

## Pound Stretching

This workshop explored maximising limited resources and asked participants to think about:

How can groups in Salford work together to maximise resources?

The workshop began with a presentation from Graeme Hughes, a Solicitor from Brabners. The **key points** the presentation covered were:

- How groups can identify when they need legal advice
- Why they might need legal advice
- Where they can obtain advice
- Obstacles to taking advice

**See copy of the presentation for full details.**

### Questions for Graeme?

Q. What can be done about a registered charity that hasn't submitted accounts for 3 years and there is 3,000 in their account that isn't being spent?

A. Trustees need to understand they are in breach. The Charity Commission should investigate but it's a small amount of money, the legal position is straightforward but implementation tricky. You could speak to the local MP.

### Presentation 2

Legacy Giving Schemes, Simon Robinson, Grants Manager from Salford CVS gave this presentation. The **key points** covered were:

- Many larger charities do this well
- 1 or 2 bequests over time can be an opportunity to raise money
- Every £1 invested gives an ROI of £50 in legacy giving

Look at:

- The people you're engaging with, what's in it for them?
- Promotional channels
- What's your marketing message? This is really a marketing campaign
- Building it in to your communications plan
- Downloading a legacy giving guide and adopting it

A point was raised by a participant that only 20% of people make a will and so legacy schemes are chasing a small target.

The response to this was that yes this is a big issue and Age UK for example run campaigns each year.

### Key Point:

- Is this something as a sector in Salford we want to think about?

**See presentation for full details.** Presentation also includes examples of posters that other charities use.

**Question:**

Do any of the groups here today have a legacy giving scheme?

The Mustard Tree confirmed they receive a legacy

Simon put an idea to the group and asked people to let us know their views on whether there is an opportunity to do a collective scheme in Salford under the Salford 4 Good banner?

**Group Discussion**

What are the top items that your organisation spends money on?

- Stationery
- Staffing
- Premises and maintenance
- Logistics (vans)
- Volunteer expenses
- Activities
- Utilities
- Insurance
- Training
- Furniture and furnishings
- Supplies
- Compliance
- Marketing
- Legal costs

What quick wins can you identify on this list? Any practical solutions?

E.g. purchasing furniture from a furniture recycling charity.

**Maximising limited resources, key points:**

- Finding out skills of your own staff and use these assets, e.g. photography (no outsourcing)
- Skill up staff so they can do courses that interest them, these skills can then be used to benefit organisation
- Organisations coming together – purchasing power
- Mapping the assets within the communities
- Use next door – a social media platform
- Building partnerships and corporate supporters
- More collaboration

