



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 organisation 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 of charity consultancy:

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. Approx 2 hours work.
- **Funding Pipeline** – we will conduct initial research and create a funding pipeline of funders who may support you. Approx 1 – 2 days' work.
- **Light touch Trust Fundraising review** – we will review how your Trust Fundraising is working and provide some recommendations in a short report. Approx half a days work.

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.

What you will need to commit to:

1. Timely response to communications with the MMC team
2. Share relevant information as required
3. Promote the relationship between your organisation and MMC on social media

Timeline 25/26

Spring/Summer –

Application pack available online – Tuesday 1st April 25

Application deadline – Monday 21st April

Notification of winner – End April

Work starts – First week of May 25

Work finishes – First week of October 25

Autumn/Winter -

Application pack available online – 3rd November

Application deadline – Monday 24th November

Notification of winner – End November

Work starts – First week December 25

Work finishes – Last week May 26

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