

We are a team of specialist charity advisers and practitioners. We advise organisations on how to create the greatest impact by generating sufficient income in the most cost-effective and strategic way.

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 'S' in ESG

Using effective stakeholder engagement we can help your organisation understand and articulate where it creates social value in terms of how it reports on ESG criteria and meets Social Value Act requirements.

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.

Away day facilitation

Clients often want external support for their management and board away day sessions. We can facilitate these for you, including preparing initial content, conducting online surveys with participants, and producing a follow-up report with clear action points.

Get in touch at nonprofitadvisers@mks.co.uk to arrange a free 30-minute call or video meeting. Whether you're facing challenges around impact, fundraising, or finance, we're here to help.

What our clients say about us

"We asked Dan and Richard from Moore Kingston Smith to support us in developing a robust and ambitious fundraising strategy to grow and diversify our income. Their thoughtful, evidence based approach helped us clarify our case for support and build a clear, practical and ambitious fundraising strategy. They quickly grasped the heart of SJOG and translated it into a compelling framework we can confidently use to grow fundraising at SJOG. Their insight and professionalism made the whole process challenging, constructive and enjoyable!"

**Dr Jamie Mackrill, Chief Development Officer,
SJOG Hospitaller Services**

"They are absolute experts in the subject matter, they really get community organisations. Very responsive, great to work with, very good on logistics and detail. I have absolute faith in them, and I would recommend Moore Kingston Smith."

**Sarah Allport, Head of Communities and
Governance, Vivensa Foundation**

"Moore Kingston Smith understood the trustees' brief and researched the organisation thoroughly in order to propose a new operational model. The expertise of Dan and Marcus facilitated the transition ensuring the organisation adapted to current needs for a sustainable future."

**Claire Holt Parella, Chief Executive,
Celtic Harmony**

"The team at Moore Kingston Smith were brilliant in working out what we were looking for, what was achievable, and how to do it. Marcus has a very calm, quiet confidence which wins people's trust. He is transparent, unflappable and has extraordinary people skills. They were great, a brilliant team - very good value for money and I would recommend them."

**Reverend Dr John Bradbury, General Secretary,
United Reformed Church**

Contact us

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