



Building a Broader Income Base

Course Summary

Pitched for senior level executives of small charities, this course supports participants to develop their understanding of the different types of income available to them as leaders, and how to make strategic decisions about which to pursue, in line with their organisational strategy, and their values.

Participants will look at leading change, and how to take people with you on the journey of sustainability and/or diversification – whatever that looks like for their organisation. Further, we address the elephant in the room of ‘the race to the bottom’ for income, and look at how leaders can develop and drive their organisation’s culture to support diversification of income generation activities.

Content is rooted in real world examples that small charities face day to day, as well as when thinking about strategic decision making at a senior (including board) level.

With a range of interactive examples, group discussions and trainer led exercises, participants are introduced to a number of tools and concepts, and supported to understand how these can apply to their own organisations when they get ‘back to the office’.

Course Aim

Participants will gain a thorough understanding of the range of income streams available to them, and how to align these with their strategic aims, values and resources as a small, or growing, charity.

Learning Objectives

The course will support participants to;

- Understand the different income streams available, and the options open to their organisation
- Make strategic fundraising choices that support their organisation and its values
- Explore a full cost recovery model in their own organisation
- Be confident about the value of their work, and how to present this to different funders
- Build internal support for a sustainable approach to income generation, and know how to make change happen
- Explore approaches to leading change and overcoming barriers.

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