



# **Selsey Community Forum Fundraising Strategy 2025 – 2027**

## **Executive Summary**

Selsey Community Forum (SCF) has implemented its Business Plan 2025-2027 which reflects the wide range of services it delivers. The Business Plan is supported by this SCF Funding Strategy which aims to ensure that services are sustainable through a proactive approach to how it sources funding. The Funding Strategy aims to build on existing funding opportunities, the charities credibility with existing grant providers and to explore new and innovative funding streams.

SCF has a commitment to internal scrutiny and reflects in the Funding Strategy the need to reduce its dependency on grant funding and build on and explore new funding opportunities

The Funding Strategy sets a number of key aims which include how to build on all aspects of fund raising while also keeping at its core the importance of partnerships and community.

As with the SCF Business Plan the SCF Funding Strategy will be subject to ongoing review.

## **Selsey Community Forum Commitment**

To be a sustainable charity working in partnership, committed to a proactive and innovative approach to fund raising to ensure we can sustain delivery of a programme of services as set out in the Selsey Community Forum Business Plan 2025-2027.

## **Vision**

To develop and deliver outstanding services through our community partnerships which positively impact upon the lives of our service users and Selsey residents

## **Values**

- To work in partnership in all we do, to support our community and organisations within it
- We have a commitment to learn, develop and improve our knowledge to maximise our funding capacity
- We work to understand the needs of our residents and service users to direct our funding focus and activity
- To engage with the community to gather ideas and celebrate their commitment and support to all forms of fundraising

## **Aims**

### **1. Aim**

In the next financial year 2025/2026 Selsey Community Forum will raise £40,000 from a range of funding sources

### **Objectives**

1. To raise funds by way of grant applications e.g. National Lottery, Sussex Community Foundation, Clarion Housing
2. Increase the number of bequests to the Selsey Community Forum (SCF) by working with the community and partners including local appropriate businesses
3. Develop and launch an online funding appeal which promotes and sponsors the delivery of specific Selsey Community Forum services

4. To work with existing Selsey Community Forum Steering Groups to build and deliver fund raising ideas
5. Secure funding from 2 new grant providers by May 2026
6. Secure at least two gifts to Selsey Community Forum of £1000 each by May 2026

## **2. Aim**

Raise £25,000 to deliver Care Shop in Witterings

### **Objectives**

1. Witterings Care Shop and community

## **3.Aim**

Appoint patron in Witterings

## **Internal Analysis**

Selsey Community Forum has as its core strength a credible and successful track record of grant applications which is underpinned by positive relationships with grant providers and a confidence in the quality of services delivered. This has been achieved through the development overtime of positive relationships with funders, a track record of delivering services well and managing funds effectively. There has been a proactive approach to grant funding in building a knowledge base of funders and embracing new grant funding opportunities as they arise. The socio demographics of the community are well understood and reflected in both the range of services delivered and membership of the Trustee Group. Credibility in the community has successfully secured donations and achieved a thriving volunteer group who provide an invaluable contribution through the time they commit and their knowledge and skills in supporting the activities and services delivered by the charity.

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Review 2027

The charity now has a 3 year Business Plan which sets out its services, aspirations and its commitment to community and partnership(s). It sets a clear framework for the standard of delivery expected and the focus for funding priorities now to be supported by the funding strategy, setting out how funding will be achieved to maintain services both now and in the future. Members of the Selsey Community Forum Trustee Group has been increased, and these additional resources are essential to maximise the capacity to support and facilitate fundraising activity by way of the larger grant funders and local fundraising.

Selsey Community Forum funding is currently 85% grant dependent. The funding strategy will reflect Selsey Community Forum willingness to explore and build upon other funding sources as a demonstration of its ability to be agile and work within a challenging operating environment. These circumstances are unlikely to change in the near future and reinforce the need to explore and develop the range of funding sources to ensure that priorities are met as set out in the Business Plan and the capacity to deliver services are maintained.

In the coming year when there are likely to be a range of funding challenges, as the economy shrinks and grant providers have increasing demands on funds, the charity will evaluate what works in their funding approach and how available resources can be utilised to support a varied range of funding activities. It will use the opportunity to further explore funding raising and funding initiatives which involve the wider partnership including business and other providers, volunteers and members of the community. The charity will also look at its internal structures to ensure the right capacity is in place to maintain funding activity and develop and build new relationships. This will be reflected in the Funding Strategy as a live document which will be reviewed as needs and demands change.

## **External Analysis**

The strength of the charity is the partnership and its relationship with the community. It commits to an ongoing review of funding to ensure that all opportunities for funding are explored, informed by an understanding of the political, economic and social environment in which it delivers to inform its funding activity. This also means the importance of working with and learning from others outside the partnership, to include our funding partners and to understand what works in a changing funding environment.

The socio demographics of the Selsey area show as a percentage a higher older population against the county wide average. The services delivered by the Selsey Community Forum reflect significant elements of the population which currently drives the funding focus . As the older population live longer, have greater need for services, from potentially cash strapped providers there is a risk that demand may outstrip the ability to supply services in an increasingly challenging funding climate.

Employment opportunities are likely to be reduced in a time of economic recession impacting upon employment mobility across all ages and particularly the ability to achieve aspirations within the younger population. Levels of aspiration are a recognised challenge within parts of the younger population in Selsey, and reduced employment opportunities are likely to increase the numbers of young unemployed adults. This in turn reduces the levels of disposable income and the ability to spend and support trades and businesses.

Although Selsey has designated areas of deprivation, within a funding context Selsey often does not fit the wider criteria which encompasses higher levels of crime, anti social behaviour and the more complex factors of social deprivation, inclusion and diversity. These factors together are likely to impact upon funding opportunities for the charity in an increasingly competitive and economically challenged funding environment.

Those who experience serious health issues have a higher representation in Selsey (25%) than in other parts of the West Sussex county (17%), which impacts upon demand for services and those requiring support. There is no evidence that this indicator will reduce in the future, placing greater pressure on already stretched services.

As technology and access to it advances the charity will need to explore how it maximises the opportunities it provides and ensure the charity has systems and processes which enhance funding capabilities and levels of information to underpin all applications and other recognised methods of fund raising.

## Funding Partnerships

Selsey Community Forum has established ongoing funding relationships with the following:

Fund Providers	Funding Purpose	Amount
Sussex Community Foundation	All Sections	£10,000
Woodger Trust	All Sections	£30,000

## Funding Strategy Actions

Strategy Actions	Activity	Lead / Reporting Schedule	Outcome
Further build relationships with local businesses and partners across the Manhood Peninsula	<ul style="list-style-type: none"> <li>▪ Scope all businesses within Manhood Peninsula</li> <li>▪ Identify existing benefactors</li> <li>▪ Set out engagement and communication plan</li> <li>▪ Build on existing links with Selsey Business network</li> <li>▪ Designate leads to progress engagement and communication with businesses</li> </ul>	<b>Lead: DV</b>  <b>Nov 25</b>	An increased number of businesses making donations to SCF
Work with the SCF Communication Plan to develop social media	<ul style="list-style-type: none"> <li>▪ SCF Trustees to agree funding focus, timeline and use of giving sites</li> </ul>	<b>Lead: SK</b>	Increase in individual donations

coverage to further raise profile of SCF with the aim of increasing individual donations	<ul style="list-style-type: none"> <li>▪ Leads for SCF Communication Plan to utilise social media platforms to increase donations</li> </ul>	<b>Nov 25</b>	
Work with local solicitors to explore the opportunity for bequests in line with charitable giving	<ul style="list-style-type: none"> <li>▪ Trustees to agree lead</li> <li>▪ Make contact with local solicitors and set out vision and purpose of SCF</li> <li>▪ Agree process for review with local solicitors</li> </ul>	<b>Lead:MN</b> <b>Nov 25</b>	Level of bequests to SCF increase
SCF Steering Groups to provide funding ideas and deliver activities	<ul style="list-style-type: none"> <li>▪ Service delivery Steering Groups to provide ideas for fundraising</li> <li>▪ Agree specific funding activities and schedule</li> </ul>	<b>Lead:KP</b> <b>November 2025</b>	Programme of local fund raising in place led by volunteers
Undertake due diligence to explore feasibility of a Patron for Selsey Community Forum	<ul style="list-style-type: none"> <li>▪ Research and identify local well known individuals who support the aims and values of Selsey Community Forum</li> <li>▪ SCF Trustee Board to endorse and agree contact arrangements</li> <li>▪ Designate Trustees to initiate contact on behalf of the Board</li> </ul>	<b>Lead:LW</b> <b>Nov 25</b>	Patron for SCF identified and in place
Designated grant application writers to research new grant providers	<ul style="list-style-type: none"> <li>▪ Identify grant application writers</li> <li>▪ Undertake research to identify new grant providers and agree grant application focus</li> <li>▪ Submit grant applications</li> </ul>	<b>Lead: KG</b> <b>November 2025</b>	Two new grant providers identified and applications submitted

		<b>As per grant application deadlines</b>	
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## Funding Action Plans for Services 2025-2026

<b>Areas of Service Delivery</b>	<b>Financial Target</b>	<b>Funding Sources</b>	<b>Lead</b>	<b>Reporting Schedule</b>
<b>Selsey Befriending Activities</b> includes a film and lunch club, Sunday teas, daily phone support, Senior Selsey News, Christmas Day lunch and Shop Talk	£20,000	Grant applications Donations In kind donations Bequests Local Business Grants	RJ	July 2026
<b>Selsey Dementia Action Alliance</b> offers personal support, information, appropriate activities and seeks a community of understanding and kindness.	£20,000	Grant applications In kind donations	KH	July 2026
<b>Carers Support Selsey</b> offers emotional support to voluntary Carers as well as support groups and social interaction activities. A new stroke support club and Companions group for	£20,000	West Sussex County Council Local fund raising activities In kind donations Bequests Grant applications	SW	July 2026

former Carers is being planned.				
<b>Selsey Wellbeing Services</b> offers parenting education and advice, twelve counselling opportunities per week, supportive phone calls and three self help groups in mental health, relationships and loss	£20,000	Sussex Community Foundation £5,000 Chichester District Council Local Business Partnership Ferry Farm	KH	July 2026
<b>Selsey Money Support</b> offers licensed debt support, form filling, money management and benefits advice.	£20,000	Sussex Community Foundation £5,000	RL	July 2026
<b>Selsey Buddy Support</b> offers practical personal help, individual befriending, food distribution, lending library and various emergency supports.	£20,000 within financial year	National Lottery £10,000 Donations Bequests Local Business Grants	JH	July 2026
<b>Grow Selsey</b> is a project that has grown out of Selsey Vision aiming to create new green spaces on three sites	£20,000	Sussex Community Foundation Grant applications	PS	July 2026

for the mental health benefit of Selsey residents.				
<b>Selsey Care Shop</b> offers 39 hours per week access to these services and activities. A further office space is at Star Advertising.	£90,000	Chichester District Council Online giving	JH	July 2026
<b>Your good morning call</b> operates in Bracklesham to offer daily support to vulnerable older people. It is one of a number of activities across the Peninsula to support older and disabled people.	£20,000	Local fund raising	AD	July 2026

## Monitoring & Reporting arrangements

The funding action plan will be co-ordinated and monitored by the SCF Funding Steering Group. SCF Trustees will agree membership of the Steering Group and elect a Chair.

The Selsey Community Forum Trustees will agree reporting arrangements against each of the funding initiatives which support service delivery as set out in the Selsey Community Forum Business Plan 2020-2023.

As part of the evidence base for audit and tracking of all funding activity this will be logged on a funding / grant application data base to enable the SCF Funding Steering Group to understand both the progress of funding applications and reporting timelines. Its purpose is also to inform what has worked well and where the charity may need to review its approach to funding applications/ other sources based on successes and rejections. Funding from all other sources will also be a part of the reporting schedule to SCF Trustees.

The SCF Funding Steering Group will nominate those who will lead on specific grant applications and other fund raising activity in line with the funding action plan.

Each element of the funding action plan will be reviewed by the SCF Steering Group to ensure that funding is on track, **and the financial** targets are met. The Chair will report to the SCF Trustees.