

Your guide to today's workshops

11:30am – 12:30pm	
<p>Workshop A: Big Lottery Fund <i>Kemar Walford (Big Lottery Fund)</i></p> <p>Big Lottery Fund is an outcomes funder and is driven by the difference its funding makes for individuals and communities. Since June 2004, we have awarded over £8 billion to projects supporting health, education, environment and other charitable purposes, from early years intervention to commemorative travel funding for World War Two veterans.</p> <p>Our funding supports the aspirations of people who want to make life better for their communities.</p> <p>The purpose of this session is to give you a brief overview of our funding programmes and a brief step by step guide on how to successfully apply to our two main programmes (Reaching Communities and Awards for All). You will be walked through the concepts, principles and processes that you will need to know about if you are going to apply for funding from us.</p>	<p>Great Hall</p>
<p>Workshop B: Friends with Money – Fundraising on #Social Media <i>Carlos Miranda, Beth Kanter & Erin Niimi Longhurst (Social Media Misfits)</i></p> <p>Almost every third sector organisation has a presence on social media. Setting up a Facebook page or Twitter account is all well and good, but it's not the digital equivalent of shaking the bucket - there's more to online fundraising than simply being present. At Social Misfits Media, we help charities, non-profits and social enterprises create and implement dynamic social media strategies.</p> <p>In our "Friends With Money" session, we will examine how social media can help your organization identify prospects, turn them into regular donors, and the larger role social media plays beyond online donations. We will outline a fundraising checklist for your social media activity, and provide examples (that aren't the Ice Bucket Challenge!) of where charities and organisations have harnessed the power of social media in their fundraising in an engaging and impactful way.</p>	<p>Small Hall</p>
<p>Workshop D: Sport Funding <i>Xander Beck (London Sport)</i></p> <p>The workshop will provide an overview of opportunities for those seeking public funding for sport and physical activity projects and programmes. It will cover who the core funders are, what types of activity and items they will fund, the potential challenges, and who can further support applicants.</p>	<p>Committee Room 2</p>
<p>Workshop E: Grant Fundraising for Beginners <i>Siobhan Sollis (Kensington and Chelsea Social Council)</i></p> <p>This interactive workshop will provide a short overview of topics such as where to find out about funding opportunities, checking your eligibility, describing your project and evidencing the need for it. It will also provide top tips on what funders will be looking for from an application.</p>	<p>Committee Room 3-4</p>

2:00pm – 3:00pm

Workshop F: Health Funding

Various presenters

This workshop will provide an overview of current and upcoming funding opportunities in the field of Health and Wellbeing. It will cover grants or tenders from the Expert Patients Programme, Kick-It Stop Smoking Service, RBKC Public Health, Community Champions and West London Clinical Commissioning Group.

Great Hall

Workshop H: Demonstrate Your Impact

Melanie Nock (Hammersmith United)

Funders often ask for evidence of the impact you have or expect to make. But what do they expect you to say? This workshop will offer one local funder's view on what impact means to them. It suggest a range of ways in which you can define impact; look at how you might demonstrate that; and talk about what a funder will do with this information.

Small Hall

Workshop I: Making the Most of Your Premises

Gordon Ludlow (Ethical Property Foundation)

Running a building can be a real drain on an organisation's finances, and in tough financial times it can be even more difficult to make ends meet with regard to your premises. Learning how to save money and generate income is an essential part of your property knowledge that can really boost your balance sheet.

The Ethical Property Foundation will touch on a wide range of topics to look at saving money and bringing in income from your premises in a variety of ways.

Committee Room 1

Workshop C: Data Workshop

Andrew Rixom (Tri borough Public Health) & Kuldip Bajwa (KCSC)

Finding the right data to evidence need can be a challenge when writing a funding application. However, with more and more data now being available online the statistics you need are likely to be out there – if you know where to look!

In this workshop we will highlight a few key online information sources with a focus on Public Health's new data and knowledge gateway. We will also take a quick tour of NOMIS, and the GLA's London DataStore.

Committee Room 2