



Funding Strategy for £125k–£150k Annual Income

Strategic Aim

Create:

- 12 months forward visibility
 - 25% unrestricted income minimum
 - No single funder over 40% of total income
 - At least one multi-year grant
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Recommended Income Mix (Balanced & Realistic)

Option B – £150k Model

Source Target

1–2 Anchor Grants	£70K
Other Trusts	£45K
Corporate	£20K
Individual Giving	£10K
Events / Community	£5K
TOTAL	£150K

Anchor Funder Strategy

At this size, we should secure at least one medium-to-large grant from:

- National Lottery Community Fund
- Robertson Trust
- Corra Foundation
- The Tudor Trust

Ideally:

- 2–3 year commitment
 - Core cost contribution
 - Relationship-based, not transactional
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Fundraising Lead Structure at £150k Income

Recommended: 3 days per week

This level requires:

- Active pipeline management
- 4–6 live applications at all times
- Corporate relationship building
- Donor stewardship

If capacity is lower than 3 days/week, growth will stall.

Pipeline Discipline (Critical at This Level)

For a £150k target:

You need at least £400k–£450k in active pipeline value.

Why?

- Average bid success rate = 25–35%
- Not all applications convert
- Some funding delayed



Minimum standard:

- 5–8 live trust applications
 - 10 corporate prospects cultivated
 - 1 annual campaign planned
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Unrestricted Income Target

At this stage, aim for:

£30k–£40k unrestricted (25%)

Why?

- Cashflow stability
- Staffing confidence
- Flexibility
- Reserve building

Build through:

- Monthly donors
 - Corporate sponsorship
 - Events
 - Small trading activity
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What “Healthy” Looks Like at £150k

- ✓ 1 multi-year grant secured
 - ✓ 3–6 month reserves building
 - ✓ 12-month cashflow forecast
 - ✓ Quarterly board fundraising reports
 - ✓ 25%+ unrestricted income
 - ✓ No emergency funding gaps
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Warning Signs at This Stage

- ⚠ 80–90% restricted income
 - ⚠ One funder >50%
 - ⚠ No multi-year commitments
 - ⚠ Less than 6 months funding visibility
 - ⚠ No donor retention strategy
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12-Month Growth Path (Toward £250k)

Year 1 (Now)

- Stabilise at £150k
- Secure multi-year anchor
- Build unrestricted base

Year 2

- Increase to £200k–£225k
- Add second anchor
- Introduce earned income

Year 3

- £250k+ sustainable turnover
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