



The Future Fund

We believe in building successful charities

“The next steps of our journey will depend on our willingness and capability to adapt to the changing political and economic landscape, to get to the heart of the needs of the voluntary sector, and to find new and innovative ways to **brighten the future** for all charities supporting our most vulnerable people.”

Amanda Tincknell CBE, CEO, Cranfield Trust



In 2019, Cranfield Trust celebrates its 30th Anniversary. From humble beginnings, we have grown into the largest provider of pro-bono management consultancy to the voluntary sector across England, Scotland and Wales.

As we reach this milestone in our history, we must now invest in the next stage of our development so that we continue to support charities through the challenges that lie ahead.

That is why we are launching *The Future Fund*.



From 2019, Cranfield Trust is working to achieve its ultimate goal:

That every person, who is experiencing disability, poverty or social exclusion in this country, will be able to gain support from charitable organisations that are managed effectively and sustainably.

We want to be able to support any and every welfare charity in England, Wales and Scotland - whether that organisation is trying to address a specific management challenge or working on continuous improvement.

Cranfield Trust can achieve this.
Through *The Future Fund*, we will:

- Improve the effectiveness of charities providing support services to people experiencing poverty, social exclusion and disability in England, Wales and Scotland.
- Develop the next generation of management support services available to charitable organisations.
- Cultivate one of the largest and most significant active communities of highly-qualified and highly-skilled volunteers in the UK.
- Increase our profile to position Cranfield Trust as the first point of call for charities in need of pro-bono management support.

By investing in the next stage of our development, we will **create transformational change within the UK voluntary sector**. This means:

- Delivering high value consultancy for more charities.
- Reaching a broader geographical area.
- Offering a wider mix of services meeting a broader range of needs.
- Providing more rigorous impact evaluation for charities on their 'Journey to Excellence'.
- Operating with a wider network of highly-qualified professional volunteers .
- Offering greater insights, materials and learning opportunities for charities via more channels than ever before.

WHERE DO WE WANT TO BE?

Over the next five years, Cranfield Trust wants to meet its ambitious growth plans, to support more charities with management services, ensuring their effectiveness and sustainability.

By raising **£1.5M over the next five years** through *The Future Fund* we can achieve the following:

Increase the overall number of charities we reach from **1,700** a year to **8,000**

Help charities through consultancy and mentoring in **4** new regions across England and Wales

Increase the number of new Projects with charities from **300** to **450** every year

More than **double** the number of Masterclasses we deliver, bringing new skills and ideas to help charity leaders and managers develop their organisations and services

Enable more charities to access valuable employment information and advice through increasing HRNet Membership from **1,100** to **5,000**

Reach over **3,000** more charities through new services

Engage over **1,500** business professionals as active volunteers, sharing their skills with charity leaders



WHY DO WE NEED TO DO THIS NOW?

Charities provide an invaluable support to UK society. According to recent research, 98% of us will use at least one charitable service in our lifetime, either as a beneficiary ourselves or by accessing support for a family member or loved one.

Charities are ingrained in our DNA. As a nation, we depend heavily on our charities to support us with a range of health and social issues.

However, we are living in a time of unprecedented change and the most challenging period of our time for the voluntary sector. Disruptive technology is transforming the way we operate and smaller charities are getting left behind. Recent safeguarding scandals in the sector have had an impact in public perception of charities and trust is down. Economic uncertainty is impacting on donations and income for charities is lower. This added pressure for the charity sector is further compounded by the fact that more and more people need the support of charities, so there is an increasing demand on charities to provide vital support services.

Survey carried out by Charities Aid Foundation and Populus in 2016

Looking ahead, charity leaders will face challenges and opportunities from many different avenues. Understanding the different world which lies ahead is more fundamental than ever to remaining successful.

That is why it is vital that Cranfield Trust is able to continue delivering services to the sector that are relevant, accessible, high quality and free of charge.

It is now a matter of national economic concern that our charities are well managed and sustainable. Cranfield Trust must strengthen its support services now for a better society.

CASE STUDY.

We support charities who make a difference to people suffering some of society's most pressing issues

The Bond Board provides bond guarantees to private landlords to help homeless people secure a place to live. They also offer support to homeless people through a range of settings, working to help vulnerable, homeless households to get housed, maintain their new homes and maximise opportunities to achieve a brighter future.

Andrew, the Chief Officer, contacted Cranfield Trust because he felt that the organisation lacked confidence to grow and was risk averse. Initial discussions covered all aspects of the charity's management, from how the board worked to communicating their work to landlords, homeless people and to local government. The Bond Board had developed a business plan for its lettings agency, but did not have one for the whole organisation, and a more coherent, planned approach was needed to support the growing charity.

Cranfield Trust identified a volunteer with the right skills to support Andrew. Rick is a senior manager in the aerospace industry, with a combination of engineering and management expertise.

Working with Cranfield Trust, the charity developed a full growth strategy for the organisation.

Following this project, Andrew requested mentoring from Cranfield Trust to support him as he worked to implement the growth strategy. Rick agreed to continue the working relationship with Andrew, building on the work they had done together. Over time, Andrew's confidence and the strength of The Bond Board's services, supported by Rick from Cranfield Trust, created significant change for the organisation.

Andrew said: "Rick has provided some fantastic support and advice that has had a real, visible impact on our service. Rick's coaching skills are excellent and he delivered a confidence boost to our organisation and myself which has encouraged us to be more ambitious. Our turnover increased by 205% on last year, based on our growth strategy of building the organisation's core competencies. We are now able to help more people who are homeless or at risk of homelessness than we have done before."

HOW WILL WE GET THERE?

Our ambitious plans involve expansion of our existing Management Consultancy and Mentoring services in to new regions, as well as the development of a range of new services:



Cranfield Trust 'On Call'

A new telephone and online call service that will provide support to charities who need some timely management or operational advice that can be dealt with in a one-off scheduled call.



Leadership Action Learning sets

For groups of charity leaders to come together to find practical ways of addressing the challenges they face with like-minded peers and to support their own learning and development.



Remote Management Consultancy

A service that will enable charities in remote, hard to reach parts of the UK to access our management consultancy services.



Webinars, seminars and podcasts

A fully accessible series of online training sessions and learning resources available to all charities.



Knowledge Management

We will capture, harness and analyse the wealth of knowledge, data and insights we have access to on a daily basis across our network which can be translated to inform our own development needs



Volunteer Virtual Community

An online community exclusively for Cranfield Trust Volunteers where they can share best practice, access information and discuss ideas and challenges enabling us to better serve the charities we support.



WHAT DO WE NEED?

In order to achieve our aims, we need to grow our resources and future-proof our infrastructure.

- We will need to invest in a Research & Development team who will set up and deliver our new services;
- We will need to invest in marketing, communications and PR expertise to build on our profile and brand awareness, reach out to charities who need us, attract new volunteers and position ourselves as industry thought leaders;
- We will need to grow our Project Management team to ensure we have a greater coverage of support staff in new areas;
- We will need enhance our abilities to fundraise in order to sustain our work with additional expertise and investment in fundraising materials;
- We will need office facilities which are fit for purpose now and in the future.

Year 1 - £100,000

Year 2 - £200,000

Year 3 - £300,000

Year 4 - £400,000

Year 5 - £500,000

Total: 1.5 Million

How much will it cost?

In order to support our ambitious growth plans we are actively seeking financial investment into **The Future Fund** of £1.5 Million over the next 5 years:

To meet the goals of **The Future Fund**, we are looking for individuals and organisations who can support us with an **annual commitment over the next five years.**

Can you be a Future Funder?

So that Cranfield Trust can achieve a better society by building successful charities – we need your help. We are 100% reliant on voluntary income from supporters to deliver and develop our services. Simply put, without the generosity of people like you we will not be able to achieve our aim to brighten the future for all charities.

If you would like to contribute to *The Future Fund* to take us into the next stage of our development and create transformational change for the voluntary sector we would be delighted to talk to you. Please contact:

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Future Fund Founder

£20,001 - **£50,000** per year

You will be invited to join our exclusive Future Fund Circle, joining with like-minded individuals twice annually to help shape our future.

Future Fund Benefactor

£5,001 - **£20,000** per year

You will be invited to become a Cranfield Trust Ambassador, with priority access to Cranfield Trust news and events information.

Future Fund Leader

£2,001 - **£5,000** per year

You will be invited to join us on a Seeing is Believing visit to one of our beneficiary charities and see first-hand the impact you have made.

Future Fund Partner

£501 - **£2,000** per year

You will be entered onto *The Future Fund* donor wall at Cranfield Trust, as a lasting reminder of the support you have given us.

Future Fund Friend

Up to **£500** per year

You will receive an annual Future Fund newsletter and receive priority updates on all Cranfield Trust news and events.

Thank you

On behalf of the charities and their beneficiaries for whom we will be able to provide a brighter future as a result of your support – thank you.



www.cranfieldtrust.org