



MOORE Kingston Smith

Fundraising & Management



We are a team of specialist charity advisers and practitioners. We help non-profit organisations understand the impact of their work and build financial sustainability through fundraising and addressing business models.

HOW WE CAN HELP YOU

IMPACT

Predictive impact analysis

Our core product uses direct stakeholder engagement to identify outcomes and calculate the social value of activities. Suffolk Libraries, for example, found that for every £1 they spend on community library sessions, they generate £8.06 in social return.

Simplified impact analysis

Through running workshops or helping your organisation identify basic outcomes measures, we can help you develop a simplified impact model.

Impact function review

We can help your organisation report on impact through its reports and accounts. We can also review internal practice, processes and data management to improve impact practices.

Assessing the impact of Coronavirus

Using effective stakeholder engagement we can help your organisation understand the true impact of the pandemic on your beneficiaries, which will be crucial for the design of future service delivery and strategy.

FUNDRAISING

Fundraising strategy

Our core product clarifies an understanding of your 'case for support', funding audiences, and fundraising capacity and then creates an improvement plan to help you raise more money.

Fundraising review

We are often asked by charities to review their fundraising activities and provide an external viewpoint to help them make decisions that inform their organisational development and growth.

Compliance and good governance

We can advise you about your charity's compliance with the Code of Fundraising Practice, and review fundraising governance against sector benchmarks and good practice.

Bid-writing and fundraising appeals

We can work with you to craft powerful and compelling bids to improve your chances of successful grant applications and help you develop multimedia appeals to secure gifts from individuals.

FINANCIAL SUSTAINABILITY

Business model review and options analysis

We can review your organisation's business model and future plans, and look at viability, impact and the use of unrestricted reserves. This often involves building or analysing a robust financial model. It also often links into benchmarks and cost recovery levels.

Cost recovery review

Understanding your organisation's overheads can increase cost recovery. We can create practical templates and tools that will help you develop better costing and pricing practices. We typically help organisations recover 5-10% more income through our work.

Finance function review

We provide an in-depth review looking at the finance function: people, processes, systems and technology. We also examine your organisation's financial governance, management information and business model.

KNOWLEDGE AND STRATEGY

Impact-led strategy and options review

Reviewing options or developing a future strategy can help your organisation grow or re-imagine itself. We often develop this by focusing on impact and/or money and help you to ask difficult questions to reach a core strategic direction.

Knowledge management

We can help you look at what knowledge and data you hold and how you can use this better to gain insights for the future, or improve the way you help service users, clients or beneficiaries.

Contact us on MKSFMAdvisers@mks.co.uk to arrange your 30-minute pro bono call or video meeting about your impact, fundraising or finance challenges.

WHAT OUR CLIENTS SAY ABOUT US

How we developed Y Care International's global strategy

The MKS team helped review cost recovery and the organisation's financial strategy. Following this they then looked at a new business model around getting one million young women into employment, focused on maximising the fundraising and impact associated with this. Leigh Daynes, CEO, said "My sincere thanks to you and your team for all that you have done, at some pace, to get us in to the best possible position. You have helped hone our thinking and have focussed us on the things that matter most; thank you. And the team has been a delight to work with."



We thoroughly enjoyed working with the MKS impact team to measure the impact of some of our community services. Their social impact analysis helped us define our effectiveness, plan future work and provide evidence to our commissioners. It also attracted widespread media interest. We are delighted to continue to work with MKS to assess the impact of a new telephone lifeline service we implemented during the Coronavirus pandemic.

Bruce Leeke
CEO, Suffolk Libraries

The MKS cost recovery work has helped immensely in negotiating with local authorities for sustainable levels of funding. It has given absolute clarity and transparency of the cost presentation. Your work has been exactly what we wanted – so very helpful.

Dolyanna Mordochai
CEO, Resources for Autism

MKSFM helped us take stock of our fundraising activities and create the best strategy to help us grow.

Juliette Marshall
Director of Communications, Engagement and Fundraising, Whittington Health



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Chartered
Institute of
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