describe)	
Open to everyone			100
What proportion of the beneficiaries will be disabled people? 5% estimated			

18. Funding required for the project

What is the total cost of the proposed activity/project?
(List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Admin Officer 2 days p/w inc on-costs	10,261	10,569	10,886	31,716
Recruitment	1,000	N/A	N/A	1,000
Monitoring & evaluation	2,000	2,000	2,000	6,000
Marketing & promotion	2,000	2,000	2,000	6,000
Management support	2,215	2,281	2,350	6,846
Office overheads & support services	3,078	3,171	3,266	9,515
Training & Matching venues & catering	3,000	3,000	3,000	9,000
Support meetings - Mentors & mentees	800	800	800	2,400
Volunteer Mentor training	6,000	6,000	6,000	18,000
TOTAL	30,354	29,821	30,302	90,477

What income has already been raised? (List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
N/A				
TOTAL				

What other funders are currently considering the proposal?

Funders	£
N/A	
TOTAL	

19. Funding requested from the Trust

How much is requested from the Trust? (List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Admin Officer 2 days p/w inc on-costs	10,261	10,569	10,886	31,716
Recruitment	1,000	N/A	N/A	1,000
Monitoring & evaluation	2,000	2,000	2,000	6,000
Marketing & promotion	2,000	2,000	2,000	6,000
Management support	2,215	2,281	2,350	6,846
Office overheads & support services	3,078	3,171	3,266	9,515
Training & matching venues & catering.	3,000	3,000	3,000	9,000
Support meetings - Mentors & mentees	800	800	800	2,400
Mentor training	6,000	6,000	6,000	18,000
TOTAL	30,354	29,821	30,302	90,477

20. Funding requested from the Trust (continued)

When will the funding be required? **Nov 2013**

Is the activity to continue beyond the period for which funding is requested?

If so, how will it be resourced? **The IoF will develop a sustainability and fundraising plan beyond the proposed funding period, demonstrating to funders and employers the scheme's impact as a highly cost-effective and flexible means for small and medium-sized charities of meeting the professional development needs of their fundraising workforce.**

If any planning or other statutory consents are required for the project to proceed, what stage have the applications reached? **N/A**

21. Referee

Please provide us with the contact details of a current or recent funder of your organisation who is willing to act as a referee.

Referee

Name: Mia Spreadbury

Organisation: Social Action Team - Office for Civil Society

Address:

**1 Horse Guards Road
London SW1A 2HQ**

Tel: 020 7271 3516

E-mail: Mia.Spreadbury@cabinet-office.gsi.gov.uk

Declaration on behalf of applicant organisation

I, **Frederic Adams-Montantin** (your name)

am an authorised representative of

Institute of Fundraising (your organisation)

within which I am **Fundraising Officer** (your position)

To the best of my knowledge, all the information that I have provided in this application form is correct. I fully understand that the City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Signature



Date **31st May 2013**

How your information will be used by the Trust

City Bridge Trust (which is administered as part of the Bridge House Estates by the City of London Corporation) processes personal data in compliance with the Data Protection Act 1998. The Trust obtains and uses information, including personal data, as part of the process of assessing grant applications and monitoring the use of grants. The information you provide on the application form may be made public as part of the assessment of this application. In addition, the Trust may share this information with third parties, including other funders, its external consultants and external auditors, police and regulatory bodies for the purpose of determining, preventing or detecting crime; or ensuring that no organisation is receiving duplicate funding; or the validation of contracts; or where this is otherwise required by law.

By signing and submitting your application form you give your explicit consent for us to use data relating to your application as set out above.

Our contact details for enquiries about how we process your information are:

The City Bridge Trust, City of London, PO Box 270, Guildhall, London EC2P 2EJ. Telephone: 020 7332 3710

Concerns over fraud and corruption

Should you, at any time, have concerns of fraud and corruption within your organisation relating to the grant, then please raise your concerns with us using our Whistle Blowing facilities. You may use our Audit team's 24 hour answer phone number, 020 7332 3663, to report the details or email raiseyourconcern@cityoflondon.gov.uk

Return the completed form to:

The City Bridge Trust

City of London

PO Box 270

Guildhall

London EC2P 2EJ

Please

- **do not send this application by fax or e-mail** – unless applying online, applications must be posted to the Trust
- **do send the information in the checklist** – if items are missing, your application will be returned to you
- **do send only the information in the checklist** – if further information is required, we will contact you
- **do ensure you have signed and dated this form** – we cannot accept forms which have not been signed and dated
- **do use the correct postage** – the completed form and additional materials are likely to exceed 100g in weight