



Introduction to Social Enterprise

Delivered by:
Roscommon LEADER Partnership

Facilitated by:
CramdenTECH Ltd.



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas



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Project Ireland
2040



*The LEADER Programme 2014-2020 is financed by the Department of Rural and
Community Development under the Rural Development Programme 2014-2020
and by the EU under the European Agricultural Fund for Rural Development:
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Agenda

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

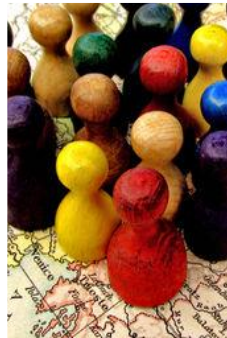
Sources of Income generating ideas



Family, Friends,
Interests



Problems,
improvements



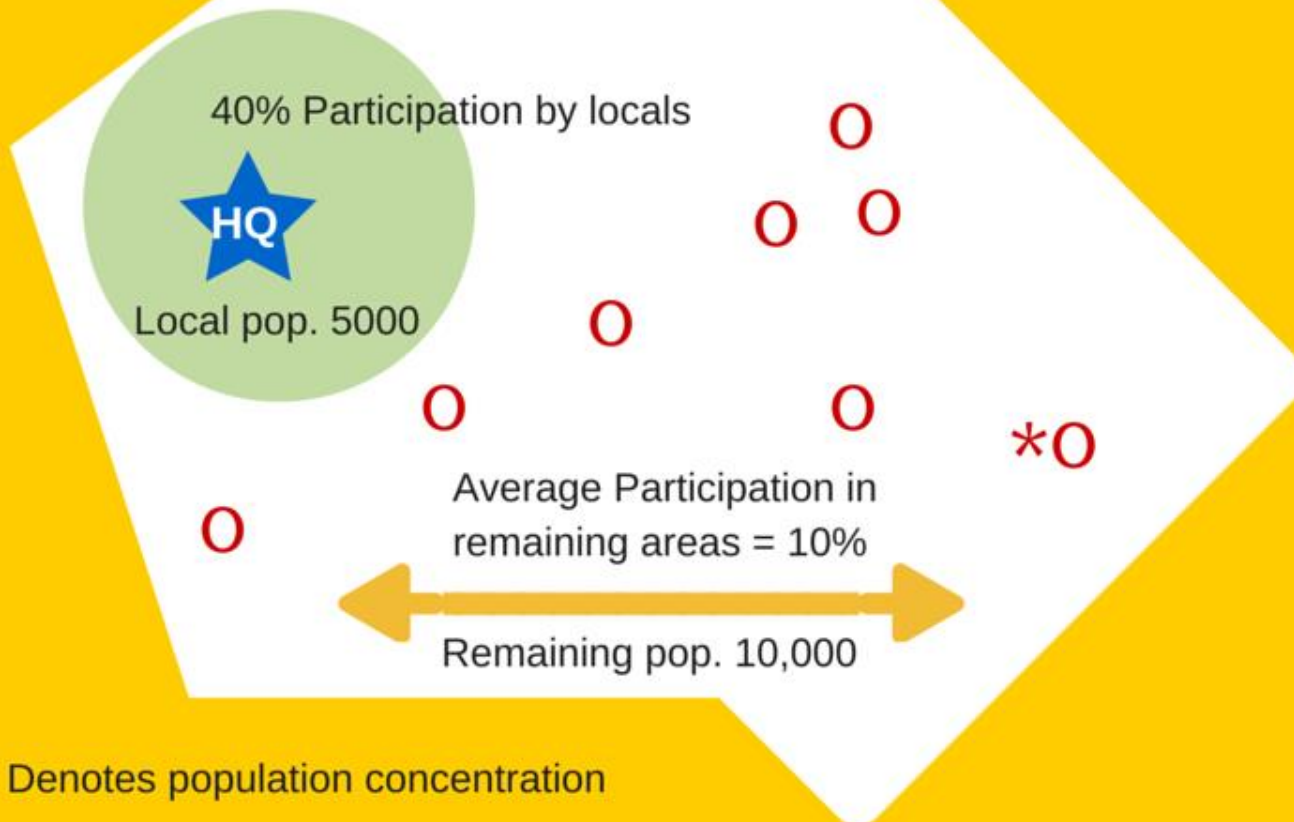
Community
Needs, Trends

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!

Questions:

- ▶ Create a slogan or “call to action” for your project that appeals to the wider community, volunteers, beneficiaries and staff.
- ▶ How would you organise a public meeting to gauge community support?

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:
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