

## Home-Start South Leicestershire Fundraising Plan 2020-21

This plan is established in line with the organisation's Fundraising Strategy 2019-22 and the Communications Strategy 2019-22 and Annual Operational Plan.

For specific details of all funding applications made in/for the year, reporting requirements and deadlines, and current funding levels acquired against shortfall/projected need, reference should be made to the "Funding Bids Grid Record" which is the excel database tool used by the Charity Development Manager.

This plan details:

- Funding priorities for key services agreed for the year, and aligned with the Strategic Plan
- Sources and methods of fundraising identified for the year to meet these priorities

### Funding Priorities 2020-21

Priorities are related to:

- Shortfall funding for key projects – Family Post Natal Illness Project and Family Know-How Project, Young Parents Project and Active Families Project.
- Project development plans – new/aspirational projects

Since our significant reorganisation in 2015-16, and successful delivery of pilot projects in 2016-17 and 2017-18, we returned to a focus on Post Natal Illness instead of general mental health difficulties within the FIMs project. We have now mainstreamed these two key projects and included the additions of Young Parents and Active Families Projects.

The following represents the current service structure of the organisation in 2020-21:

### Family Know How Project

This project consists of the following services:

#### **Supporting Families One to One – Home-Visiting Service**

Total Project Cost: **£17,628**

**Main Funding Source/s Confirmed:** Harborough District Council, Market Harborough & The Bowdens Charity

Remaining Shortfall Required: **£6,400**

**Description:** This service was previously funded through a contract with the Children's Centre Programme. Annual target of families is set in the Operational plan. Families are matched with a volunteer for visits with the family on a weekly basis at home for a couple of hours, or to accompany to a community venue or service. Additional support to the family is available through the Family Co-ordinator.

#### **Key Funding Source Proposed:**

See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Garfield Weston Foundation
- Henry Smith Charity
- Harborough District Council - SLA

### **Family Support Groups**

Total Annual Project Cost: **£35,957**

**Main Funding Source/s Confirmed:** BBC Children in Need; Market Harborough & The Bowdens charity

Remaining Shortfall: **£9,500**

**Description:** The service provides two Family Support Groups, one in Market Harborough and one in Lutterworth. These offer targeted and high quality group support specifically for those struggling with their family responsibilities for a wide variety of reasons.

All groups run on a fortnightly basis for 1.5 hours per session, and make a small charge of £1 per parent (with exceptions for those with financial difficulties).

The groups are managed by the Family Co-ordinator and are additionally supported by the Assistant Coordinator as well as group volunteers.

#### **Key Funding Source Proposed:**

See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Garfield Weston Foundation
- Henry Smith Charity

### **Family Know How Courses**

Total Project Cost: **£9,839**

**Main Funding Source/s Confirmed:** BBC Children in Need;

Shortfall Required: **£800**

**Description:** This 6 week course twice annually is designed to offer an intense group session to targeted families – 4 to 6 max families per course. Topics will cover healthy eating and budgeting for healthy meals, physical activity and play, plus keeping children safe/managing behaviour. Children’s activities run in tandem in the Family Annexe with a similar theme of healthy eating and physical activity.

#### **Key Funding Source Proposed:**

See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Garfield Weston Foundation
- Harborough District Council - SLA

### **Family Post Natal Illness Project**

This new project is drawn from previous work in our Mums in Mind Project delivered over 2 years ago, and is focused on the specific mental health needs of families where a main carer has PNI (whether formally diagnosed or suspected), and consists of the following services:

#### **Supporting Families One to One – Home-Visiting Service**

Total Project Cost: **£10,933**

**Main Funding Source/s Confirmed:** BBC Children in Need; Market Harborough & The Bowdens Charity

Remaining Shortfall Required: **£3,200**

**Description:** This service was previously funded through a contract with the Children’s Centre Programme (then specifically Post Natal Illness only). Annual target of families is set in the Operational plan. Families are matched with a volunteer for visits with the family on a weekly basis at home for a couple of hours,

or to accompany to a community venue or service. Additional support to the family is available through the FIMs Co-ordinator.

**Key Funding Source Proposed:**

See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Garfield Weston Foundation
- Henry Smith Charity
- Harborough District Council - SLA

**Family PNI Groups**

Total Project Cost: **£35,969**

**Main Funding Source/s Confirmed:** BBC Children in Need; Market Harborough & The Bowdens Charity;

Shortfall Required: **£4,600**

**Description:** This offers peer support through a parent and child group with a focus on a wide parental mental health need including anxiety, depression and attachment issues, and the effects on the child. Staffing is through the MIMs Co-ordinator and the Play Facilitator. The project group sessions take place in both Market Harborough and Broughton Astley.

**Key Funding Sources Proposed:**

See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Garfield Weston Foundation

**Family PNI Course**

Total Project Cost: **£8226**

**Main Funding Source/s Confirmed:** Market Harborough & The Bowdens Charity.)

Remaining Shortfall Required: **£2,000**

**Description:** A course to offer parents experiencing PNI information and guidance to help them help themselves, including a session for partners. Topics will include Understanding PNI, Effect of PNI on you, your family and close relationships, and illness management techniques.

**Key Funding Sources Proposed:**

See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Garfield Weston Foundation
- Harborough District Council - SLA

**Active Families Project**

Total Project Cost: **£29,742**

**Main Funding Source/s Confirmed:** Sport England Families Fund (via Leicestershire County Council)

Shortfall Required: **£11,500**

**Description:** Coordinator and volunteer support to families with complex needs, and at least one child between 5 and 15 years, to improve their family physical activity levels.

**Key Funding Sources Proposed:**

See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Harborough District Council - SLA
- Garfield Weston Foundation
- Henry Smith Charity

- Local Trusts and Foundations

### **Young Parents Project**

Total Project Cost: **£31,392**

**Main Funding Source/s Confirmed:** Lloyds Bank Foundation

Shortfall Required: **£7,000**

**Description:** Support through a Coordinator, and Youth Worker (HCYC partner organisation) to parents under 21 years with at least one pre-school age child, through one to one and group support.

**Key Funding Sources Proposed:** See Fundraising Plan summary for latest details as the picture changes regularly based on successes and/or new funds identified. Key funders are expected to be:

- Harborough District Council - SLA
- Garfield Weston Foundation
- Henry Smith Charity

### **New Developments – Projects/Services**

Developmental areas will always be measured against the Home-Start South Leicestershire Strategic Plan in order to ensure a good fit with the organisation's key aim:

***Helping to ensure, through a holistic family approach, that children living in the Harborough District stay safe, thrive, develop and learn through the range of services we offer families with young children.***

Additionally, for any new developmental area or project proposal, a risk assessment has been devised (see Appendix C in the Fundraising Strategy 2019-22). This has been created in-house specifically for Home-Start South Leicestershire and provides a tool to assess the suitability of any proposal in terms of strategic, financial, practical and HR related considerations.

Any Key areas identified will be developed as “off the shelf” projects that can be easily aligned to specific funding opportunities as they arise. Although existing projects with ongoing funding needs will remain the priority, funding will be activity sought for these projects when there is capacity to do so. It is recognised and agreed that through appropriate and considered growth, Home-Start's capacity overall can be supported.

### **Income Generation Activities**

#### **Training**

We are in the early stages of developing a new source of income through activities marketed and delivered to the universal population of local parents. We are receiving support through CASE, funded by Lloyds Bank Foundation, and aim to develop a marketing plan with them in the first quarter of the new financial year, with delivery of a pilot Universal Parent training course by autumn 2020. In addition we will be developing a Universal Parent Baby Massage session by autumn 2020, making creative use of existing staff certified to deliver this. We are currently developing our income/cost projection for this development.

## **Room Hire**

We continue to let the organisation base to a number of organisations on a one off, or regular use basis. Regular users are Children's Social Care (Northamptonshire and Leicestershire - for contact sessions), Relate (weekly counselling sessions), and Hypnobirthing (private provider). We have established a policy on appropriate room hire which aligns with our charity Mission, and have a set rate of charges. Income from room hire currently contributes approximately £3-4,000 income annually.

## **Annual Fundraising Target 2020-21**

Based on the specific service delivery plans outlined above in addition to core support functions, an approximate total fundraising need of **£60,600** above the secured income or anticipated income from funders, is needed in order to break even. This is anticipated to come through donations from individuals, unsolicited grants, fundraising events/activities, applications to Trusts and Foundations, applications to other funding bodies, a confirmed SLA arrangement with Harborough District Council, rental from room hire and interest on reserves.

It has been agreed and accepted that the organisation will continue to use its reserves this financial year if necessary in order to maintain staffing capacity to carry out the service commitments, should income fall short of budgeted expenses.

Our required reserves level based on 2020-21 expected income and expenditure is estimated at **£99,000**.