

# Breakfast Conversation: Planning for the future

MKS Fundraising and Management Team



**Impact**



## **Impact Management**

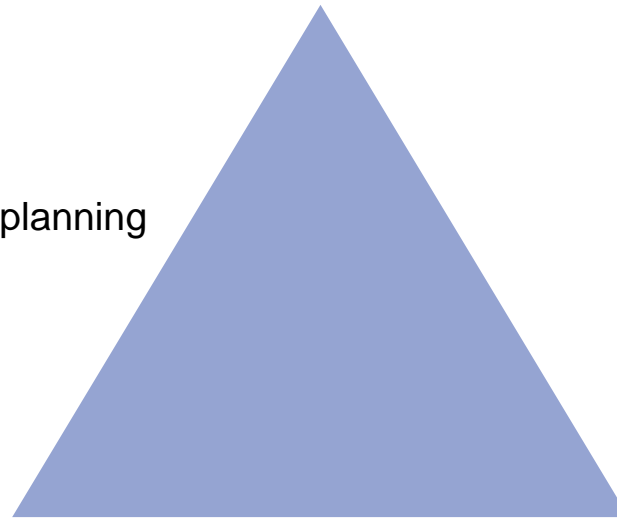
- Predictive impact modelling
- Strategic decision making
- Stakeholder engagement

## **Good Financial Management**

- Business model development
- Finance and funding reviews
- Building finance models and scenario planning
- Costing and cost recovery



**Finance**



**Fundraising**

## **Strategic Fundraising Advice**

- Funding reviews
- Strategic fundraising support
- Strategy and case for support reviews





# THE PANEL AND HOW THE WEBINAR WILL WORK

- We will give you ten thoughts
- We will invite you to join in through three powerful conversations
- Vote on Slido to show your perspective
- Raise your flag to join the conversation

We've never done this before, so hope it works!!!



# A BREAKFAST FEAST ...!

**What's your favourite breakfast?**

We're using Slido for polling.

Go to

<https://app.sli.do/event/4igzk5bj>

Download the Slido app and type  
**MKSFMBreakfast** after the #

Use this QR code  
to join in

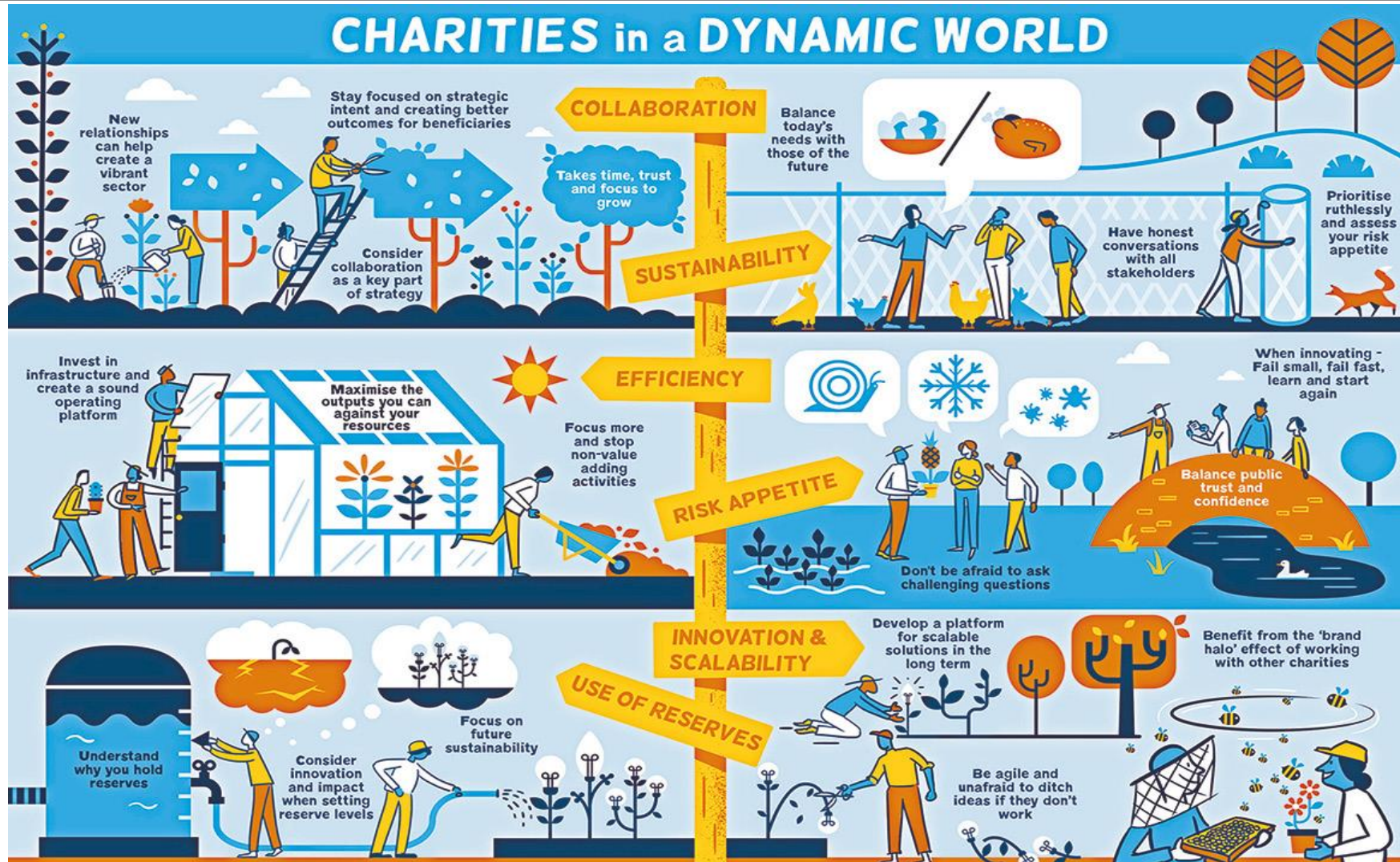




The background of the slide is a composite image. It features a dark, star-filled sky with vibrant green and blue aurora borealis streaks. Overlaid on this is a large, dark blue geometric shape, possibly a stylized 'X' or a large letter 'A', which serves as a backdrop for the title text.

# CHARITIES IN A DYNAMIC WORLD: TEN THOUGHTS





## OUR LEARNING FROM THE WEBINARS

- 1: IMPACT** Keep the main thing the main thing! Focus on how you maximise your social value
- 2: AGILITY** Get good quality information and be agile in response
- 3: EVOLUTION** This is not business as usual. You will need to evolve
- 4: SURVIVAL** Prioritise ruthlessly
- 5: FINANCES & INFRASTRUCTURE** Know your numbers and margins. Invest properly in good infrastructure
- 6: TECHNOLOGY** The way we work is changing; get on board
- 7: FUNDRAISING** Engage closely with your donors and funders
- 8: COLLABORATE** Who are the collaborators and stakeholders that matter?
- 9: ASK GREAT QUESTIONS** Everyone has a voice! No stupid questions.
- 10: COMMUNITY** How do we carve out a different space and society?



1: IMPACT

2: AGILITY

3: EVOLUTION

4: SURVIVAL

5: FINANCES & INFRASTRUCTURE

6: TECHNOLOGY

7: FUNDRAISING

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9: ASK GREAT QUESTIONS

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## Question 1:



Where are you focused at the moment?

Survival or Evolution?

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1: **IMPACT**

2: AGILITY

3: EVOLVUTION

4: SURVIVAL

5: **FINANCES & INFRASTRUCTURE**

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## Question 2:



Are you more focused on finances, impact or balancing them both?

How do you balance off thinking about money or impact?

Is finance all consuming at the moment?

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- 3: EVOLVUTION
- 4: SURVIVAL
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- 9: **ASK GREAT QUESTIONS**
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## Question 3:



What are the great questions you will ask?

What questions unlock these ten key learnings?

**Raise your Flag to join the conversation**

# WHAT'S ON THE HORIZON?

## LOTS COMING UP... STAY CONNECTED!

- Thursday 14 May (4:00pm)  
Webinar - [How and why impact measurement is still crucial for your organization](#) with Karl Leathem and Penny Court
- Ongoing services: bid-writing, cost recovery, impact measurement, stakeholder engagement, fundraising
- 30-minute surgery slots

## Thought pieces and previous webinars

[Effective grant applications in the Coronavirus crisis](#) - Webinar

[How do charities plan for a future that is so uncertain?](#) – Webinar

[Fundraising through a Crisis](#) – Webinar

[Grant fundraising in a crisis](#) – Dan Fletcher and Penny Court

[Cultural sector fundraising and Covid-19](#) - Dan Fletcher

[Evidencing Impact for emergency funding](#) - Karl Leathem

[What I have learned from Humanitarian Response](#) - Mark Salway

[Responding to tough times](#) - Mark Salway



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Fundraising & Management

HELPING YOU THRIVE IN A CHANGING WORLD