

CHANGE OF STRATEGY

Case Study



At A Glance

Challenges they faced

- Find funding for their activities
- Extending their wider scope of activities
- Never let financial restrictions be a barrier

How we helped

- They were able to uphold & add to the exceptional work they had already undertaken
- Underpinned their work beyond their current framing
- They were able to use social history as a vehicle.



"The discussion with Hunts Forum development officers was "a game changing moment that has totally changed how the CIC approached not only its funding applications, but also how it presented its work to schools."

David Duker

Director of Tally Ho Project CIC

This Charity inspires young people to believe in a life of possibility by sharing incredible stories from the past

ISSUES

This CIC was finding it very difficult to gain funding for its activities. David Duker, one of the directors and founders, met with one of our development officers to discuss avenues for funding and work together on a funding search. In these sessions we endeavour to learn more about the organisations rather than solely offer funding advice. This usually helps us to better understand the needs of the organisation and provides us with a more holistic view to help us frame our advice.

Solutions

From our discussions, our development officer was able to see, highlight and hold onto the additional and exceptional work the CIC was undertaking that was actually underpinning their work beyond the framing they had been using of social history of the second world war. Using social history as a vehicle, the CIC was actually providing, delivering and achieving much, much more.

Benefits

Benefits One

Young people gained knowledge and skills that would help them deal with mental health issues and social isolation.

Benefits Two

More young people were able to learn from the experiences and values of the second world war generation and apply those values to their lives and challenges they face today.

Benefits Three

The session helped Tally Ho! Project to fully appreciate the wider scope of its work and the value that this brought that funding bodies would better understand and relate to.