

# The Right Funding Mix?

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# Funding and other sources of income

- **Approaches and reasons for diversification**
  - Brighton & Hove Food Partnership
  - Aware of financial risks
  - Aware of political risks
  - Recognising opportunities, and
  - how?

# Brighton and Hove Food Partnership –

- Very organic growth from the early years – started very small
- PCT contract catapulted the BHFP from ‘one-woman band’ to employer growth continued with award winning Lottery funded Harvest project
- For a good no. of years substantially reliant on two large pots of money
  - Funding / commissioned contract (public health) healthy weight service
  - Lottery funded gardening / volunteer work

# Aware of the financial risks

- Being dependent on relatively small number of big funding pots
- The declining economic landscape
- Financial timelines

# Aware of political risks

- Delivering a contracted service brings its own limitations
- Maintaining independent voice
- Maintaining independent reputation

# The need to diversify but how?

- A fundraising and Income Generation Strategy
  - Maintain diversity of activity
  - Target smartly
  - Collaborative approach
  - Pragmatic attitude
  - Board on-board
  - Ensuring staff fully engaged

# Generating earned income – Brighton and Hove Food Partnership Community Kitchen

- Crowdfunding – Community **kitchen business model**
- proportion of earned v grant
- other sources of income
- plans for the future
- funding the set up✓ but ongoing costs....

# Registering as a charity

- Challenges and lessons (BHFP vs Food Matters)
  - +ve
    - other sources of funding
    - Gift aid
    - Individual donations – personal success stories etc
  - -ve
    - restrictive in terms of activities
    - Compromising core aims

# Communicating Success

- Standardising measures of success – the ‘food partnership’ approach