The Right Funding Mix?

Victoria Williams
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