



1. What is our Grants Plus offer?
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4. Do smaller and larger organisations need different things?

2017

# Grants Plus Survey



Esmée  
Fairbairn  
FOUNDATION

## I. What is Esmée Fairbairn's Grants Plus offer?

In 2016 we spent **£350,000** on Grants Plus support, including individual consultancy or training for **44 organisations**. Our average spend per organisation is **£6,000**.

'Grants Plus' is the additional support we provide to current grant and social investment holders that enables the work we've funded to have a greater impact:

- **Individual projects:** tailored expert advice, support or training to give the extra help to an organisation at an opportune moment
- **Workshops:** training, networking or learning events
- **Films:** we've offered some organisations the chance to make and share a short film about their work

Areas we help with:

- business and strategic planning
- market research
- communication and influencing
- monitoring & evaluation
- events
- financial management and systems
- governance

## 2. What do organisations need?

We ran a large scale survey in 2015 (458 respondents) and a smaller one in 2017 (81 respondents) to find out what organisations funded by Esmée Fairbairn want from Grants Plus support.

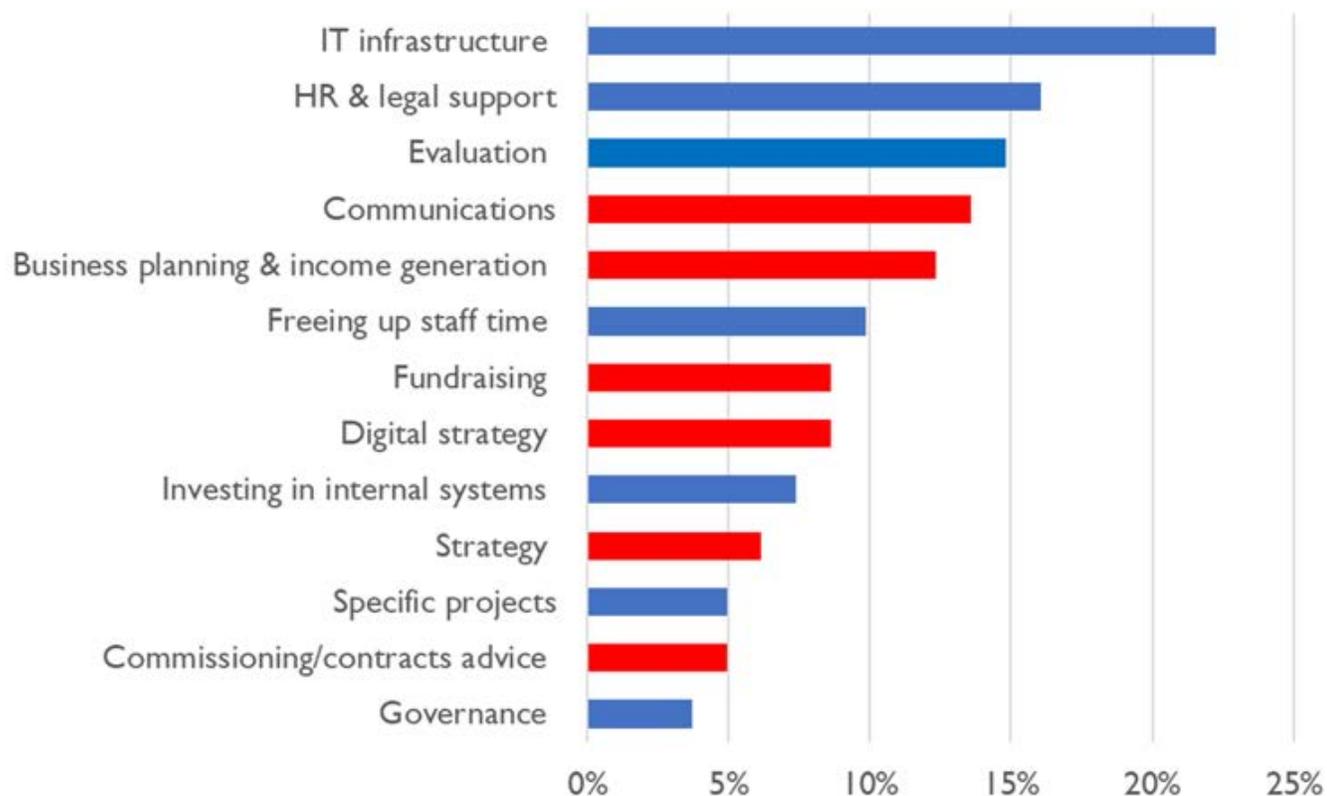
If your organisation could take up 'Grants Plus' consultancy or training support, which two areas would be of most benefit?



- **Business development** support is now the largest area of need.
- **Digital, data, web and social media** has risen to be the 2<sup>nd</sup> highest area of need (it was 4<sup>th</sup> in 2015)
- **Evaluation and impact** remains high at 29%, but this is a significant drop from 2015

### 3 . The £6,000 question...

“If you had an extra £6,000 to spend on improving the way your organisation runs - what would you spend it on that could make the most difference?”

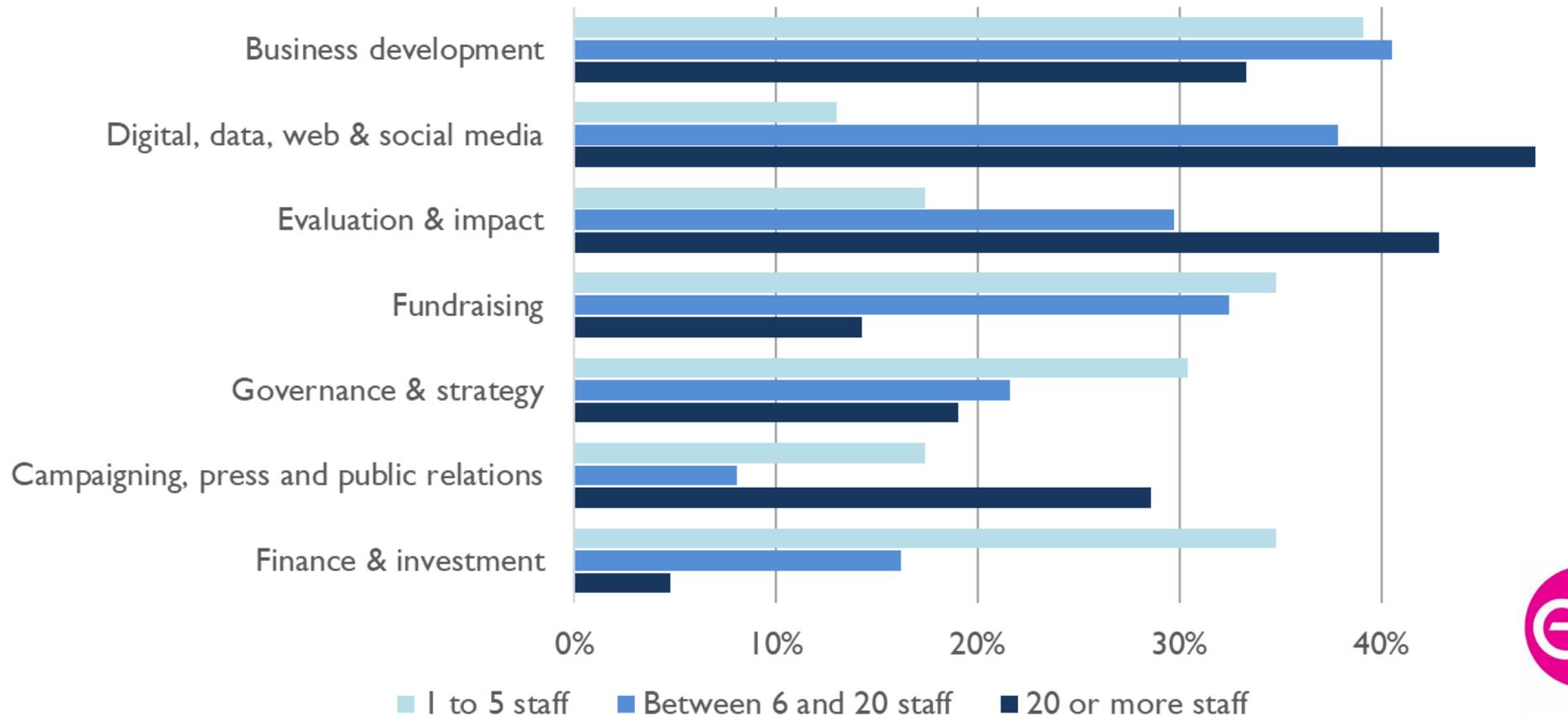


12% of respondents named replacing or overhauling a database as the key change they would make.

*“A CRM system fully-integrated with our website would make a great difference to our organisation in terms of fundraising, auditions, applicants for courses etc. and would enable us to track and maximise our growing supporter network”*

## 4 . Do smaller and larger organisations need different things?

Grants Plus areas of benefit - by organisation size



## 4 . Do smaller and larger organisations need different things? (continued)

### **Small organisations** (fewer than 5 staff)

prioritise support with business development, fundraising and finance and investment.

Most do not want help with digital.

*“Finance for tiny charities!”*

**Medium sized organisations** (between 6 and 20 staff) prioritise support with business development, digital, and fundraising.

*“Mentoring to show the mechanism of careful expansion of the organisation with least risk.”*

### **Larger organisations** (more than 20 staff)

prioritise support with digital, data, web or social media, as well as evaluation and impact and business development.

They do not want help with finance and investment.

*“Investment of effective digital, data, web & social media tools and development of effective strategy.”*

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