



**Do you have a
fundraising
strategy?**

What is a fundraising strategy?

A fundraising strategy is a written plan of agreed aims, objectives and actions describing how an organisation intends to fund its work and better achieve its aspirations. It should be based upon the organisations mission, values, priorities and capacity. A fundraising strategy will analyse what has been successful or unsuccessful in the past, as well as evaluating new opportunities and making recommendations for the future. Each fundraising strategy is unique according to the needs of the organisation; it may be two pages or twenty pages long.

Who is Catalyst?

Catalyst is the in-house consultancy service provided by Devon Communities Together. Our customers can be confident that they are drawing upon the experience and good standing that more than 50 years as a professional charity and leading specialist in rural development has given us.

You can depend upon us to provide

- A Trusted Voice with unique rural reach.
- An honest broker with a proactive approach focused on solutions.
- Genuine community engagement and empowerment.
- Innovative models of good practice with lasting impact.
- An approachable, knowledgeable, and invaluable member of your team.



Our values

At Catalyst we are committed to ensuring that our work for clients is:

- Professional and accountable
- Creative and inclusive
- Based on robust analysis and strong solutions
- Flexible and Client focussed
- Holistic and joined up

How we can help develop your fundraising strategy

If you haven't got the time or capacity to produce your strategy in-house, we can develop elements of, or the entire fundraising strategy for you. Whichever elements you want us to lead on, we will spend time working alongside your team to ensure that they have ownership, understanding and confidence needed to implement it.

What others have said about us

The quotes below give a flavour of the feedback we typically receive from our clients but fully detailed testimonials and referees can be provided on request.

“Thank you for the information imparted! We now feel able to achieve our aim of being more self supporting and relying less on grant funding”

“I didn't realize that we could view ourselves as a social enterprise!”

“Made me think more laterally about new ideas for funding.”

“Thank you so much for yesterday's session. It was a fantastic opportunity for people to really get to grips with sustainable funding issues. We found it useful and thought provoking and I am sure we will be calling upon your invaluable expertise again in the future.”

Our Experience

Dawn and her team have a wealth of experience delivering fundraising advice, helping organisations to attract investment, writing successful bids and enabling a more socially enterprising third sector. Our customers include staff, volunteers, directors and trustees from social enterprises, voluntary organisations, charities and infrastructure agencies.

In addition to our hands-on experience, we have been trained and accredited by the Institute of Fundraising (MInstF cert) and accredited as social enterprise advisors with the Small Firms Enterprise Development Initiative (SFEDI) and the ILM.



Catalyst: on brief on budget on time!

Our ethos

We will take a team approach to researching and producing your organisation's fundraising strategy. By working alongside your workers and governing body and drawing upon their knowledge and experience as well as our own, we aim to ensure that the resultant strategy is based upon achievable yet ambitious aspirations. We know that successful fundraising shouldn't be one person's task alone, better sustainable results are achieved if adopted as a team effort.

FREE Sustainability health-check

We can deliver a **FREE** sustainability health check as an interactive workshop at a venue and time to suit you for up to 15 members of your team!

We will help you explore ways of improving the sustainability of your organisation by guiding you through a needs analysis using the 'Sustainable Sun' tool. This is a tried and tested tool that helps organisations benchmark where they are now in terms of strengths and weaknesses, and enables them to draw up a clear action plan of priorities to improve the long term sustainability of their organisation.

Sustainability often means making changes in a number of aspects of your organisation. The Sun tool is designed to help you work out where you are now in each of these seven areas which are integral to long term sustainability: Mission, culture, planning, financial management, funding base, skills, and outcomes.

Find out more

For an initial, no-commitment discussion about your requirements please contact:

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www.devoncommunities.org.uk/catalyst-consultancy



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