

The Right Funding Mix?

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Food Matters

Brighton & Hove Food Partnership

Funding and other sources of income

- **Approaches and reasons for diversification**
 - Brighton & Hove Food Partnership
 - Aware of financial risks
 - Aware of political risks
 - Recognising opportunities, and
 - how?

Brighton and Hove Food Partnership –

- Very organic growth from the early years – started very small
- PCT contract catapulted the BHFP from ‘one-woman band’ to employer growth continued with award winning Lottery funded Harvest project
- For a good no. of years substantially reliant on two large pots of money
 - Funding / commissioned contract (public health) healthy weight service
 - Lottery funded gardening / volunteer work

Aware of the financial risks

- Being dependent on relatively small number of big funding pots
- The declining economic landscape
- Financial timelines

Aware of political risks

- Delivering a contracted service brings its own limitations
- Maintaining independent voice
- Maintaining independent reputation

The need to diversify but how?

- A fundraising and Income Generation Strategy
 - Maintain diversity of activity
 - Target smartly
 - Collaborative approach
 - Pragmatic attitude
 - Board on-board
 - Ensuring staff fully engaged

Generating earned income – Brighton and Hove Food Partnership Community Kitchen

- Crowdfunding – Community **kitchen business model**
- proportion of earned v grant
- other sources of income
- plans for the future
- funding the set up✓ but ongoing costs....

Registering as a charity

- Challenges and lessons (BHFP vs Food Matters)
 - +ve
 - other sources of funding
 - Gift aid
 - Individual donations – personal success stories etc
 - -ve
 - restrictive in terms of activities
 - Compromising core aims

Communicating Success

- Standardising measures of success – the ‘food partnership’ approach