



Mali Enterprising Leaders (MEL) - England

# Mali Enterprising Leaders (MEL)- England

Webinar #2 - Fundraising

25<sup>th</sup> November 2020

3.30pm – 5.00pm

MALI

The Ubele Initiative is proud to announce the launch of the Mali Enterprising Leaders (MEL) programme, a capacity support and development programme focused on the needs of micro and small Black, Asian and minority ethnic (BAME) led voluntary and community organisations, who have been impacted negatively by the pandemic. The programme will be launched on Monday

**THE OVERALL**

The Mali Enterprising Leader a capacity support and development programme targeted to the needs of micro and small Black, Asian and minority ethnic (BAME)



# Agenda

3.30pm

Welcome:  
Guest speakers:

**Deborah Robinson**, Ubele Fundraising Consultant  
**Karl Murray**, Ubele Consultant - Introduction to the MELS Programme  
**Geraldine Blake**, Director of Collaboration, London Funders  
**Poonam D'Cruze**, Portfolio Manager NET, National Lottery Community Fund & Sainsbury's

3.40pm

Karl Murray - Introduction to the Mali Enterprising Leaders (MEL) Programme and Q&A

3.50pm

Geraldine Blake - London Community Response Fund, Wave 4

4.10pm

Q&A

4.25pm

Fundraising Resources - sites offering support and fundraising tips

4.30pm

Poonam D'Cruze, Comic Relief - Global Majority Fund (GMF) and Q&A

5.00pm

Webinar ends



# **MALI ENTERPRISING LEADERS PROGRAMME**



Mali Enterprising Leaders (MEL) - England

# Mali Enterprising Leaders (MEL)- England

Webinar #2 - Fundraising  
25<sup>th</sup> November 2020



## THE OVERALL PROJECT

Karl Murray, Programme Manager

The Mali Enterprising Leaders (MEL) Programme is a capacity support and development programme targeted to the needs of micro and small Black, Asian and minority ethnic (BAME) led voluntary

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... been impacted negatively by the pandemic.  
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## The overarching programme brings together...

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1. The Greater London Authority/City Bridge Trust Civil Society Roots Fund programme (April 2020 – 31 March 2021); and
2. The National Community Lottery Fund's Covid-19 Emergency programme: Capacity support and development (Sept 2020 – 31 March 2021).

### **Aim**

The aim is to enhance and raise the voice of BAME led community and voluntary organisations through the building of confidence, knowledge, capacity and capabilities, including networking opportunities.



# Overview of the capacity support and development programme...

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1. **Roots programme** (n=12) on London's BAME led organisations with community asset and BAME infrastructure support organisations;
2. **National capacity support and development** programme across the regions of England with focus on micro and small organisations (n=50).
3. The programme consists broadly of:
  - Series of webinars
  - Organisational capacity assessment
  - 1:2:1 support (one to 2 days)
4. Criteria for support and the Application process
  - Roots aspect is already working with 12 organisations and so that will continue (community asset and infrastructure organisation support)
  - National support and development programme (<https://www.ubele.org/mel-england>)
5. Timescale: by end March 2021

# Webinars...upcoming

- Webinar #2: 25<sup>th</sup> November: Fundraising (focus on Wave 4 of LCRF and Comic Relief's Majority Global Fund)
- Webinar #3: 1<sup>st</sup> December: Deep Dive Report launch event...
- Webinar #4: tbc
- Webinar #5: tbc
- Webinar #6: tbc
- Webinar #7: tbc



**MALI**  
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**MALI**

The Ubele Initiative is proud to announce the launch of the Mali Enterprising Leaders (MEL) programme, a capacity support and development programme focused on the needs of micro and small Black, Asian and minority ethnic (BAME) led voluntary and community organisations, who have been impacted negatively by the pandemic. The programme will be launched on Monday, 24th November 2020, and will run until end of March 2021.

The programme will include open support webi-

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**THE OVERALL PROJECT**

The Mali Enterprising Leaders (MEL) Programme is a capacity support and development programme targeted to the needs of micro and small Black, Asian and minority ethnic (BAME) led voluntary and community organisations who have been impacted on negatively by the pandemic



Thank you for listening...

Karl Murray  
Project Manager

**LONDON COMMUNITY RESPONSE FUND (LCRF)  
WAVE 4**

# Q&A



# RESOURCES



Ubele:

<https://www.ubele.org/covid19-supporting-bame-communities>

London Community Foundation:

<https://londoncf.org.uk/uploads/Resources-Pack-FINAL.pdf>

School for Social Entrepreneurs (SSE):

<https://www.the-sse.org/resources/starting/how-to-write-successful-funding-applications/>

Charity Excellence - for a range of free resources:

[www.charityexcellence.co.uk](http://www.charityexcellence.co.uk)

Covid 19 resources: Working Safely

<https://www.businesshub.london/resource/working-safely-and-managing-social-distancing/>



Funding Central:

<https://www.fundingcentral.org.uk/default.aspx>

Small Charities Coalition:

<https://www.smallcharities.org.uk>

NCVO: <https://knowhow.ncvo.org.uk/funding/grants/writing-funding-applications#>

Measuring Social Impact:

Outcomes Matrix Tool - use the outcomes matrix tool to help plan and measure your organisation's social impact. <https://www.goodfinance.org.uk/measuring-social-impact>

Better Evaluation

[https://www.betterevaluation.org/en/rainbow\\_framework/describe/sample](https://www.betterevaluation.org/en/rainbow_framework/describe/sample)



## Good Value for Money

You need to show funders that your project is good value for money by:

- Comparing quotes/checking prices
- Working out your unit costs
- Maximise use of resources such as space and equipment
- Sharing back office functions
- Recycling and environmentally friendly approaches
- Organisations can introduce a range of efficiency measures



## What are core costs?

It is important to consider how to cover core cost of an organisation when fundraising:

- **Income generation** - costs of fundraising, monitoring and evaluation
- **Support Services** - costs related to finance and administrative staff, management, premises and equipment (eg. rent/lease payments, heat, light, utilities, water rates, insurance (essential building/contents insurance, public liability, pro-rata))
- **Governance, representation and user engagement** - costs involved in service user involvement and developing and engaging a trustee board
- **Innovation and quality** - costs involved in exploring and developing new approaches



## Voice4Change

- Voice4Change England is delighted to announce that Round 2 of applications for our grants programme will open at **1PM today 25 November**.

The fund is for **Black, Asian and Minority Ethnic (BAME)** community groups and organisations, working to deliver COVID-19 services in England and helping to tackle the disproportionate impact of COVID-19 on BAME communities.

- There are three possible sections to apply within: delivering COVID-19 services, mental health services and sports activities to tackle BAME inequalities.
- All grant awards will be in the region of £5,000 to £10,000.
- The deadline for applications is Friday, 4 December at 5PM.

<https://voice4change-england.com/covid-19-grants-programme/>

# **COMIC RELIEF - GLOBAL MAJORITY FUND**



Poonam D'Cruze  
25 November 2020

# The Global Majority Fund



# Agenda

- 1) Introductions
- 2) Introduction – Comic Relief
- 3) The Global Majority Fund
- 4) Eligibility
- 5) Q&As

The Comic Relief logo is located in the bottom right corner of the slide. It consists of the words "COMIC" and "RELIEF" stacked vertically in a bold, white, sans-serif font. The text is contained within a light blue, rounded rectangular shape that is tilted slightly to the right.

**COMIC  
RELIEF**

# Who we are



**Our vision:** A just world free from poverty

**Our purpose:** To entertain, engage and accelerate change

**Our values:** Open, Human, Bold, Collaborative, Inclusive, Impactful, Vibrant

**Our social impact:**  
(Brilliant solutions to  
terrible problems)

Supporting  
children to  
survive and  
thrive

Providing a safe  
place to be for the  
most vulnerable

Supporting new  
approaches to  
mental health

Fighting for  
gender  
justice

**Our way of working:** A creative agency for social change





*'My ethnicity in the UK is defined as a 'minority', but globally I am the majority'*



# The Global Majority Fund



## Purpose:

To provide emergency Covid-19 support to organisations working with *Communities Experiencing Racial Inequality* across the UK

- ‘Communities experiencing racial inequality?’
  - who is this? Why now?
- What am I applying to do?
- Funding available:           £150K - £250K
- Deadline:                       30 November 2020 @ Midday
- Why work through intermediaries? Why not give direct?
- What can the funds be used for?



# Eligibility



## ELIGIBILITY CRITERIA FOR INTERMEDIARY TECHNICAL PARTNERS

- The funding is for distribution in the United Kingdom only.
- You need to be a legally constituted group or organisation to apply for funding.
- Your organisation must have an annual income of at least £75,000
- Your organisation must be **led** and **managed by the communities** you serve – by this we mean at least 51% of the senior management team and trustees are from the community(ies) you represent.
- Your organisation should have experience of grant making.
- We are not expecting you to work with everyone!
- Presence and/or networks as a minimum, at a [county level](#) to onward grant to.
- Partnership bids welcome



# County-level



# Questions





Thankyou





# Thank you!

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