



# THE FIRST 10 YEARS

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**OUR FOUNDERS STORY**



**MISSION, VISION & ETHOS**



**OUR TEAM**



**IMPACT & VALUE - ACHIEVEMENTS**



**OUR SERVICES**



**THE YEAR AHEAD**



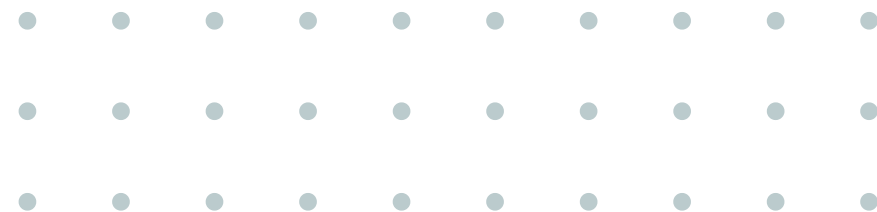
**THANK YOU**



**AWARDS & MEMBERSHIPS**

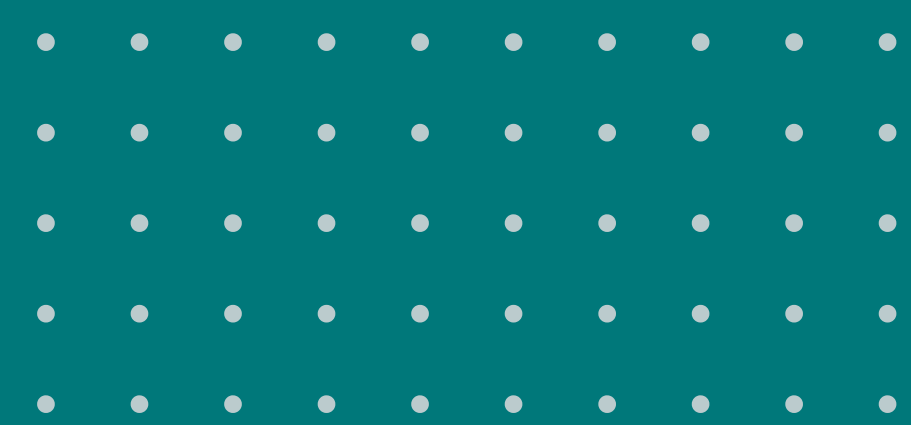


**OUR SISTER COMPANIES**



# **IMPACT REPORT**

# OUR FOUNDERS STORY...



## EARLY CAREER

As I look back on my journey through different jobs and careers, it's clear how each experience shaped my role today as the Founder and Managing Director of MMC. Back in my early twenties, I went into Hotel and Catering Management, learning the ropes of business management, HR, Marketing, Finance, and Operations. These skills came in handy as I managed multiple departments and worked with fantastic teams creating unforgettable weddings and boosting room bookings during quiet spells. But, of course, I also learned the hard way about the importance of taking care of myself and others. I, like many around me, faced burnout and had to hit pause.

## JOINING THE CHARITY SECTOR

My desire to be in a job that allowed me to give back led me to respond to an ad for a Volunteer Coordinator with a local Mind Association in 2005, marking my first step into the charity sector. After obtaining my diploma from the CIOF, I spent eight incredible years at the helm as CEO, navigating the highs and lows of working on the front lines for a cause that truly matters to me.

## BECOMING A FREELANCE FUNDRAISER

In 2014, craving a broader impact, I took the leap and set up shop as a sole trader, becoming a consultant. This decision coincided with becoming a single mum to my toddler daughter, and she became my driving force for success. Lucky for me, some of my first employees were former colleagues from Mind, and together, along with self-employed associates, we had the privilege of working with both charities and the NHS.

# HERE'S TO THE NEXT 10 YEARS!

MMC has been through a few different setups, adapting as the world changes around us. A big life change brought me from Somerset to Devon, where my now husband, Roger and I took on a local record store, combining our love for music with a cool new venture. He manages the shop, and my team and I work upstairs, making it a unique and fun setup.

Throughout my career, one thing I've never forgotten is the importance of wellbeing and positive mental health. That commitment led me to undertake a Level 7 ILM Executive Coaching qualification with [In Good Company](#). Even though MMC operates as a limited company, we proudly identify as a social business, reinvesting our profits into the business and our staff. We are exploring becoming a BCorp later this year, and also run a charity of the year program and recently took on sustainability training to do our part for the environment.

Looking forward to the next 10 years, my team and I have a clear vision. After a recent rebrand, we're all about being a strong, collaborative team working together with our clients. We want to spend our time doing great consultancy work, building a community where everyone benefits from connecting and sharing knowledge and experiences. Plus, we're excited to share our treasure trove of resources online through downloadable content and affordable training. We've just expanded our team of self-employed associates and are eager to partner with others who share our passion for the sector.

Thank you for reading about us. We hope to meet you on our journey!

*M. Cox*





10 years working together



# MISSION & VISION

**Our mission**, as a socially responsible business is to support and help charities and social enterprises succeed, through the delivery of professional, high quality consultancy services and products.

**Our vision** is to see strong, resilient organisations able to deal with the challenges and opportunities in an ever-changing world.



# OUR ETHOS & VALUES

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- **Community focused and engaged.**
- We have a **strong team** and **wide network** all based on **respectful relationships.**
- We are **warm** and **welcoming.**
- We **care** about current **social challenges.**
- We always act with **integrity** and **respect.**
- **Customer driven.**
- **Innovative.**
- **Socially responsible.**





## Lisa Cox

Business Development & Strategic Lead: Lisa began her career within the travel and tourism sector working in the marketing department at Bournemouth International Airport. Since then, she has gained over 25 years' experience in Marketing, Research and project management working within the events industry and a social enterprise. She brings her organisational, marketing and project management skills to MMC, together with an ability to listen and exchange ideas.



## Sean McDonald

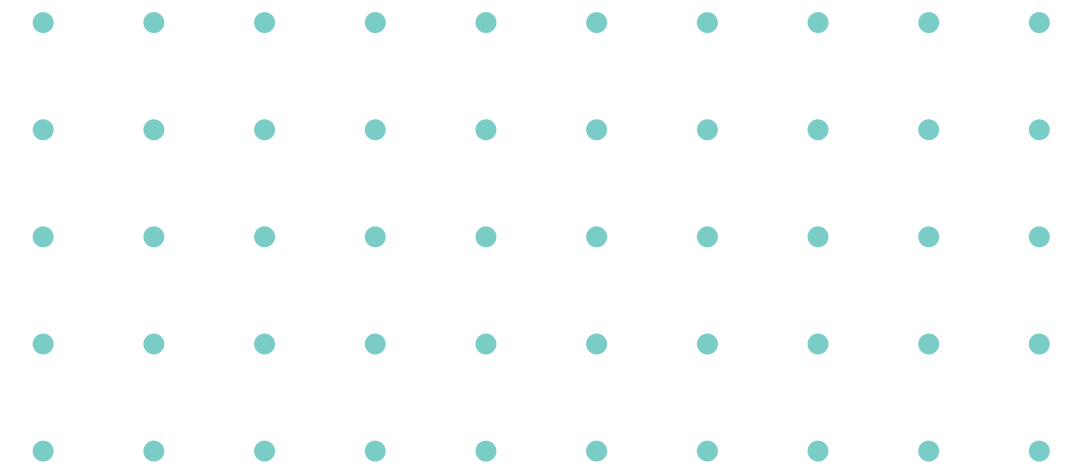
Fundraising & Digital Lead: Sean joined Marsha to help her grow the consultancy in May 2021. He is an enthusiastic Trust and Foundation Bid Writer, focussing on funding research and bid preparation. His programming skills, gained from his 20-year career as a software engineer, have been particularly useful in the Digital and R&D elements of the business including strong problem solving and research skills gained from constantly evolving modern programming frameworks.



## Rosie Gitsham

Fundraising Services Lead: Rosie joined Marsha and her team in April 2022. Rosie thrives in organisations that promote fairness and inclusion. She is known for being a supportive person with a friendly nature who can bring people together and share experiences. Rosie is curious, bold, and considerate.

Her key skill is project co-ordination, and her strengths lie in her ability to organise and prioritise multiple projects, being flexible and proactive.



# OUR CORE TEAM



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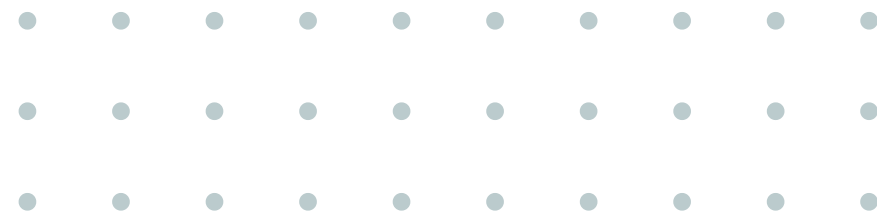
# SELF EMPLOYED ASSOCIATES

Employees - 4

Associates - 10

In 2023 we needed to build our bank of Associate Consultants. We interviewed many different candidates following a recruitment drive in which we had over 80 applicants. We are currently delivering a range of strategic solutions in partnership with our new associates, these include Theory of Change workshops, Project Management Support and Bid Writing Support.

Every member of our team shares the same values, embodies the MMC ethos, and have a passionate approach to the overall MMC mission.



Liz Tozer



Charlotte Hanson



Adam Clarke



Alison Belshaw



Traci Lewis



Kevin Athersuch



Rob Johnson



Marisa Lovell-Fox



Jess Holliland



Gill Pipkin



Chloe Tingle



# ACHIEVEMENTS YEAR END 24

# SERVICE DELIVERY

**£916,120**  
RAISED IN THE  
YEAR ENDING 31ST  
MARCH 2024

**16 CHARITIES**

**5 CIC'S**

**1 PRIVATE INDIVIDUAL**

**1 EDUCATION SECTOR**

- Mentoring
- Coaching
- Impact Reports
- Business Planning
- Trust and Foundation Bid Writing
- Training
- Fundraising Bid Critique
- Evaluation
- Project Management





# C.S.R

CORPORATE SOCIAL RESPONSIBILITY

What does it mean to be a socially responsible business

CSR WITH CLIENTS -  
MAKE A POSITIVE  
SOCIAL IMPACT

LOCAL  
COMMUNITY  
ENGAGEMENT



MINDFUL  
EMPLOYER

PRIORITISING  
EMPLOYEE WELFARE  
- 4 DAY WEEK

ENVIRONMENTAL  
SUSTAINABILITY

% OF PROFITS  
BACK INTO THE  
BUSINESS



# MEASURING OUR ENVIRONMENTAL IMPACT

Working with our sister company, Phoenix Sounds, we are establishing a set of metrics that we can monitor on a quarterly basis. Our progress will be shared within our newsletters.



Travel to work - monthly



Waste recycling - blue recycle bin

Energy supplier



Plants in the office



Office supplies and digital packages



Gifts to green charities - off setting



Green grants - raised for us and our clients





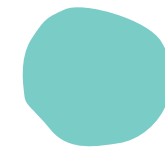
# FUNDRAISING SERVICES

We assist organisations in securing funding by offering various bid and grant writing services. We will be developing a small range of other fundraising services to help our clients.

# Case Study

**Escapeline is a charity committed to the prevention of the criminal and sexual exploitation of young people by gangs across South West England.**

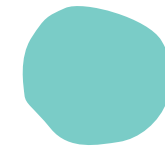
**Trustees approached MMC in 2023 to outsource most of their trust & foundation fundraising due to capacity.**



We are delighted to help Escapeline, being a cause-led charity, the charity held particular importance with members of our team.

This case study talks through Escapeline's successful bid to Hinkley Point C (HPC) Community Fund Open Grants for a 3 - year project in Bridgwater.

Escapeline had already delivered on HPC Small Grant with grant reporting completed. This was an important step as it meant that the grant managing organisation (Somerset Community Foundation) was familiar with the charity.



Setting the scene:

In a networking meeting with Hinkley Point C, the CEO of Escapeline had a conversation with Somerset Community Foundation about applying for funding again. Later that week the CEO spoke with one of the grant managers who knows about Escapeline's work and decided to go for more funding through the Open Grant.



Building relationships with funder:

When it came to the application – EOI (stage 1) and stage 2 – Escapeline felt supported and at stage 2 there was a conversation with Escapeline and the funder to improve the application.





**ESCAPELINE**  
*Preventing Child Exploitation*

# FUNDRAISING SERVICE – THE PROCESS

## IMPORTANCE OF DESK RESEARCH

We carried out some desk research to identify the Programme Manager for the Open Grant and understand the application process. In email communication with the Programme Manager, the CEO was advised not to complete the pre-application but go straight to the EOI (stage 1) because the panel was familiar with the charity. This gave Escapeline and MMC confidence in the application. Desk research was also used to help explain the need for the project and to fit the project within the goals of HPC.

## BUDGET

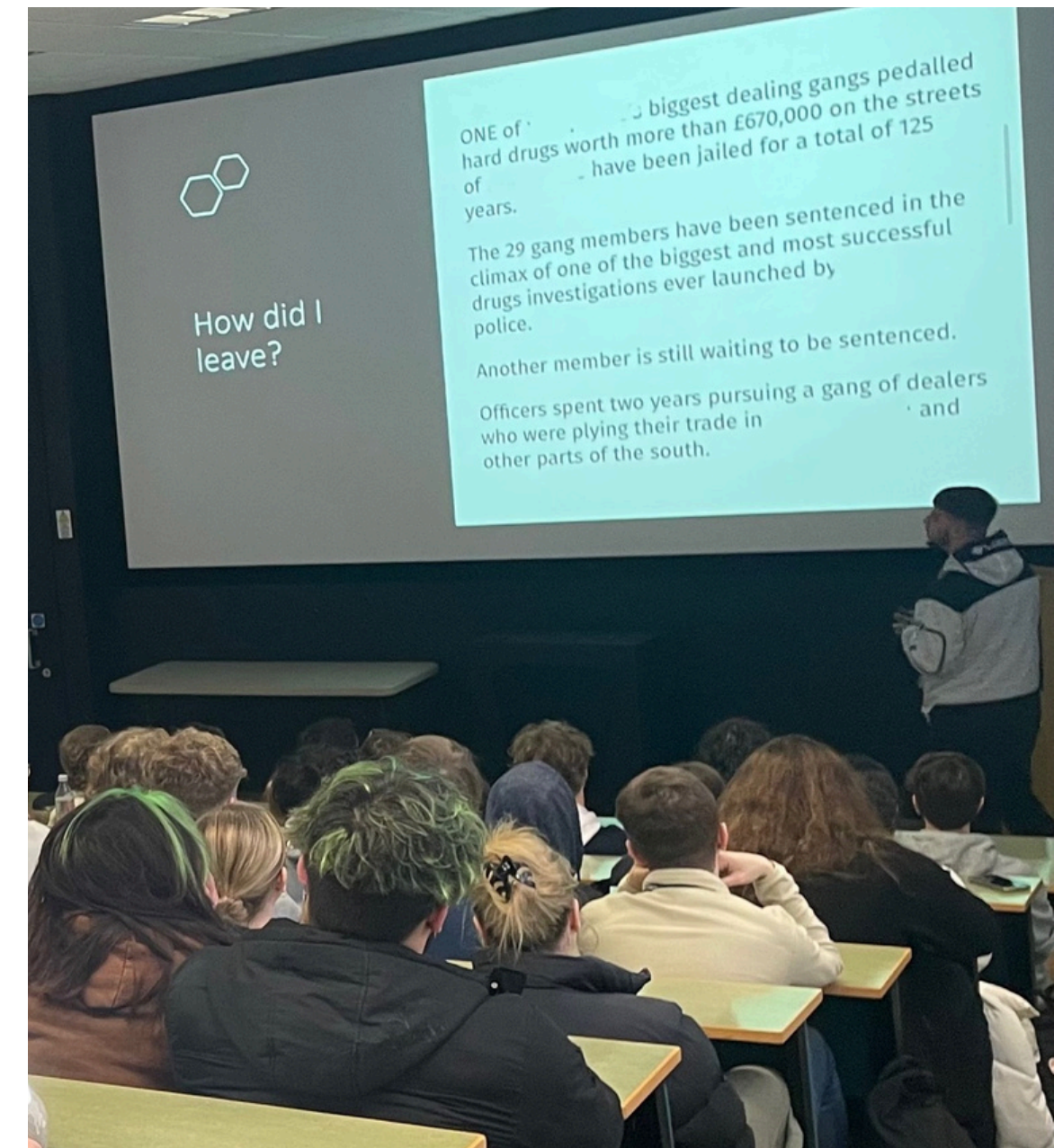
The budget was a joint process between the Trustees and Treasurer at Escapeline supported by MMC. In the three-year budget there was a line for external evaluation and we helped Escapeline make the case to the funder that this was needed.

The application was a 2-stage process which with support from the Programme Manager was reviewed by a grant panel. The first stage was about the impact of HPC, the need, the project and how the project will meet the need. The second stage was about the project detail, community involvement, partnership working, budget and outcomes. Writing was a process of going back and forth with Escapeline to gather information and finalise the applications.

## EVALUATION & NEXT STEPS

We prepared the thank you to the funder on the receipt of the donation and are managing a list of dates that reports to the funder are due. We will support Escapeline in reviewing the reports to the funders. The reports will be written by Escapeline as their team is best placed to report on the outcome and finance of the project. We have contracted to carry out the evaluation of the 3-year project and are working with a trusted consultant on that.

## WRITING THE BID



# FUNDRAISING TESTIMONIAL

*"MMC have been supporting Escapeline with our bid writing over the last six months. They have been amazing, providing such an outstanding service with a high level of professionalism and responsive approach.*

*We look forward to continuing to work with MMC and would definitely recommend them"*

Lisa - CEO Escapeline








# COACHING & MENTORING

Marsha offers one to one and group executive coaching and mentoring to develop leadership skills for Chief Executives/Directors of charities and social enterprises; Senior Executives; those who wish to explore new careers and aspiring entrepreneurs. “Holding a safe space for an individual to increase their self-awareness and therefore be able to identify where they are now, and where they want to be. Encouraging them to reach their full potential through the achievement of defined goals”.



# Case Study Coaching

Beverley worked for a large health-related Charity for over 15 years in various senior roles. A number of major organisational changes had resulted in Beverley stepping up as Acting Chief Executive. Beverley enjoyed her role but in discussions with her Trustee Board, it was identified that she would benefit from some personal development time to help her adjust to the new role.

Beverley approached Marsha with a request for Executive Coaching. The initial session was a chemistry conversation that enabled Marsha to outline the coaching program and to describe the type of coach she provided.

Beverley was able to explore her anticipated goals, which were to feel more confident in her abilities, to be more organised, and to review her career options, including whether she should apply for the permanent position of the Executive Office.



POTENTIAL



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Beverley and Marsha worked together over 6 sessions of coaching, which was delivered online. Through the use of a mixture of questions and simple tools, Beverley was able to reflect on the reasons she didn't feel confident, as a result of imposters syndrome - Marsha gave Beverley the space and time to reflect on the facts that she has the skills and belief from her senior team that she could do a good job in her role, an additional outcome was that Beverley had an out of date personal training plan and an action was made for her to update this and get sign off so she could continue to grow her skills.

Marsha shared practical tools with Beverley who was able to learn ways in which to prioritise and structure her day. Beverley completed the course of coaching sessions by exploring her future career options, work was done on exploring the link between the role that Beverley was in and if it matched her core values, through using the GROW model, Beverley concluded that she would like to go for the permanent role of CEO.

Following the coaching sessions, Beverley was successful in her application and has reported that her productivity and enjoyment of her work has increased. She has a clear personal development plan and is looking forward to the next phase of her career.

*"Change was needed in both my professional and personal life and Marsha's executive coaching enabled me to better understand my challenges and behaviours allowing me to take the steps needed to make positive change. Marsha's skills, holistic approach and solution focussed programme made me really sit up and think about what I actually wanted and what I could practically do to improve my work/life balance. As a result, I have now changed employers and moved onto a highly rewarding job. I actively refer to the mechanisms I learnt in the programme and I would recommend Marsha to anyone needing to re-focus and/or make changes to their personal or professional life."*

*Beverley*

# COACHING TESTIMONIAL





# STRATEGIC SERVICES

Tailored solutions including business planning, Impact & Evaluation reports including Impact reporting; Annual review; Project Evaluation Report with Evaluation Audits, marketing planning, Theory of Change, and stakeholder consultation. These help organisations meet specific needs and achieve their goals.

# Case Study

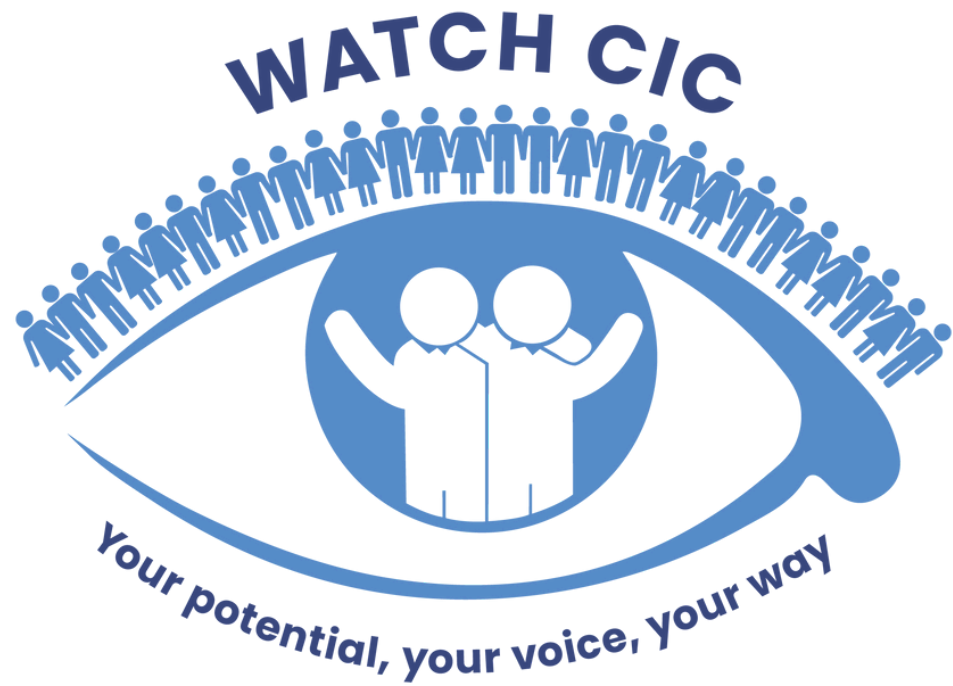
# Strategic Services

To continue its impactful work, Chard Watch required a comprehensive business plan to guide its actions and strategies for the next 1 to 3 years.

**Challenge:** Founded in 2010, Chard Watch has emerged as a pioneering peer-to-peer, membership-led organisation dedicated to combating adult social isolation and loneliness. Leveraging the lived experiences of its members, the organisation has adeptly created peer support services and training opportunities. These initiatives have significantly contributed to enhancing confidence, building new friendships, and empowering individuals.

**Our Role:** MMC was entrusted with the crucial task of developing this business plan. Our engagement began with a detailed onsite kickstart meeting, facilitated by our Strategic Services Lead Lisa Scattergood and Strategic Associate Adam Clarke. This initial consultation, attended by Julie Matthews CEO and Ken Comber Trustee from Chard Watch, was designed to gain a deep understanding of the organisation, including its strengths, weaknesses, external challenges, services, staffing, and competition.





# STRATEGIC SERVICES – THE PROCESS

## INITIAL KICKSTART MEETING

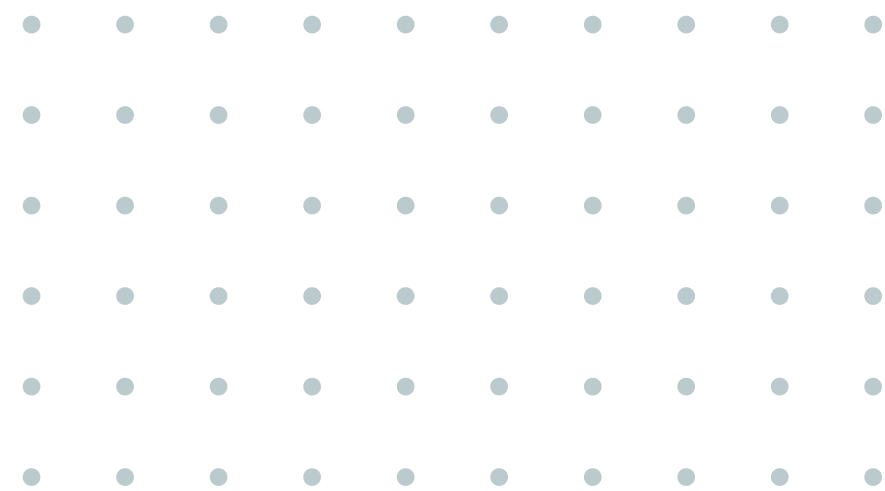
This onsite meeting was fundamental in obtaining a holistic view of Chard Watch. It enabled our team to understand the current operational processes, ambitions, and aims of the charity.

## ANALYSIS AND CONSOLIDATION

By assimilating insights from the kickstart meeting, we focused on aligning the mission and values of Chard Watch, identifying a unique selling point (USP) for future promotions.

## STRATEGIC RECOMMENDATIONS

Our analysis culminated in the development of actionable recommendations. These suggestions were tailored to guide Chard Watch in its future endeavours, ensuring sustainable growth and enhanced community impact.



The business plan crafted by MMC serves as a roadmap for Chard Watch, equipping the organisation with strategic insights and clear action points for the coming years. It reflects a comprehensive understanding of the charity's ethos, challenges, and aspirations, paving the way for its continued success and community impact.

## OUTCOME

# TESTIMONIAL



*"Working with the MMC team was instrumental for Chard WATCH and its board of directors. At a critical juncture, Chard WATCH is exploring strategies to mitigate risk and diversify funding sources in anticipation of potential budget reductions.*

*MMC's team compiled a comprehensive business plan highlighting WATCH's strengths and, crucially, pinpointing weaknesses. This roadmap will empower Chard WATCH to focus on key business elements to secure the project's future."*

*Julie - Director, The Watch Project CIC*



# AMBITIONS FOR THE YEAR AHEAD

## Establish MMC as a hub

Actively contributing to positive change within our community for the benefit of all residents

### New Website

With the help of local company R50. This will enable us to share more resources.

### Review and Refine

Our social media presence, ensuring consistency in our messaging and authenticity in showcasing who we are and what we stand for.

### Attend

Attend more networking events.

### Develop & Launch

Our learning and information service to share our knowledge.

# LET'S KEEP MAKING A DIFFERENCE TOGETHER...

We've had an amazing ten years working alongside charities, CICs, and social enterprises, and we're excited for what's next. As we step into a new decade, we're geared up to face fresh challenges and create even more impact. Contact us to find out how we can help take your work to the next level.

Stay connected—follow us on social media and sign up for our monthly newsletter for top tips, the latest industry news and more. Discover more about our projects and how we make a difference at [www.mmcltd.co.uk](http://www.mmcltd.co.uk).



*Thank you*



We would like to extend our heartfelt gratitude first and foremost to our incredible MMC staff team: Lisa, Rosie and Sean, as well as to all our current and new self-employed associate consultants for their unwavering dedication.

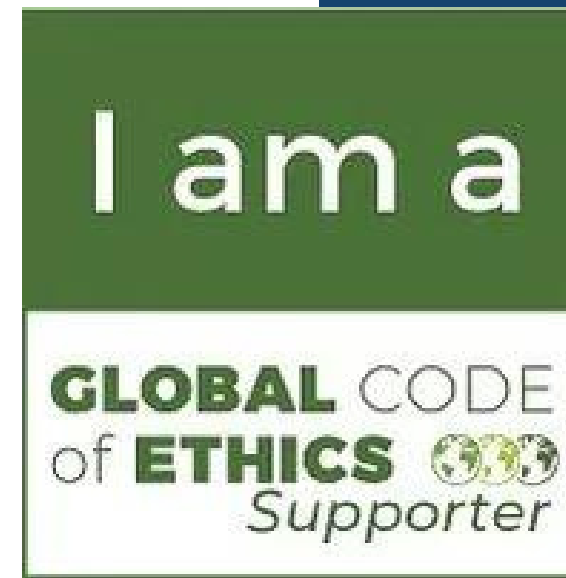


Additionally, we express our sincere thanks to our clients for selecting us as their preferred supplier. It is a pleasure working with you and contributing to the impact you make in your diverse communities.



Our appreciation also goes out to our partners and suppliers, including Design Bean, Coopers Associates, EFDE, Af IT, GRIN South West, & Newton Abbot Chamber of Commerce, for their invaluable support.

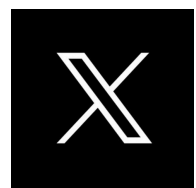
# AWARDS & MEMBERSHIPS

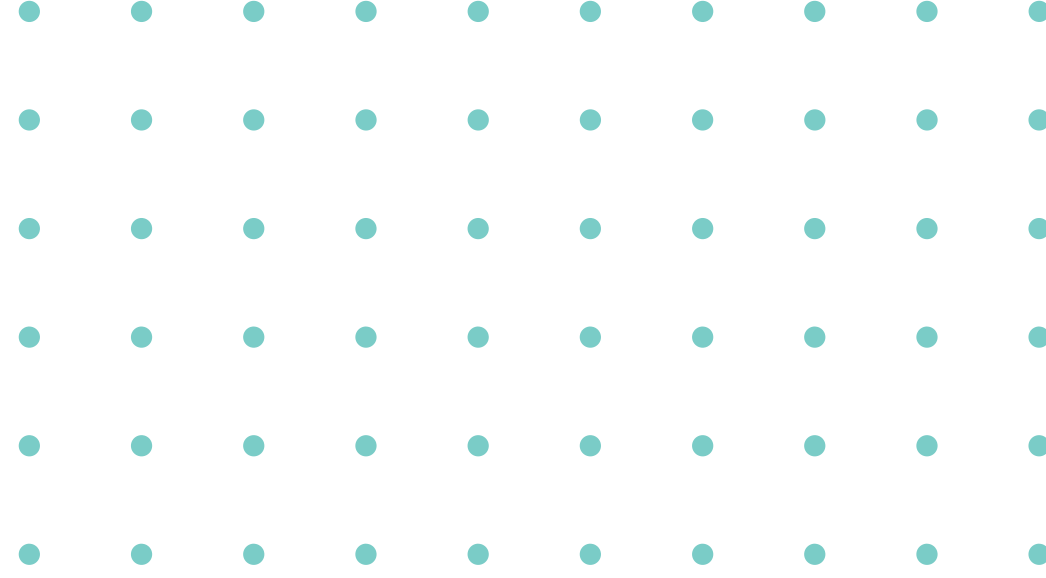


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# OUR SISTER COMPANIES



P O T E N T I A L

We're more than just a charity consultancy; we're part of a family of sister companies that help us do better.

By pooling our resources and expertise with these partners, we can tackle a broader range of challenges and make a bigger difference.

Each of our sister companies brings something special to the table, allowing us to come up with creative, effective solutions that are just right for the communities we support.

Together, we're all about making positive, lasting change. Click on each link to find out more...