



## ROCHDALE CONNECTIONS TRUST

**Location**  
Rochdale

**Type**  
Social Welfare Charity

**Website**  
[www.r-c-t.co.uk](http://www.r-c-t.co.uk)

**Employees**  
10-49

# Financial Security - From a Simple Fundraising Strategy

## Background

Lloyds Bank Foundation recommended Julia Worthington, of Amber Coaching to RCT. RCT were keen to develop income from corporates and the community, to create a diverse range of income streams and create sustainability.

## Initial Issues

- The Fundraiser was part-time so had limited time to raise income
- No database for donors
- No experience of working with businesses, from the charity or the fundraiser
- Fundraisers experience was all around Trust applications and contract bids
- There were few records of supporters that could be approached for an appeal

When Amber Coaching first met RCT's team, it became apparent that the fundraiser & the Chief Executive did not have the skills or resources to implement new income streams, particularly the corporate fundraising that they had asked for support with.

We went back to the drawing board, with Lloyds full support, and carried out an audit of the fundraising, using tools including SWOT & PEST analysis, Ansoff Matrix and a complete warts & all discussion. This diagnostic exercise allowed Amber Coaching to assist RCT in creating a fundraising strategy that would provide income for the current year, and allow them to develop new income sources in the longer term. One of the most important findings was that the fundraiser is a fabulous researcher and wordsmith, who thinks laterally and writes great grant application. Julia was able to benchmark the grant writing against national averages, to demonstrate just how good the grant writing is, which gave RCT a firm foundation for the fundraising strategy. The corporate support could come later, when the charity felt a little less vulnerable.

## Outcomes

- A new business plan
- A review of projects that the charity currently delivers and a conversation about where RCT sees its future projects developing
- Skills audit of the trustees
- A new fundraising strategy
- A volunteer fundraising committee
- Sufficient increase in income to employ the fundraiser full-time
- New charity/business relationships that are already providing income

Working with Amber Coaching, RCT developed a fundraising strategy that used the fundraisers strengths, and reaped success as a result. This has allowed RCT to start moving into new income sources and have a more diverse range of financial support.

The Total Coaching Programme, offered by Amber Coaching, will provide the same support that RCT received. Please visit [www.amberconsulting.biz/howwehelp](http://www.amberconsulting.biz/howwehelp) for more information.

“During the 12 months  
Julia was coaching us,  
the Charity underwent  
significant positive  
change, instigated by Julia.  
By making these changes,  
we are now facing the  
future in the best possible  
position we could be in.”

