



## Charity of the Season

Each year, MMC invites applications for our **Charity of the Season** program. We proudly support two charities or Community Interest Companies (CICs) throughout the year:

- **Spring/Summer Charity**
- **Autumn/Winter Charity**

## What You Will Receive

The selected charity or CIC will benefit from a range of support provided by MMC and our sister company, Phoenix Sounds. This support includes:

1. **Promotion:** We'll highlight your work and funding requests across our social media platforms.
2. **Website Feature:** Your organization will be featured prominently on our website.
3. **In-store Support:** We'll display your leaflets and collection boxes in our shop.
4. **Event Promotion:** When we host events, we'll promote and collect donations for your cause.
5. **Charity Consultancy:** MMC will provide a bespoke package of free consultancy to help you achieve your goals.

Your bespoke package:

Select up to 3 items from the menus below.

## Fundraising

- Bid critique – we will act as a critical friend and conduct a thorough review of your funding bid. You'll receive detailed feedback and actionable recommendations to help you align with funders objectives.
- Funding Pipeline – we will conduct initial research and create a funding pipeline of funders who may support you.
- Light touch Trust Fundraising review – we will review how your Trust Fundraising is working and provide some recommendations in a short report.

## Strategic

- Light touch evaluation – we will provide a review of your current evaluation methods, followed by key recommendations on improvements. This is shared with you in a simple, accessible report.

- Review your business plan – we will assess your current business plan and make suggestions on how to improve to ensure it provides strategic direction to aid future fundraising and objective setting.
- Marketing review – we will provide an assessment of your current marketing strategy and tactics and provide actionable steps for future development.

### **Coaching and Mentoring**

90 minute Ignite Session – this is a blended coaching and mentoring session to help you explore and work through the priorities needed to move you forward with a work or personal challenge. You will receive resources and a simple action plan following your one to one session with Marsha Cox.

### **Timeline**

#### Spring/Summer program

Application pack available online from 1<sup>st</sup> November 24 – 15<sup>th</sup> November 24

Application deadline – 16<sup>th</sup> November 24

Notification of winner – 30<sup>th</sup> November 24

Successful applicant must be available for a kick start meeting during December with the work commencing 6<sup>th</sup> January 25 until 30<sup>th</sup> June 25.

**If you are interested in this opportunity, please sign up to our newsletter where we will announce that the application window is open.**