

<b>Name of your Organisation:</b>	stormbreak CIO
<b>Name of the project TFN funded:</b>	Supporting stormbreak Programmes and fundraising
<b>Date Funded by TFN:</b>	December 2022
<b>Were you able to undertake your project as planned?</b>	Yes
<b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b>	<p>Our project objectives: Develop our fundraising strategy, pipeline and portfolio and increase our charitable income to strengthen, broaden and increase our programmes in education (stormbreak surge), in digital health care (stormbreak shine) and in communities and families (stormbreak together) to reach and impact more trusted adults and children and tackle health inequality, disadvantage and improve children’s health and wellbeing.</p> <p>The main positive outcomes of this project have been:</p> <ol style="list-style-type: none"> <li>1) Improved organisation efficiency with regard to researching, writing and submitting increased number of fundraising applications.</li> <li>2) Some increase in realised income to this point, and an increase in the potential of pending awards outcomes.</li> <li>3) Immediate sustainability of existing stormbreak programmes, most notably the stormbreak Together programme.</li> </ol> <p>This funding enabled us to appoint a fundraising director with the target of identifying, writing, submitting and being successful in securing funding to enable stormbreak to continue to deliver on its core charitable objectives and programmes. Soon after the funding was received we recruited a part time (full time was problematic to recruit, find the right person and onboard them quickly). We wanted an experienced and competent grant writer rather than a general events/charity fundraiser. We were successful in finding a fundraiser with 20 years grant writing / fundraising director experience. We began the work by developing a comprehensive fundraising strategy that was approved by our board of Trustees. Due to fundraising being at early stages for stormbreak and due to the pressure to secure funds imminently, this strategy currently focuses mostly on priorities and objectives for the current financial year “ ending 31st March 2024 and for the year ending 31st March 2025. The strategy included a review of the fundraising landscape, previous stormbreak applications, a competitor analysis, a SWOT analysis, identification of priority needs,</p> <p>We also established a clear pipeline of potential funders / trusts / grants and awarding bodies. We prioritised these according to value, risk, programme of funding, timescale and size of award. We developed compelling cases for support to effectively tell</p>

	<p>stormbreakâ€™s story and funding need including clear information on outcomes / impact, evidence of need, sustainability plans, addressing inequalities. This preparatory work enabled us to identify some core fundraising opportunities. We conducted research initially and then on an ongoing basis to ensure we are applying to the best grant funding prospects with the limited resource we have. Then we moved to submitting applications to prioritised prospects on an ongoing basis whilst also building plans to ensure effective stewardship to maximise long-term support / opportunity for sustainable income.</p> <p>We identified a blend of short, medium and long term applications and an appropriate balance of higher value multi-year grants (more complex and time consuming to write and may take 6-9 months to hear outcome) and lower value potentially â€™quicker winsâ€™ (generally easier and quicker to write and mostly commitments for one year of funding). We identified a list of 120 prospects. We have identified funding opportunities for restricted and unrestricted and project and/or core/operational costs.</p> <p>This funding also enabled us to be dynamic in response to live funding calls with short turnarounds.</p> <p>As a result of this funding, to date we have written and submitted 30 grants and trusts applications to the value of Â£815,000.</p> <p>It has been our experience that the charitable fundraising landscape is a challenging one at the moment. Large reductions in public spending over recent years have led to a challenging funding environment. Many smaller charities who were previously dependent on statutory funding are now having to rely on other income streams whilst, at the same time facing increasing need for their services; creating pressure to increase fundraised income to meet this need. This has created more competition for funds from trusts, corporates etc. and therefore, more pressure for small charities to evidence need, innovation, impact and efficiency to â€™stand outâ€™ from others. We have regularly heard from funders how demand for support has gone up significantly meaning that success rates have gone down due to the high number of applications.</p> <p>Nevertheless, despite these challenges, the direct impact of the TFN funding, and its use towards supporting the charity objectives through fundraising activities have resulted in some positive outcomes to date, and other opportunities that remain in the pipeline/pending an outcome.</p> <p>From 21 submitted applications totalling Â£846,316 to date we have had:</p> <ul style="list-style-type: none"> <li>- 3 successful grants totalling Â£30,000</li> <li>- 6 unsuccessful grants totalling Â£229,530</li> <li>- 12 application outcomes are pending totalling Â£530,816</li> </ul>
--	--

	<p>- 2 applications (of pending) we are through to the final project visit stage of applications totalling Â£208,816</p> <p>IF these applications are successful our total fundraising to date as a direct result of this project will be: Â£238,816.</p> <p>As a direct result of this funding we have significantly deployed an increase in the number of fundraising application submitted. In the previous 8 months (Feb 23-Dec 23) we have submitted more (130%) fundraising applications to grants and trust than we did in total across the previous 3 years (2020-2022).</p> <p>The successful funding applications to date (including the 2 pending at final stage) focussed on the stormbreak Together Programme. This programme works specifically with children in care / foster / adoption services.</p> <p>Funding for this programme will help us expand and fund the running costs of our successful ‘stormbreak Together’™ programme.</p> <p>More specifically, TFN fundraiser supported successful (and pending) grants will enable us to implement and expand our existing stormbreak Together programme for foster families across Dorset and surrounding counties, including Hampshire and Wiltshire, helping foster parents to cultivate and sustain happy, safe family environments in which vulnerable children who have faced much hardship can thrive.</p> <p>With the success of the pending funding we will be able to deliver at least 12 programmes, each spanning 12 weeks. For each programme, we will:-</p> <ul style="list-style-type: none"> <li>- Work with the local authority children’s services team to identify families most in need with vulnerable foster children of primary school age</li> <li>- Form a cohort of 10 families in the same area who are facing similar challenges</li> <li>- Deliver holistic support programmes over 12 weeks, in school hours / terms, through a combination of face to face delivery in accessible local venues, and virtual support.</li> <li>- Support foster parents through our established ‘stormbreak Together’™ pathway, comprising:-             <ul style="list-style-type: none"> <li>- Initial session with foster parents then six further face to face two hour sessions every 2 weeks, covering all five of our mental health concepts: building resilience, connecting in relationships, taking notice of self care, celebrating self-worth and sharing hope and optimism and introducing all of our stormbreak video activities and other resources, tools and strategies for foster parents to use with their foster children</li> <li>- Two virtual one hour mentoring sessions with foster parents</li> </ul> </li> </ul>
--	---

	<ul style="list-style-type: none"> <li>- Two sessions with supervising social workers, to explain the programme / support for families and ensure a joined up approach</li> <li>- Online journal engagement - families will be encouraged to complete journals together in between sessions to reflect on how to maximise the impact of the programme</li> <li>- Tailor practical support to individuals as required - supporting foster carers to explore how to take learnings forward to have the greatest impact on the relationships, connection with, and support for, their foster children</li> </ul> <p>Operational funding received to date totals Â£10000 and this will be used to continue to deliver stormbreak programmes in primary schools. Currently 41,678 children have taken part in 767,377 stormbreaks.</p>
<b>What portion of the project did TFN fund?</b>	0.5
<b>How many direct beneficiaries did the TFN funded project reach?</b>	Estimated 500 children with funding so far
<b>How many indirect beneficiaries did the TFN funded project reach?</b>	Estimated 2500 children / 130 families.
<b>Were you able to leverage further funding as a result of TFN support?</b>	Yes
<b>If yes, how much were you able to raise?</b>	<p>Newby Trust Â£10k - for stormbreak operational core costs.</p> <p>Alice Ellen Cooper Dean Charitable Foundation Â£5k for stormbreak programmes in schools</p> <p>Talbot Village Trust Â£15k - stormbreak Together children in care projects</p> <p>Final stage:</p> <p>Peter Harrison Trust Â£29k - stormbreak Together children in care projects</p> <p>Henry Smith Charity Â£180k - stormbreak Together children in care projects</p>
<b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b>	No
<b>How important was TFN funding in helping you achieve your objectives?</b>	We would have found it difficult to achieve our objectives without TFN funding
<b>Has the training you received from TFN better prepared</b>	Yes

<p><b>you in pitching your organisation to potential funders?</b></p>	
<p><b>Has TFN increased your capacity to raise further funds?</b></p>	<p>Yes</p>
<p><b>Can you tell us any personal stories to highlight the value of the project?</b></p>	<p>The TFN funding opportunity is the first time that we have secured enough support to enable some targeted and focussed fundraising activity. As a team we have all benefited from the knowledge, skills and experience in the charity sector that the fundraising expert has brought to the team. We have had to find additional resource to maintain the levels of support required to write and submit many applications. We have found that the success rate of applications is relatively low. We have also found that the expectations of some of the grant application requirements, especially the high value grants, take a significant amount of staff resources, both the stormbreak team and the grant writer. Some applications can take many days/weeks to complete.</p> <p>We have built a strong relationship with the fundraiser who has really become an active part of the stormbreak team. We are aware that the TFN award was for a limited amount for a limited time and we are really keen to be able to continue the momentum of fundraising applications submitted that the TFN funding has directly facilitated.</p>
<p><b>Since presenting at TFN, has your organisation undergone any other significant changes?</b></p>	<p>We have continued to develop and deliver our programmes again.</p>
<p><b>Do you have any other comments or feedback on the experience of the TFN process?</b></p>	<p>It was fun to do the pitch style presentation. We'd like the opportunity to do it again!</p>