

Better Data: Applying public health data to build the business case for your service

DATA: FRIEND OR FOE TO THE THIRD SECTOR?

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AIM OF SESSION

- Speaker credentials
- Honest
- Practical
- Provides a lead into detailed workshops later

THE 5 INCOME STREAMS

- Public funding
e.g. Local Authority, NHS, CCGs
- Charitable funding
e.g. Charitable Trusts, National Lottery, Comic Relief
- Fundraising
- Corporate support
- Sales

PUBLIC FUNDING

- If data sources are quoted in the tender documents, read them and refer to them!
- Identify the evidence-base for your interventions and service – local evaluations are good, national ones can be better
- Identify realistic but stretching outcomes you can both measure and achieve, and which meet the funder's needs
- Develop your own style, but check and double-check for accuracy

CHARITABLE FUNDING

- Specialist area of work – seek advice / training to identify the right ones for you
- Do your research – they can be a valuable source of ongoing support
- Put aside sufficient time for bigger bids e.g. National Lottery
- Think about the data that links to their charitable objectives
- Be prepared to demonstrate your worth both on paper and face-to-face
- Get your finances, paperwork and references sorted well in advance!

FUNDRAISING

Successful Events Fundraising – Blackbaud

Surveyed over 1,000 'event fundraisers' – people who raise money on behalf of charities through taking part in activities and events.

They usually participated because they care about the cause - other common reasons include being asked to take part by a family member or friend and because they wanted to do the specific activity involved

- 75% said that they did not receive any tips or pointers from the charity on how to fundraise better
- 58% said their efforts were not acknowledged
- 30% did not hear how their efforts had impacted their chosen charity
- 84% of fundraisers' sponsors were also not informed of how their money helped

Charities could do much better in supporting the people fundraising on their behalf - not doing so represents a significant lost opportunity to maximise earnings.

Learning point: the public want information too!

CORPORATE SUPPORT

Venue for team building events

Volunteering opportunities

Charity of the month/year/Christmas

Networking opens up unexpected opportunities

Remember

- plan communications for positive publicity/promotion
- think about the data available to support the “win-win”
- put effort into maintaining relationships
- you never know who will support you!

SALES

Can you sell:

- Training or a (co-)developed product?
- Office/room/parking space?
- Expertise?
e.g. speaking at events or publishing articles
- Opportunities for social enterprise/CIC?

Identify your USP and discover specific opportunities that could add value to your service / service users

WHY IS DATA IMPORTANT?

- Evidence need
- Identify gaps in existing local or national provision
- Build a strong business case
- Build relationships with others
- Talk the same language as funders/supporters
- Find the “win-win”
- Evidence outcomes
- Use what’s there and add your local contribution

THANK YOU – ANY QUESTIONS?

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