

Fledglings Help to find their way



Introduction

[Fledglings](#) is a national registered charity based in our area with the primary purpose of finding and selling products that improve the lives of disabled children and their families. They do this by having a main purpose that is about supplying products to give relief to a disabled child or carer rather than to make a profit

They employ a small team of staff and are well regarded by both their service users and the local community.

The Need

The organisation contacted CCVS to discuss both their long and short term future. The environment they were operating in was changing and there was increasing competition. Initially they were interested in finding funding to produce their printed brochure which is distributed to over 20,000 contacts across the UK

Discussions on the phone prior to the meeting highlighted additional needs. Fledglings recognised that they needed to develop a long term plan for the organisation, and that part of this needed to include looking at how they sold products and the setting up of an online shop.

What was done

It was felt that there were two distinct issues to tackle. The first was to carry out a funding search to look at raising money for the production of the brochure; the second was to look at the future way forward for Fledglings.

A meeting was held to look at funding requirements and options. A search, based on agreed criteria, of the various directories that CCVS have access to was undertaken, this led to the identification of a number of funding opportunities. Fledglings was able to take this information away and look at developing funding bids.

At other meetings and in other conversations Fledglings were able to discuss some of their concerns about the future. CCVS were able to facilitate a process of looking at these in a more structured way; this included a short SWOT analysis that identified some of the key



strengths and also some of the key competitors and how they were affecting the organisation. It also helped to highlight some of the key positives of the organisations and some of their unique selling points.

CCVS were able to help to find possible solutions to issues raised this included looking at team building and succession planning. At the same time we were able to help Fledglings to look at the writing of a three year business plan; this included us providing fact sheets and templates as well as advice and support.

The Impact/change

This work with Fledglings was the first step in helping them secure their long term future. The organisation was able to start discussions with another party to get additional support to develop their plans for the future. CCVS was able to take on the role of a critical friend, whilst making suggestions to help consolidate their vision in the future. We were able to provide the necessary support by providing information and encouragement whilst following this up with sound business and funding advice. This allowed Fledglings staff and trustees to take a long look at their organisation and start to develop some significant changes for the future.

Testimony

“Thank you so much for all your help which is greatly appreciated. I’ll certainly be making every effort to follow these up. In the meantime we’ve had a few nice and unexpected donations.

I really do appreciate the huge amount of useful information you have forwarded to me in the last few weeks. Thank you so much. I am sure that with all this knowledge Fledglings will soon be flying. Thank you for all your help.”

If CCVS can help your organisation with any area or your work including

- Fundraising
- Strategic Development
- Governance
- Financial Management

Please contact us on enquiries@cambridgecvs.org.uk or 01223 464696