

Ready Funded Go

A practical route from finding the right income opportunity to planning, implementation and launch. Expert support to help you make informed decisions, use your resources wisely and keep things moving.



Ready

Find the right opportunity

Focus: Explore your organisation's assets, strengths and income generation options. Assess the opportunities against your capacity and ambitions, considering potential return, risk and what it would take to make them work

Outcome: One prioritised income opportunity that fits your organisation, with the evidence and confidence to decide whether it is worth pursuing

Available as a standalone phase £2,400 or as part of Ready Funded Go.

Funded

Build the roadmap

Focus: Turn your chosen income opportunity into a practical, deliverable roadmap covering what needs to happen, who needs to be involved, resources and capacity, finances, risks and timescales.

Outcome: A clear roadmap, with organisational buy-in and clarity about what it will take to make your chosen opportunity happen.

Available as a standalone phase £2,400 or as part of Ready Funded Go.

Go

Make it happen

Focus: Put the plan into action, working alongside your team to tackle challenges, keep implementation moving and launch your new income stream. Along the way, build the skills, systems and processes needed for ongoing delivery.

Outcome: Your new income stream launched, with a more confident and capable team equipped to sustain and develop it.

Not available as a standalone service.

Take the Full Ready Funded Go Journey (recommended route)

12 months | £11,520 or £960 per calendar month. The three stages have a combined value of £12,450. Taking the full journey gives you continuity from exploring and testing the opportunity through to planning, implementation and launch.

Built on 20 years of charity sector experience

Across income generation, fundraising, trading, partnerships and business development.



Book a free 30-minute discovery call to talk through where you are now, what you're trying to achieve and what you already have in place.

Ready Funded Go

A breakdown of what is included at each stage



Ready

- 1 team workshop for staff and trustees (and volunteers if appropriate)
- Income generation strategy report
- Follow up presentation for the team

Includes:

- Wider research relevant to your organisation
- Competitor identification and focus
- Establish primary target audiences (needs and strategy)

So that: You know where to focus, you have the evidence to be confident for the best chance of success.

Funded

- Review of current activity in this area with recommendations
- Recommended relevant success case studies
- Identify key stakeholders/relationships
- Road map for delivery
- Financial projections and targets
- Resources needed
- Skills gap analysis

So that: You know what you need to start, how to start, and what the journey will look like.

Go

- Creation of materials for delivery*
- Identify (and support with set up of) relevant systems and processes to enhance delivery, to save you time and complement existing work.
- Coach train and support delivery team
- Support the test and learn process
- Facilitate review session with team.

So that: You and your team have the support needed to make and implement your new income generation plan.

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**1x social media campaign, or, 1 x pitch deck, or 1 x funding application etc*

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