

TFN Impact Report

Name of your Organisation:	North London Cares
Date of TFN event which you pitched at?	02/05/18
Name of the project TFN funded:	Expanding Our Potential: Head of Fundraising
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The Cares Family is made up of four sibling charities including North London Cares (started August 2011), South London Cares (August 2014), Manchester Cares (November 2017) and Liverpool Cares (August 2018).</p> <p>Each charity aims to tackle the growing issues of disconnection and segregation in our rapidly changing cities. Each delivers four core programmes – Social Clubs, a one-to-one ; Love Your Neighbour programme ; and Proactive Outreach and Community Fundraising to bring older neighbours over 65 and young professionals in their 20s and 30s together to reduce isolation and loneliness, bridge generational divides and improve confidence and power within our communities.</p> <p>At a time when the damaging impact of loneliness is more evident than ever before, and at a time when our profile, reach and model is attracting more attention, we wanted to invest in a Fundraising Manager to deepen, strengthen and broaden our fundraising income both nationally and regionally.</p> <p>We were thrilled that the SFG invested £16,418 in this role in May 2018. And for the first six months after this investment, we spent time crafting a well thought out job specification to ensure that we made the most of this new injection of skill. During this time, we sought input from other Fundraising Managers, our Board of Trustees, and our fundraising team – the upshot of which was that we wanted to hire someone with proven experience of grant writing, excellent management skills and with leadership potential.</p> <p>After a rigorous interview process in November 2018, we were thrilled that Catrin Thomas was able to join us at the start of December 2018. Catrin has eight years of fundraising experience, most recently at Pause, where she secured over half a million for the charity in just six months. Indeed, in a similar length of time, she's made a real impact on the fundraising team across The Cares Family. For instance, Catrin has:</p> <ul style="list-style-type: none"> - Created shortfalls for each of the local branches so that we can identify gaps in funding, make clear asks and fundraise with more confidence; - Identified 79 large trusts (over £5,000) and 29 small trusts (under £5,000) that The Cares Family could apply to; - Applied for 10 regional and national grant-making bodies to the

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	<p>value of £290,727;</p> <ul style="list-style-type: none"> - Supported the Development Coordinator at North London Cares to draft a bid to Hs2 (worth £100,000); - Secured a £10,000 gift from a corporate sponsor; - Become the line manager for the Development Coordinator at North London Cares, and will soon take over line management of the Development Coordinator at South London Cares; - Identified a new partnership opportunity with sheltered housing units which has the potential to bring in income of around £10,000 per charity (annually); <p>As well as working towards her own target, adding Catrin to The Cares Family fundraising team has had an impact on the wider fundraising team and Senior Leadership team. For instance, adding this ballast has:</p> <ul style="list-style-type: none"> - Freed the Development Coordinators up to spend more time on community fundraising initiatives (rather than drafting bids to trusts), and as such, we have four new fundraising products (a bake sale campaign, superhero 5km run, abseil in Liverpool and interactive Harry Potter quiz) in the pipeline. - Allowed the Director of Development to focus on building a brand new Development Board for the charity (a group of high-net worth donors tasked with raising £250k for The Cares Family by April 2020), execute the annual gala dinner (at The Barbican on 24th April 2019) and develop a mid-level donor programme. - Shifted relationships with funders such as Mercer's Company, Camden Giving and St George the Matyr from our CEO (Alex Smith) to Catrin, in turn freeing Alex up to lead on developing new partners and identifying new funders for the charity. <p>As our financial year comes to an end (August 2019), we are not only confident that we will meet our targets, but in adding Catrin to the team – with her attention to detail, methodical approach and meticulous planning – we will be in a stronger place to forecast future fundraising, create diligent pipelines and plan carefully, rather than respond to opportunities quickly. Indeed, by strengthening our fundraising operations with this role, we have already matured our systems, improved our planning and injected new products to our fundraising portfolio.</p>
What portion of the project did TFN fund?	45%
How many direct beneficiaries did the TFN funded project reach?	6
How many indirect beneficiaries did the TFN funded project reach?	8,750
Were you able to leverage	No

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further funding as a result of TFN support?	
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
How important was TFN funding in helping you achieve your objectives?	We wouldn't have been able to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	<p>The last year has seen a real period of accelerated growth for The Cares Family.</p> <p>In autumn, Iona Lawrence joined The Cares Family as Director of Growth and Innovation. Previously the Director of the Jo Cox Foundation, she immediately added value to our model with her networks, holistic approach and influence at both a political and community level. Over the last few months, Iona has been supporting the Senior Leadership team to develop our vision and strategy, improve our internal communications and researching the potential to take The Cares Family model and transpose our values of community and connection to other social situations.</p> <p>Liverpool Cares – funded by Nesta and the Big Lottery – started in October 2018, around the same time as Manchester Cares celebrated their first birthday. And in winter 2018, The Cares Family was lucky to receive funding from the Building Connections Fund to open East London Cares. Plans to take our model to Hackney and Tower Hamlets are underway, and we anticipate that programmes will begin in autumn 2018.</p> <p>Our Founder and CEO Alex Smith, continues his work with the Obama Foundation. And in November 2019, our model heavily influenced the government's first ever loneliness strategy, which the Prime Minister launched with a visit to a special North London Cares and South London Cares social club.</p> <p>Overall, in the last year, our model has doubled in size, our profile has widened and our influence has grown to a national level. But the thing that we remain most proud of are the local, authentic friendships that start each and every day in the cities in which we work. Indeed, it is the quality of friendships – rather than the number of friendships – that we continue to be immensely proud of.</p>
Do you have any other comments or feedback on the experience of the TFN process?	The Cares Family is incredibly grateful for the ongoing support we have received from TFN.
Can you tell us any personal stories to highlight the value of the project?	<p>Catrin has already helped to inject new ways of working into the team. In January, she ran a 'Making the Ask' session with junior members of the fundraising team to boost confidence around asking donors, businesses or funders for support. The feedback from the</p>

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	<p>team on this training was positive and the skills learnt have been implemented into day to day work.</p> <p>Catrin has also got stuck in with the wider fundraising activity. In May 2019, she will be fundraising for South London Cares by taking on her first half marathon. She has also attended copious fundraising events ran by the junior team, and has represented The Cares Family at stakeholder meetings, at conferences and at events.</p>
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