



London

B E S P O K E

Community Fundraising

Bespoke Qualification

Centre Name: Westway Trust

Centre ID: 4553

Bespoke Qualification Title: **Community Fundraising**

OCN London course code:	134589
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Section 1 – General Information

This document contains details of everything you need to know about the Westway Trust's Community Fundraising course. It refers to the curriculum areas covered and identifies the learners for whom the bespoke qualification has been developed. The document also covers important aspects of assessment and moderation that are particular to this bespoke qualification. The document should be used by all involved in the delivery and assessment of the bespoke qualification.

The bespoke qualification, as defined by this document, is restricted for use to the Westway Trust. OCN London bespoke qualifications are unique to the developing centre and are not regulated qualifications; nor does the development confer licence to practise. The information on how the bespoke qualifications should be advertised and promoted is located in Appendix 1 of this document.

Purpose of the bespoke qualification and who it's for

The purpose of the community fundraising course is to equip participants with the skills and knowledge to fundraise for their organisation. This course is also appropriate for those learners who intend to set up their own micro businesses, community organisation or social enterprises.

The course has been designed for participants who live or work in the Royal Borough of Kensington and Chelsea (RBKC).

Most of our learners live in North Kensington and speak English as an additional language.

Representatives of member organisations of the Westway Trust will be invited to attend.

Organisations who have expressed an interest in fundraising support from the Westway Trust will also be encouraged to apply for a place.

Bespoke qualification design

Claire Standring and Bashir Hassan will co-teach the Community Fundraising course.

Claire is an experienced teacher and holds QTS. She also works as a fundraising consultant for the Westway Trust. Claire has thirty years' experience of mentoring and supporting organisations to fundraise. Claire currently teaches the OCN London accredited Certificate in Supporting Teaching and Learning course.

Bashir Hassan has extensive experience as a fundraiser and also works as a fundraising consultant for the Westway Trust. Bashir is a Director of Maxilla CIC.

Claire and Bashir have previously co-taught the pilot Community Fundraising course three times.

We have consulted with the Westway Trust's fundraiser. We have also consulted with Young K & C, a membership organisation supporting projects working with children and young people in RBKC, in the design of this programme of learning.

We have also consulted with Muna Ali. Muna manages the RBKC Partnership of Supplementary Schools.

We have very good links with local funders and will invite them to give presentations on the course.

Structure of delivery

The course will take place on Monday mornings (10am-1pm) at the Westway Trust and will be delivered over eight weeks.

Teaching and learning methods will include:

- teacher presentations
- full group and small group discussions
- analysis of case studies
- visiting speakers

Assessment will be continuous.

Each learner will be given a workbook and a portfolio of evidence and will be given weekly homework tasks. We will ask learners to dedicate at least 2-3 hours a week for homework.

Assessments include:

- Q and A written assignments
- case studies
- writing a budget
- writing a fundraising proposal
- learner presentations
- a structured professional discussion with the course tutors.

Assessment will take place at the Westway Trust.

Portfolios of evidence will be submitted on the final day of the course.

Entry requirements and information for participants

Participants should have completed an Entry Level 3 (EL3) ESOL qualification.

Participants will be given information and guidance in week 1 of the course. This will include a thorough review of the contents of the portfolio of evidence and expectations around attendance and homework.

Opportunities for progression

Participants will be able to progress onto the Institute of Fundraising accredited courses. They may also progress onto fundraising courses at the National Council for Voluntary Organisations (NCVO)

They may gain employment as community development/engagement workers. They may also become self-employed.

Required resources for delivering the bespoke qualification

The minimum qualification for teaching and assessing this course is a PGCE or CELTA qualification.

Teachers and learners will need access to a computer and a mobile phone.

Westway Trust will provide a portfolio of evidence, a course handbook and all reading material.

The teachers will provide a detailed lesson plan for each session.

Bespoke qualification evaluation and review

The delivery and content will be evaluated by the course tutors, the Westway Trust's Adult and Community Learning Manager, Grants and Impact Manager and the Community Engagement Manager.

Learners will review the course with a midterm and end of term evaluation.

Our expert visiting speakers will peer review the content for the sessions on fundraising tips and tricks and how to write a fundraising application.

Section 2 – Units of assessment

The following units have been developed by and are unique to the Westway Trust and do not form part of a regulated qualification.

The Westway Trust retains ownership of the units in this document unless they have agreed to share with other organisations to support their curriculum development.

Units of assessment and teaching/learning content

Unit title	Starting out in fundraising
Level	2
Credit value	3
OCN London code	BA1/2/LR/012

This unit has 4 learning outcomes.

Learning outcome	Assessment Criteria
1. Understand the importance of organisational values and how this applies to fundraising.	1.1 Describe own organisational values. 1.2 Describe the values of two funders and how they align with your own organisational values.
2. Understand safeguarding legislation and how this applies to writing a fundraising application.	2.1 Describe own organisation's safeguarding policies and procedures. 2.2 Explain the steps to be taken if worried about a child, young person or vulnerable adult. 2.3 Outline how safeguarding legislation impacts upon writing a fundraising application.
3. Understand the purpose of a theory of change document and how this applies to fundraising.	3.1 Describe the contents of a theory of change document for a social impact project. 3.2 Explain why some funders prefer organisations who use a theory of change framework.
4. Understand the main legal structures that community organisations can adopt.	4.1 Describe the main legal structures that a community organisation could adopt. 4.2 Describe the main benefits and limitations of each legal structure.

Unit title	Writing and researching a fundraising proposal
Level	2
Credit value	3
OCN London code	BA1/2/LR/013

This unit has 4 learning outcomes.

Learning outcome	Assessment Criteria
1. Understand the importance of monitoring and evaluation and how this applies to fundraising.	1.1 Describe methods to keep track of the progress of a community project. 1.2 Describe methods to assess the impact of the community project on its beneficiaries. 1.3 Describe methods to involve the community in a community project. 1.4 Describe how monitoring and evaluation contribute to the fundraising process.
2. Understand the importance of producing an accurate, realistic budget for a community project or an event.	2.1 Outline a detailed budget for a community project or a community event. 2.2 Explain the importance of producing a detailed budget.
3. Understand the importance of writing an effective fundraising proposal.	3.1 Outline a detailed fundraising proposal for a community project or a community event. 3.2 Explain the importance of producing an effective funding proposal.
4. Understand the importance of keeping up to date with funding opportunities.	4.1 Describe three organisations that provide fundraising support and information for community organisations about funding opportunities. 4.2 Explain the importance of keeping up to date with funding opportunities.

Indicative teaching and learning content

Taking each unit in turn, provide a summary outline of what will be taught to learners to enable them to achieve the unit (see section 6.3 in Guidance document).

Unit title	Indicative content
Starting out in fundraising	<ul style="list-style-type: none"> • Children Act 1989, 2004, Children and Social Work Act 2017, Working together to safeguard children (Department for Education, 2018. London safeguarding policies and procedures • The role of the designated safeguarding lead. • Safeguarding organisational checklist. • Health and safety at work act 1974. • HSE guidance on risk assessment. • The importance of defining organisational values. • Reviewing organisational values of local funders • Charities Act 2022 • Companies Act 2006 • The role of the Office of the Regulator of Community Interest companies. • Analysis of different ways of producing a theory of change, using examples from the Westway Trust, the Lightbulb Trust and Learn to Love to Read.

<p>Writing and researching a fundraising proposal</p>	<ul style="list-style-type: none"> • Managing charity finances • Keeping accurate financial records • Managing payments • Managing risk • Setting a budget • NCVO budgeting guide • Analysis of different community budgets • Maxilla CIC film about community engagement • Kensington and Chelsea Social Council fundraising guide for voluntary organisations. • Young K & C funding guide • Young k & C tips for a successful fundraising proposal.
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