

FUNDRAISING STRATEGY

2022 - 2025



In 2022 we set our new 3-year strategy to support vulnerable individuals and families living in Coventry and the surrounding areas. It outlines what we need to do to deliver our overall aims and vision. Our strategy shows how we are responding to what people have told us they need and the external environment we are working in. It is an ambitious 3-year plan, supported by an annual operational plan to keep us on track.

Overall Aims of Valley House

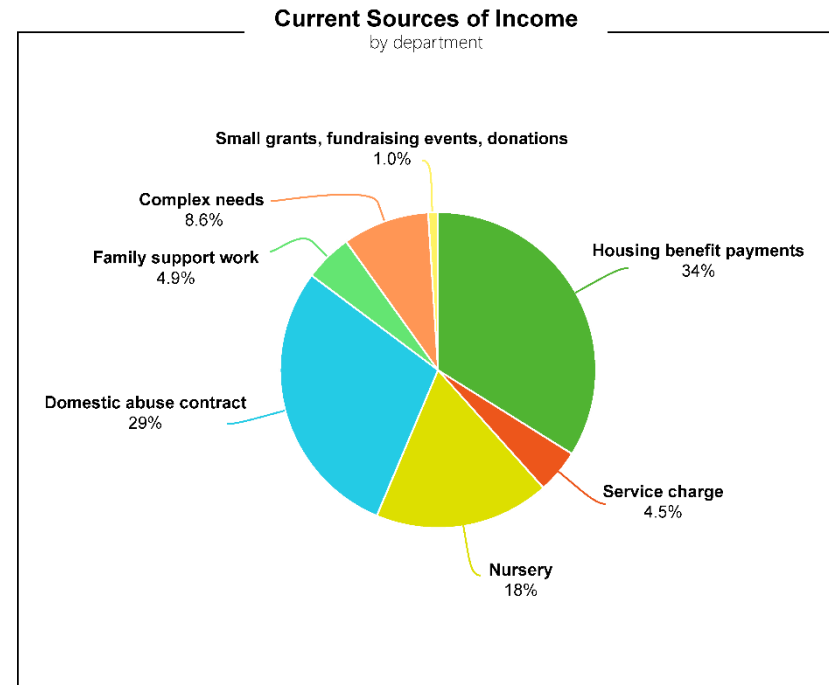
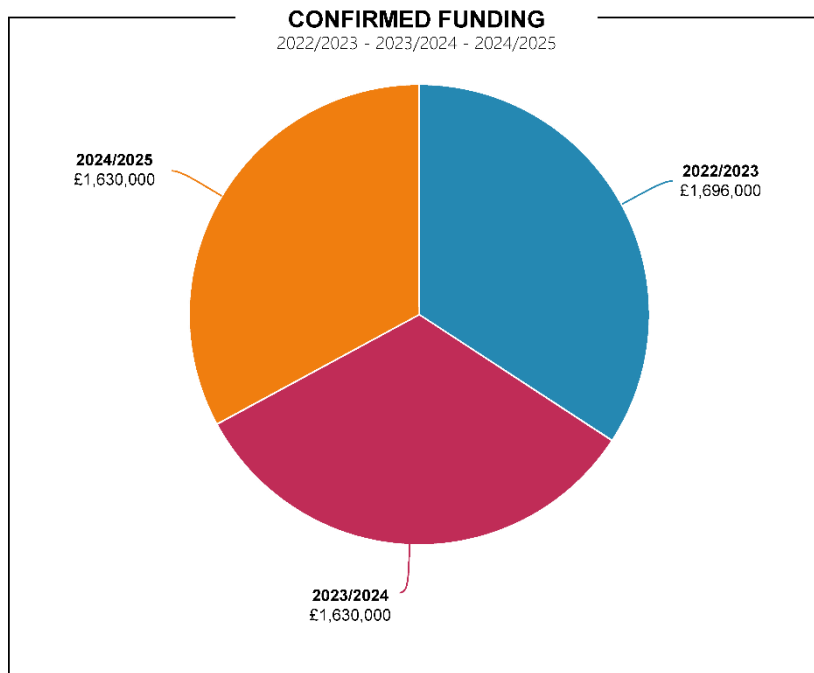
The issues we seek to tackle are wide ranging and we evolve to meet those needs as those individuals and families approaching us for support continue to grow in complexity of needs. Whilst we continue to adhere to our purpose and aims the type of interventions and service delivery models we use continue to evolve.

We seek to bring public benefit most usually but not exclusively to the more vulnerable, disadvantaged, and disengaged members of the community by enabling them through holistic professional support to develop their potential and take control of the quality and independence of their lives.



Our Strategic Plan identified 5 areas of strategic focus of which one is a commitment to grow our services, income and influence, another in relation to investing in our properties- and a third in relation to environmental sustainability. This Fundraising Strategy and accompanying Action Plan has been developed to help us meet those commitments.

Current sources of income



The budgeted amounts above based on secured restricted income, projected income from the Nursery and a fundraising target of £12k. In 2023/2024 we would aim to secure an additional £40k from grant funding. For 2024/2025 we would aim to secure an additional £60k from grant funding.

Our current funding streams

We currently receive funding from a range of sources:

Restricted funding – Local authority contracts.

Our main source of income is from our CCC Public Health contracts. These are to provide safe and supported accommodation for survivors of domestic abuse. This includes funding for a complex needs service for domestic abuse survivors and family support work. Due to these contracts being accommodation-based support, we are able to receive enhanced housing benefit from the local authority and service charge payments from those living with us.

Restricted Funding - Grants and foundations

We have successfully accessed small pots of funding for activities, however our approach has been reactive. Going forward we intend to plan for these applications. This will allow us to better plan activities over the year.

Unrestricted Funding - donations and fundraising

We hold a number of fundraising events during the year, raising money through raffles and refreshments. We intend to continue with these and explore other potential fundraising events to increase revenue. We do not have an individual donor giving profile and this is something we want to explore.

Income generation

We have a registered nursery that has fee paying and government funded places. This generates an income for us that has grown over the last few years, positively impacting on the financial stability of the organisation.

We offer a number of Social Work placements throughout the year which creates a small income for us.

During 2022-2023 we became part of a consortium of organisations accredited to deliver the Hope for Communities "Take Control" workshop. We will receive payment for this and are hopeful that this will be the start of our journey towards becoming recognised as a training provider.

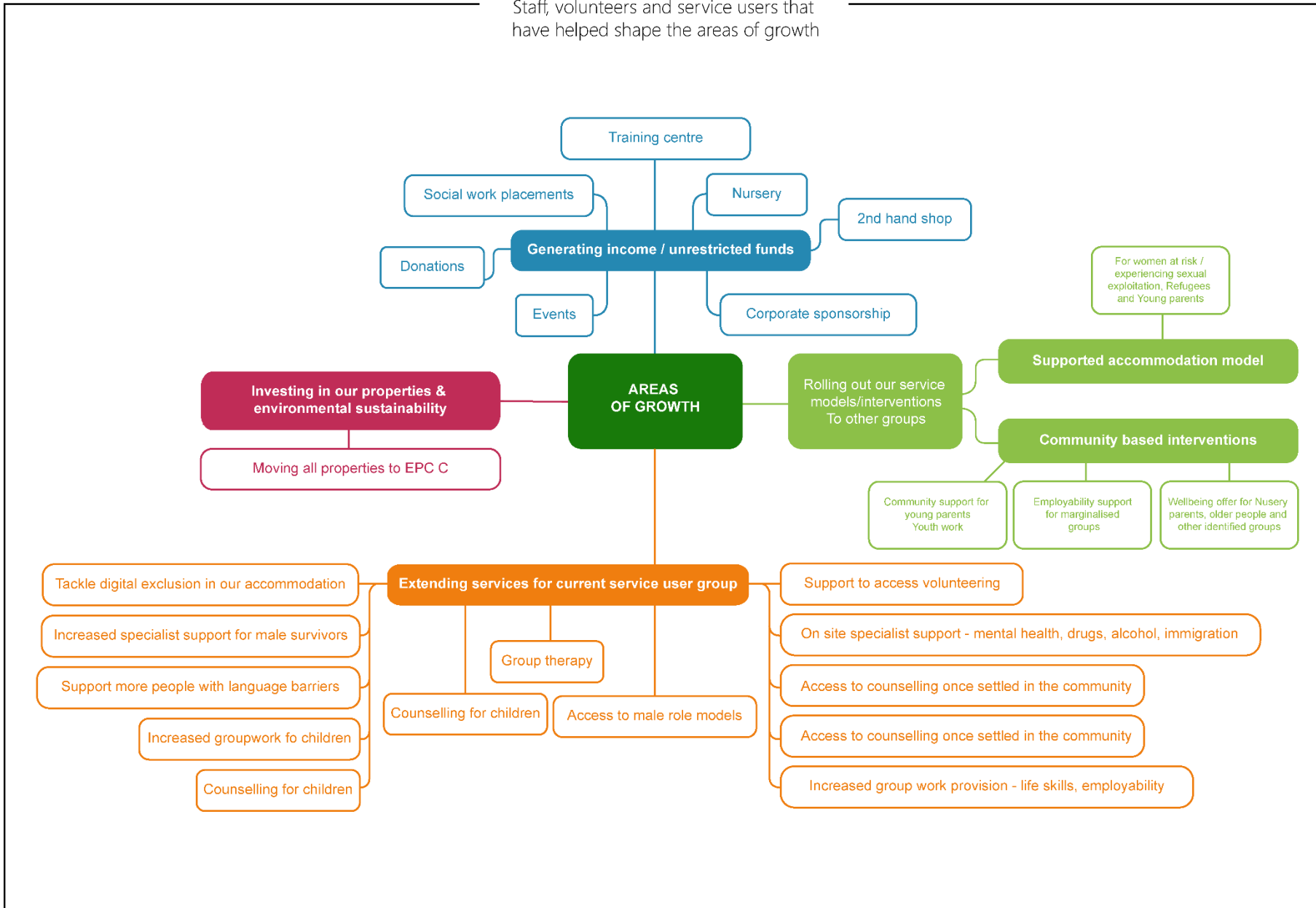
During 2022/2023 we have 2 funding streams ending:

We received funding from CCC Children's Service to provide safe and supported accommodation for young parents. We were given the opportunity of an extension to this contract however we declined this due to the unacceptable financial risk the local authority expected us to carry. However, we are well aware that this service user group are in need of the type of support we are experts in delivering and therefore we are actively looking for alternative funding that will utilise our skills.

Our Community Wellbeing Service has been funded through ESF employability funding. We are part of a Coventry and Warwickshire wide consortium that aims to build confidence, help with training opportunities, improving skills and providing valuable work experience – all geared towards helping individuals find a job that suits them. Within this consortium, Valley House provides practical and therapeutic support to individuals with low level mental health needs, working with them to move closer to being able to consider the world of work. With Brexit, this funding is no longer available, however the demand for the service is still needed and as such we are actively looking for alternative funding, within and outside the consortium.

Areas of growth

Staff, volunteers and service users that have helped shape the areas of growth



We are keen to continue services that we know benefit our community but also want to take what we know works and apply it to other service user groups. To this end, 2022/2023 has been a year of trying to actively source and secure funding for the groups we have current expertise in working with, namely, domestic abuse survivors, young parents and employability support for people with low level mental health needs. We were successful in securing new funding to work with survivors of domestic abuse and are partnering with Coventry Family Nurse Partnership to look at funding opportunities for working with young parents. Like the rest of the West Midlands voluntary sector, we are waiting for the West Midlands consortium to release details of their Shared Prosperity Fund (replacement for ESF funded employability programmes) to see how these fits with our employability support offer for people with low level mental health needs.

This work will continue in 2023/2024. Alongside this and for the remainder of the plan, we will move forward with exploring the viability of sourcing funding for the areas of growth identified above. We would look for potential partners if needed to support the development of these growth areas and potential funding to meet these needs. An annual action plan has been developed to support the implementation of the strategy.

Raising our profile

We recognise the importance of raising our profile in supporting us to raise unrestricted funds and develop corporate relationships. We are currently working on a new Communications Plan that will underpin this work.