



Changing more than a name

# Building Financial Sustainability & Re-imagining Organisations

Reframe your financial strategies to maximise impact, become more resilient and develop new business models.

## Programme overview

This programme is designed to help charity professionals and trustees to reflect on the changing operational and financial landscape and develop strategies to evolve or reframe their organisations. Building Financial Sustainability and Re-imagining Organisations (BFS&RO) will involve helping your organisation to adapt and evolve in the current Covid-19 landscape. It will also enable you to network, share and learn from those with similar issues. The programme content covers:

- Setting strategic direction and linking your future financial and funding strategy to this;
- Implementing thoughtful change, with a focus on impact and practical tools to ensure sustainability; and
- How to implement change and make this last.

## Who should attend?

CEOs, finance directors, business development managers, trustees.

## Benefits of the programme to you

- Develop your knowledge of cutting-edge tools and tactics to ensure sustainability
- Content reflects the changing landscape following the pandemic and the real challenges facing nonprofit organisations today
- Peer group learning forms a critical part of this programme and this is achieved through group work.

## Benefits of the programme to your organisation

- Drive organisational change by developing new knowledge and skills
- Generate new thinking about strategy and financial sustainability based around your organisational impact

- Develop a set of responses to ensure that your organisation can thrive in a tough operating environment (and in the context of Covid-19).

## Change framework

Each participant will leave the programme with a framework for creating change in their organisation.

## Programme leaders

This programme will be led by co-tutors Mark Salway, Managing Director at Moore Kingston Smith Fundraising and Management, and Sarah Ramsey, experienced COO, Finance Director and Advisor, as well as the founder of the ForGood Network.

You will also hear from external speakers from international NGOs, UK based organisations, social enterprises and charities, all chosen for their thought leadership in these areas.

## Programme structure/format

- A redesigned programme for effective virtual delivery
- Four online workshops, taking place on consecutive Friday mornings
- Approximately five hours of preparatory self-study using videos provided
- A 30 minute 1:1 call with a programme tutor, to help embed learning in your organisation.

## Preparation study

Participants will be expected to complete approximately five hours of preparation study in their own time before the start of the online workshop series. This consists of video presentations covering important background on key aspects of the programme, which will be discussed and expanded upon in group work sessions during the online workshops.

## Dates:

Four online sessions:  
13<sup>th</sup>, 20<sup>th</sup>, 27<sup>th</sup> November and  
4<sup>th</sup> December 2020.

09:00 – 13:00

Plus some preparation  
self-study.

## Fees: £595

Programme fees cover:

- Four online workshops
- All self-study preparation and other and other programme materials
- A 1:1 call with a programme tutor.

## Early bird rate: £495

For sign ups by 30<sup>th</sup> October.

Delivered in association  
with Moore Kingston Smith

 MOORE Kingston Smith

## Cancellation policy:

To see our full cancellation  
policy please visit our website  
[www.cass.city.ac.uk/cce-  
cancellation](http://www.cass.city.ac.uk/cce-cancellation)



## Preparation video topics

- Re-imagine – considering business models, change and design theory, innovation
- Impact – social return on investment (SORI), stakeholders
- Financial sustainability – financial management through business models, cost recovery, management information

- Efficiency and quality – efficiency and effectiveness, demonstrating value for money and quality
- Fundraising – fundraising strategy, successful fundraising.

## Workshops timetable

Please note the tutors, sequence and content of units and exact timings of the programme may vary.

### Workshop day 1: Friday 13<sup>th</sup> November 2020

Time	Activity/event
09:15	Plenary session: Introductions
10:15	Plenary session: Introducing the RISE© change framework
10:50	Break
11:00	Lecture & breakout groups: How to do a business review
11:45	Break
11:55	Lecture & breakout groups: How to do a business review (continued)
12:40	Plenary session: Wrap up
12:55	Networking

### Workshop day 2: Friday 20<sup>th</sup> November 2020

Time	Activity/event
09:00	Plenary session: Welcome, introduction and recap
09:15	Group work: Putting preparation videos in context with RISE©
10:15	Break
10:25	Lecture & breakout groups: Dynamic Strategy
11:10	Break
11:20	Lecture & breakout groups: Dynamic Strategy (continued)
12:05	Break
12:15	Lecture & breakout groups: Ensuring sustainability & predictable income streams – navigating a hard operating environment Part 1
12:45	Plenary session: Wrap up
13:00	Networking

### Workshop day 3: Friday 27<sup>th</sup> November 2020

Time	Activity/event
09:00	Welcome, introduction and recap
09:15	Lecture & breakout groups: Ensuring sustainability & predictable income streams – cost recovery Part 2
10:00	Break
10:10	Lecture & breakout groups: Ensuring sustainability & predictable income streams – management information Part 2 (continued)
10:55	Break
11:05	Lecture & breakout groups: Partnerships and Ecosystems
11:50	Break
12:00	Lecture & breakout groups: Partnerships and Ecosystems (continued)
12:45	Plenary session: Wrap up
13:00	Networking

### Workshop day 4: Friday 4<sup>th</sup> December 2020

Time	Activity/event
09:00	Plenary session: Welcome, introduction and recap
09:15	Lecture & breakout groups: Enabling timely and lasting change
10:15	Break
10:30	Group work: RISE template
11:30	Break
11:45	Plenary session: Risk and implementation
12:45	Plenary session: Wrap up
13:00	Networking

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