

# Social Enterprise Getting Started

Delivered by:  
Co. Sligo LEADER Partnership CLG

Facilitated by:  
CramdenTECH Ltd.



Rialtas  
na hÉireann  
Government  
of Ireland

Tionscadal Éireann  
Project Ireland  
2040



Funded by the Department of Rural and Community Development

# Agenda

- ▶ Identifying social enterprise opportunities
- ▶ Identifying funding opportunities
- ▶ Identifying appropriate legal form
- ▶ Gathering initial project support
- ▶ Developing a 12-month action plan

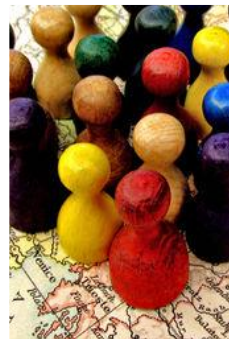
# Sources of Income generating ideas



Family, Friends,  
Interests



Problems,  
improvements



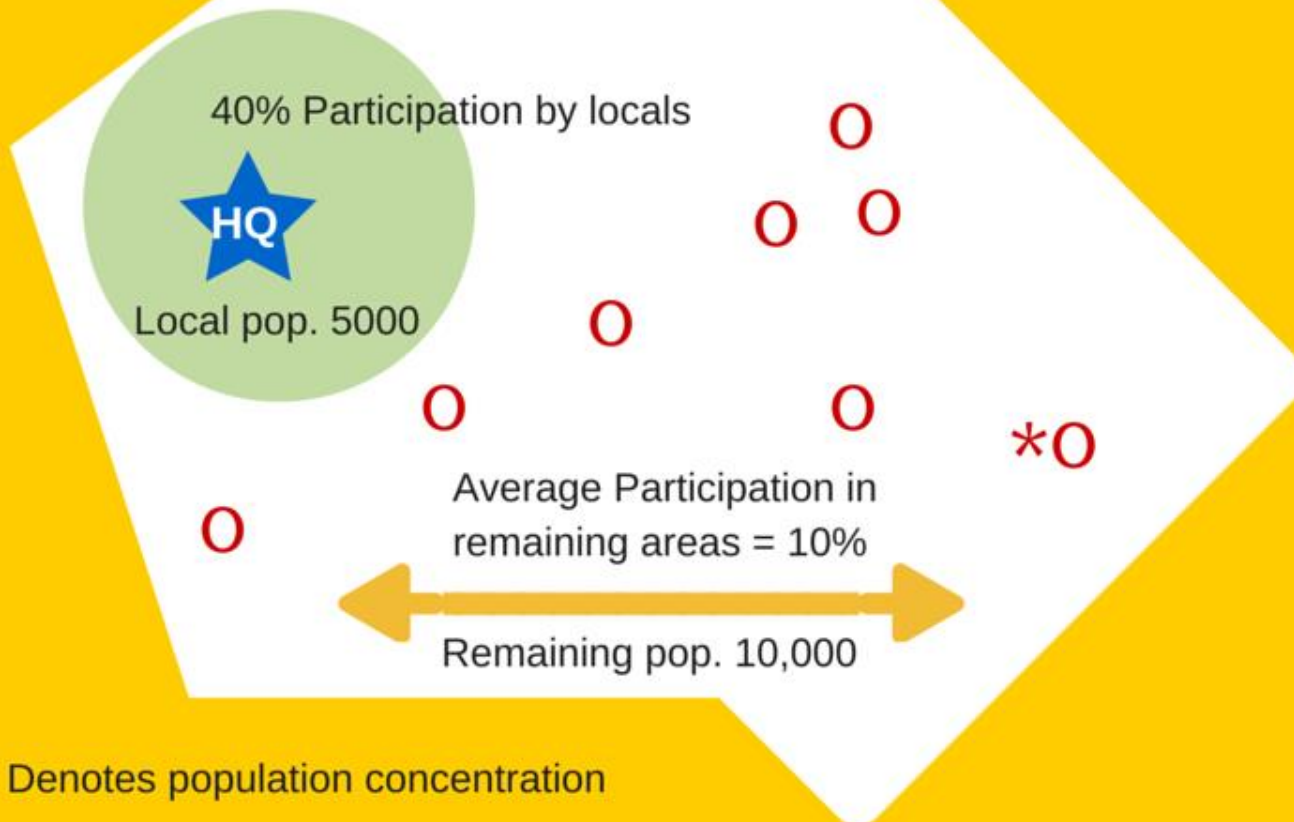
Community  
Needs, Trends

# Exercise 1

- ▶ Complete the project location sheet in your folder?
- ▶ Do you notice any service gaps?

# Market development versus new innovations

## Planning Local Market Growth



What does your community map look like?

\* Denotes population concentration

# Funding versus fundraising

- ▶ Funding Strategy considers the sources of funding whilst fundraising strategy considers how you will obtain donor support



# Sources of Funding

## Sources of Finance and Funding:

- Grants for service provision
- Grants for capital investment or start-up
- Bank loans or social finance
- LEADER funding
- Trading Income: goods and services
- Cash donations
- Corporate donations and philanthropy
- Memberships
- Trading Vouchers
- Benefit-in-kind: volunteer days, work placements

Implications for  
Social Enterprises?

# Compiling funding applications

*Remember:*

- ▶ *People invest in people*
- ▶ *Provide funder with change they can believe in - outcomes and outputs*
- ▶ *Know why you need the money, why you need it now and why you can be trusted to spend it*



# Exercise 2 - Corporate Sponsorship

- ▶ Dragon's Den exercise!
- ▶ What will you do with €10,000? Use the exercise sheet to record your pitch

# Fundraising plans

## Fundraising Plans:

- Competing events
- Revenue targets
- Logistics, volunteers, staff and all associated costs
- Marketing and PR
- One off or annual event
- Revenue spin-off e.g. merchandise, advertising
- Simple fundraising plan template for communication purposes

# Appropriate legal forms

- ▶ Selecting a legal form:
  - Company limited by guarantee
  - Co-operative
  - Private company with shareholders
  - Trusts, unincorporated associations?

# Gathering initial support!

## Exercise:

- ▶ Create a slogan or “call to action” for your project that appeals to the wider community, volunteers, beneficiaries and staff.

# Creating a 12-Month Action Plan

- ▶ What objectives should you set around Governance, Operations, Human Resources, Funding, Marketing Communications?
- ▶ What key actions will enable you to meet objectives?
- ▶ Who do you need to help you?

# Review

- ▶ What are the implications for your social enterprise concept arising from the topics covered this evening?
- ▶ Is there anything that you have identified that may impede your progress?
- ▶ Facilitator contact details:  
Caroline Egan: [caroline@cramdentechsolutions.com](mailto:caroline@cramdentechsolutions.com)