

2024-25

# Impact Report



[mmcltd.co.uk](http://mmcltd.co.uk)



# Welcome from Marsha Cox

MMC Ltd was established in January 2014, since then we have been working with voluntary, community, faith and social enterprise organisations (VCFSE) helping them to grow and thrive.

It has been a challenging year for the VCFSE sector, with the rising cost of living and some trusts and foundations closing their funds or narrowing their areas of interest. The increases in NI and living wage has added more financial pressures onto organisations already working at capacity.

**We have responded to this challenging environment in a number of ways:**

- **Adapted our offer** to include a lower cost, light touch consultancy approach for those groups who need it.
- **Developed our Trust and Foundation program** - which is now a flexible retainer service.
- **Developed our Fundraising Strategy service.**
- **Relaunched our Learning and Development service**, providing free bite sized lunch time webinars as well as larger focused training.
- **Launched our new website** with a page for free downloadable resources.
- **Relaunched our Charity of the Season program.**
- **Invested in CPD training** for our core staff team

We have enjoyed working with many different charities and social enterprises this year. We are always proud to walk beside our clients, being part of their extended team.

Our relationships with other sectors have been a big part of our mission. Knowing that community includes all types of organisations, we have built good relationships with Newton Abbot Town Council, Chamber of Commerce, local businesses and sole traders.

We hope you enjoy reading this year's report and that it shows how we have made positive changes for our clients - reinforcing that we are Stronger Together.

We could not have done this without the help of our MMC core staff team, Lisa, Rosie, Sean and Megan, and our associates and wider partners.

We look forward to continuing our journey in 2025/26 and supporting more groups that need our help.

**Marsha Cox - Managing Director**

[mmcltd.co.uk](http://mmcltd.co.uk)





# Mission and Vision

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



**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.

## Warm & Welcoming

We are relatable, personable and approachable. We strive to be accessible and non-corporate in everything we do, creating an environment where people feel comfortable and valued.

## Curious & Issue-Led

We are deeply interested in current social challenges and always guided by the issues that matter most. Our curiosity drives us to keep learning and stay relevant.

## Respectful & Principled

We act with integrity and treat everyone with respect. These values are at the heart of how we work and how we build trust.

# Our Values



## Customer Focused

We embrace our clients' vision and take the time to understand how their organisations work. We are passionate, responsive, and nurturing in the way we support and partner with them.

## Innovative & Flexible

As knowledgeable specialists, we're not afraid to do things differently. We are committed to adapting, evolving, and finding creative solutions.

## Socially Responsible

We are a social business committed to making a positive difference. We take our social and environmental responsibilities seriously and invest our time and resources to create meaningful impact wherever we can.

# Key Achievements this Year

## Sponsoring Community Council for Somerset Conference

This year we sponsored the first 2024 Somerset Convention hosted by CCS to connect people and organisations to address the challenges facing communities in Somerset.

It was a great way for different sectors and organisations to come together and discuss common challenges facing communities including Food Poverty, Diversity, Transport, Isolation and Mental Health, Fuel Poverty among other topics.



## Team Qualifications

We're celebrating Rosie, who achieved the Diploma in Fundraising with a distinction. After all her hard work, Rosie is one of 36 fundraisers who was awarded this qualification in 2024.

***"It was a full on year of study which covered topics across different methods of fundraising and management. As I went through the course my confidence in fundraising improved greatly. I have started to put some of my learning into use and look forward to continuing to learn and grow my practice."***

***Thank you to Marsha for giving me the opportunity and support to access this learning alongside my job, and Lisa and Sean for their support. Special thanks to Nigel at ARK at Egwood CIC and Clare at Escapeline for kindly giving me their time and agreement for me to base my assignments on their charitable organisations and interest in my learning"***

Rosie Gitsham - Fundraising Services Lead





# Key Achievements this Year

## Empowering Charities: - Enhancing our online presence

At MMC, we're committed to supporting charities with the knowledge and tools they need to thrive. In September 2024, we developed and improved our website, alongside R50 Design to make it more informative and educational, ensuring it clearly highlights the services and resources we provide.

We're also strengthening our social media presence, sharing useful content, behind-the-scenes updates, and practical advice to further support the sector.

By making our expertise more accessible online, we hope to reach even more charities, providing valuable information and guidance to help them grow and create lasting change. Visit [mmcltd.co.uk](http://mmcltd.co.uk) to explore our resources and connect with us on social media and through our newsletter.



## Speaking at Newton Abbot Chamber

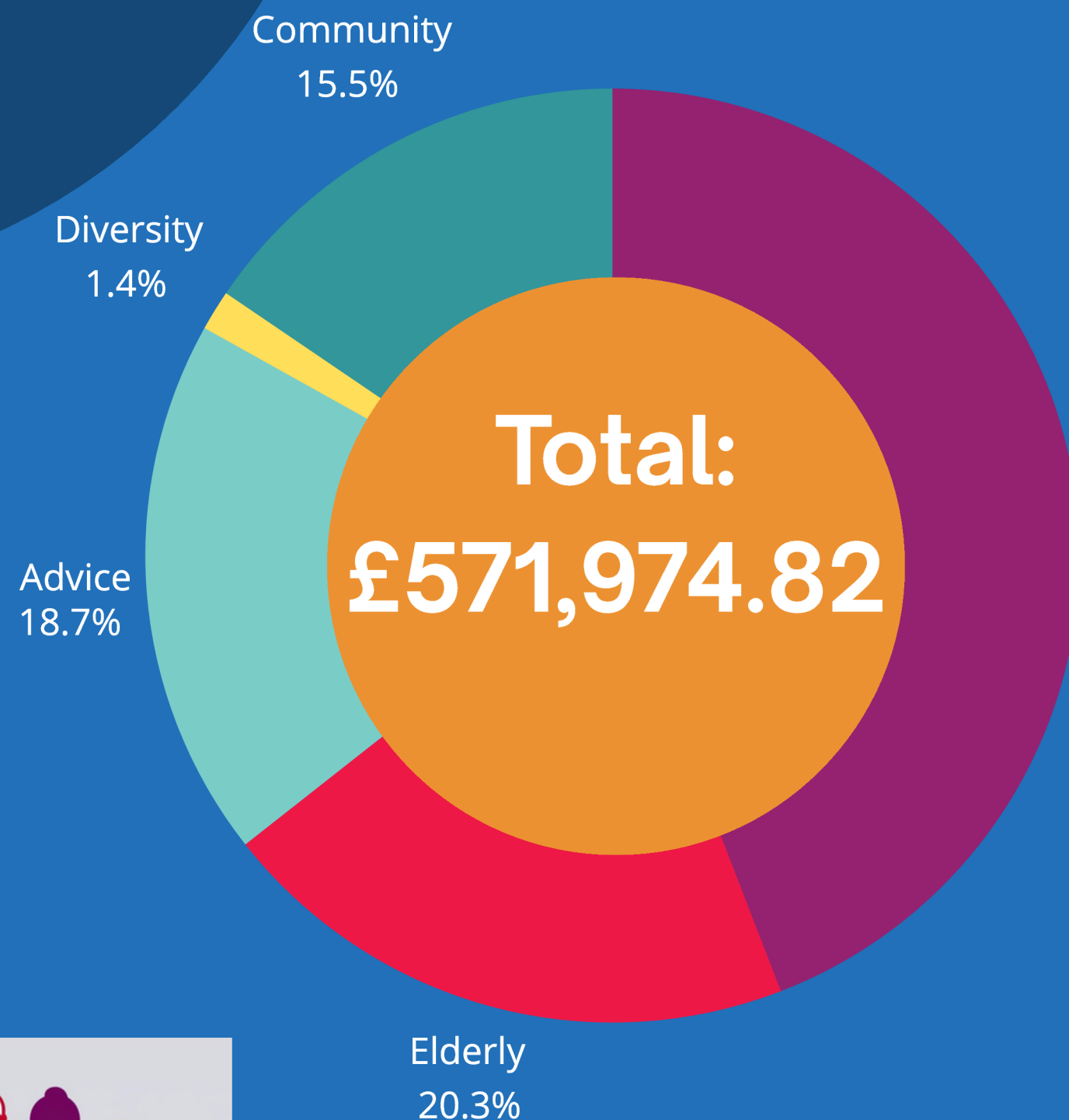
In September, Marsha spoke at the Newton Abbot Chamber Networking Breakfast on “**Recognising and Recovering from Burnout**”. Her talk highlighted the importance of workplace wellbeing ahead of **World Mental Health Day (10<sup>th</sup> October)**.

Marsha shared her own experience of overcoming stress and provided practical resources for employers, including **Mind's Awareness Kit, Mindful Employer guidance, a Workplace Mental Health Policy template, and a free Resilience Toolkit** for employees.





# Funding Raised This Year



We're proud to have supported our charity clients in unlocking vital funding that's making a real difference in their communities.

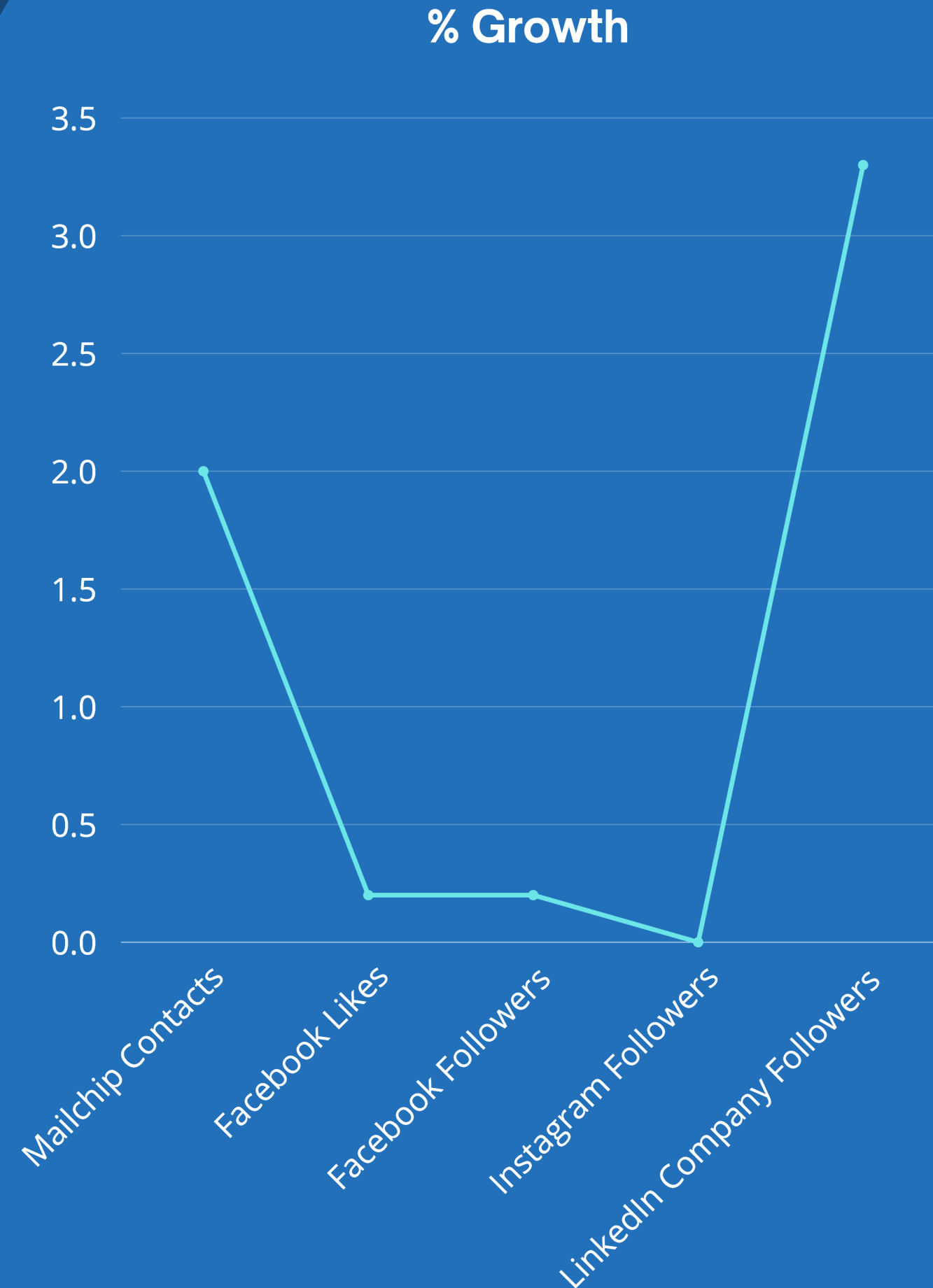
Here's a snapshot of the total we've helped them raise.

We calculate the return on investment for every client we work with. This forms part of our regular contract review meetings. We work across a broad spectrum of causes and review our ROI on specific beneficiary groups.

This year we focused on Children and Young People; Our ROI for this sector was £5.28 raised for every £1 invested in our services.



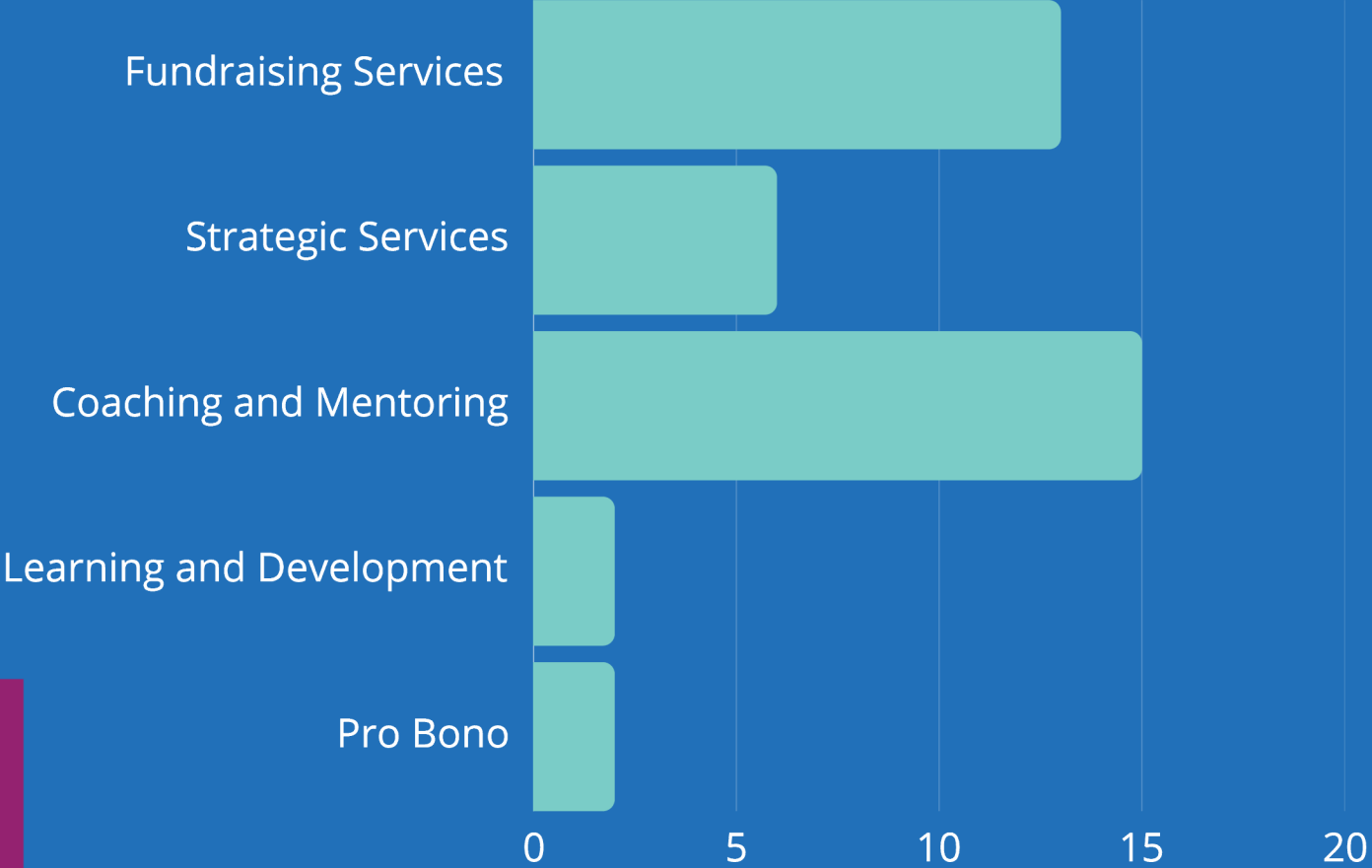
# Statistics: Marketing



We have seen substantial growth across Facebook, Instagram and LinkedIn over the past year.

Our strategy includes regular posts featuring insights, success stories, and resources aimed at supporting charities. Our highest growth has been on our LinkedIn page.

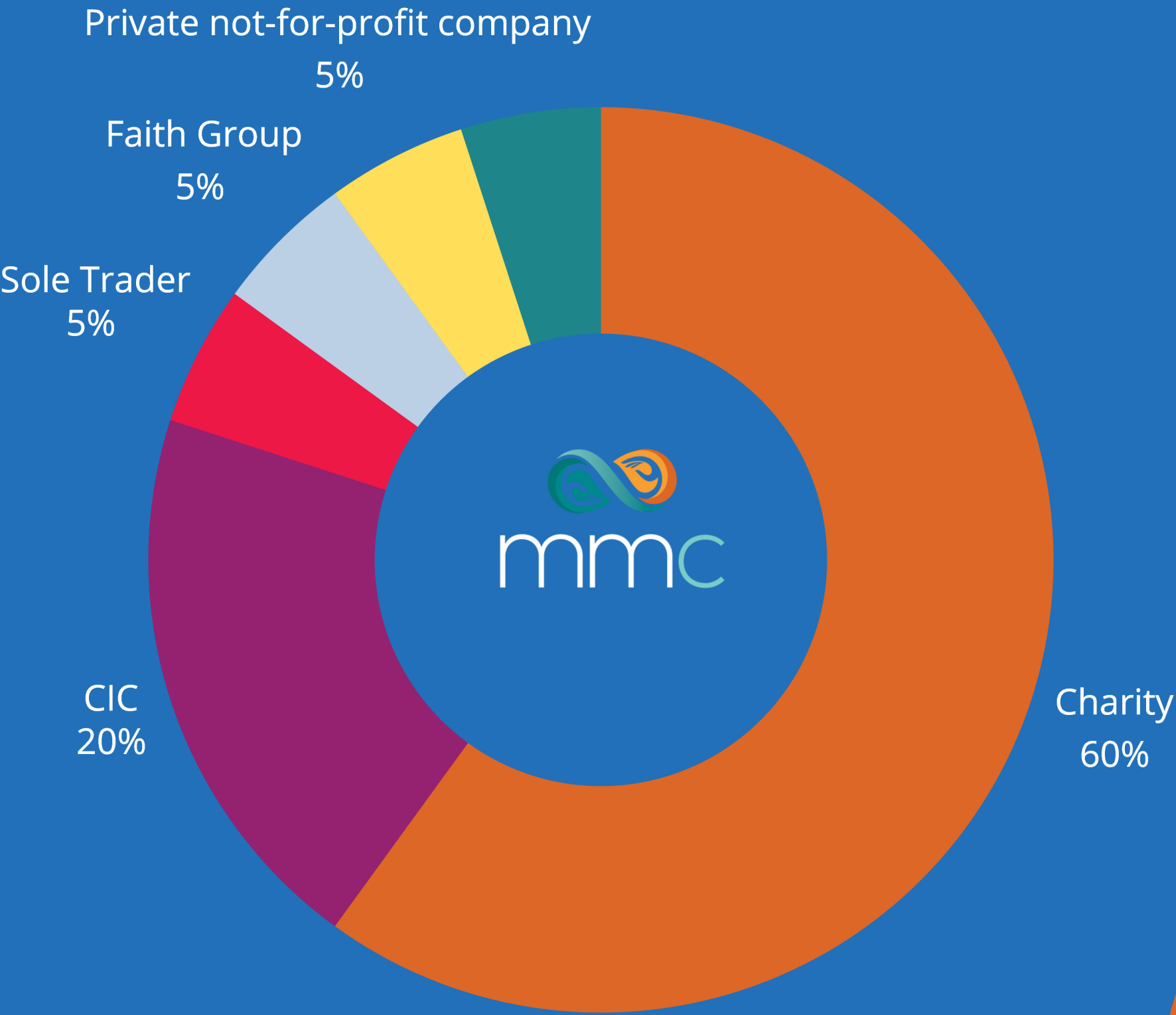
# Number of Clients Supported



We have delivered our range of services to 38 clients this year. Fundraising is still our core service, closely followed by our Coaching and Mentoring Service.



# Types of Organisations Supported



It's been a privilege to support so many inspiring charities and social purpose organisations this year. From local community groups to established national charities, this slide gives an overview of who we've worked with and the breadth of our impact.



# Our Team and Associates



**Marsha Cox - Managing  
Director and Coaching Lead**



**Lisa Cox - Business  
Development and  
Strategic Services Lead**



**Sean McDonald - Fundraising  
Consultant and Digital Lead**



**Rosie Gitsham - Fundraising  
Services Lead**



**Megan Scott - Learning and  
Development Intern**

Our dedicated staff and associates are at the centre of the impact we've achieved this year. With their expertise, passion and commitment to our mission - to help our charity clients, we have been able to create meaningful, lasting change for the organisations we are here to support.

Our team brings a diverse range of skills and perspectives, allowing us to approach each project with innovation and collaboration. We are deeply grateful for their hard work and the positive impact they continue to make, as well the associates who lend their specialised support to our initiatives, strengthening our ability to support and empower the charity sector.



Marsha is a qualified Executive Charity Coach with nearly 10 years of experience in coaching and mentoring.

She specialises in providing Executive-level strategic coaching to CEOs of prominent charities such as local Citizens Advice, Age UK, and the Community Council for Somerset.

Additionally, she has mentored a diverse range of social entrepreneurs through Bath Spa University's Social Enterprise Programme, supporting artists, ethical retailers, and members of the LGBTQIA+ community.

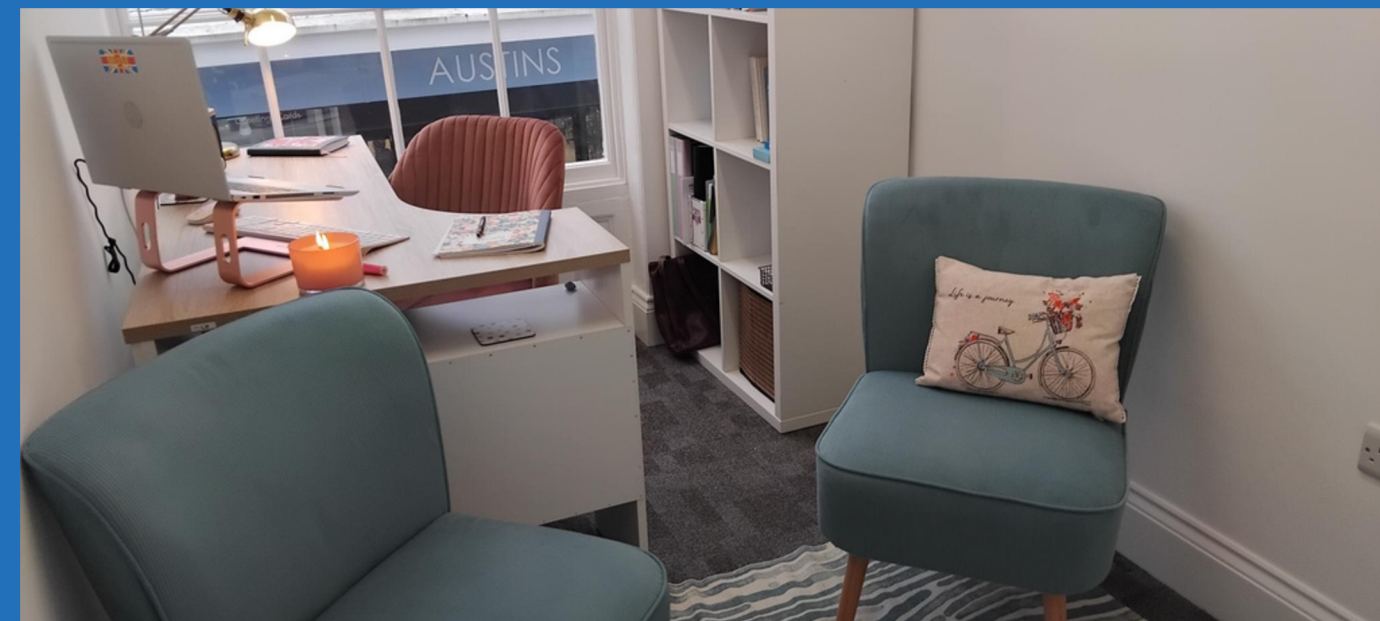
For more information visit:  
<https://potentiallife.co.uk/>

## This year's top achievements have been:

- Marsha qualifying for her ILM Level 7 Executive Coaching Diploma
- Becoming a member of the EMCC at practitioner level
- Joining the Trusted Coach Directory
- Developing her coaching and mentoring service offers

## Plans for next year include:

- Delivery of a Charity Executive Peer Reflection Group
- Development of Executive Charity Coaching and life coaching offers
- Joining and contributing to local and national networking groups





# Coaching and Mentoring Case Study

## Simply Equality: Breaking Barriers for Disabled and LGBTQIA+ Communities

POTENTIAL

### About Simply Equality

Simply Equality is a social enterprise founded by PK and Sarah to create inclusive workplaces for Disabled and LGBTQIA+ individuals. Through training, coaching, peer support, and consulting, they empower organisations to embed equality at every level.

### The Challenge

As a growing start-up, Simply Equality needed support to refine their strategy, expand revenue and secure funding - all within a limited budget. They sought a consulting partner who understood both social enterprises and the unique challenges faced by disabled business owners.

### Our Support

Through mentoring sessions, we helped them:

- Refine their business plan: Clarifying their vision and strategy for growth.
- Expand trading revenue: Developing services tailored for corporate clients.
- Identify funding sources: supporting a successful £8,000 UnLtd grant application.
- Enhance financial planning: Creating an accessible model for forecasting and funding.

### The Impact

With greater clarity and confidence, Simply Equality has expanded its reach, strengthened its business model, and secured funding to drive its mission forward.

### Client Testimonial

**“MMC helped us break through barriers, refine our strategy, and build a solid foundation for growth. Their support was not only expert and insightful but deeply compassionate. Thanks to MMC, we have secured funding and gained the tools to thrive. We couldn’t recommend them more highly.”** PK - Founder

**simply   equality**

# Strategic Services



At MMC, we offer a range of strategic services designed to help CICs, charities and social enterprises achieve their goals. Our services include business planning, impact and evaluation, Theory of Change, and marketing, all tailored to support sustainable growth and measurable impact.

We work alongside our clients to develop practical, results-driven strategies that ensure long-term success and help them make a difference in their communities.

## Highlights and Developments this Year

- We incorporated some free resources around evaluation and marketing onto the MMC Website.
- Lisa began her CIM Level 6 Diploma in Marketing & Digital Strategy

## Plans for Next Year:

- Looking ahead, we're committed to creating a range of valuable resources to help our clients think strategically, even with limited time on their hands.
- We're developing our marketing services further, ensuring that organisations have the support they need to communicate their purpose and impact with confidence.

By working together, we can continue to build solid foundations, bring fresh ideas, and help each client stand out for all the right reasons.



# Strategic Services: Case Study

## No Limits Cafe- Newton Abbot



### The Challenge:

No Limits Café, a Community Interest Company in Newton Abbot, champions inclusion for people with additional needs.

### They needed help with:

- Bid writing under tight time pressures
- Updating their operational business plan
- Improving data evaluation methods
- Long-term project evaluation and financial resilience after securing National Lottery funding

### Our support:

MMC worked closely with No Limits to shape a clear three-year business plan and support their strategic goals. Following an in-depth onsite meeting with key staff, we developed their first National Lottery impact report, created a theory of change, researched funding opportunities and guided bid applications. We also provided hands-on advice around fundraising, project management, marketing, and organised bespoke trustee training to strengthen leadership.

### The Process:

- Kickstart onsite meeting
- Three-year business plan
- Impact report and theory of change
- Funding research and applications, including crowdfunding match-funding
- Ongoing advice and trustee training

### Outcome:

Despite their closure in March 2025 due to the wider economic climate, No Limits strengthened their internal capacity during our work together. They gained a clear strategic plan, improved fundraising approaches, better evaluation methods and a more confident leadership team. All of which helped them navigate a challenging environment for as long as possible.





# Fundraising Services

We help to strengthen a charity's trust and foundation bid writing by providing capacity and focusing your effort where you can have the greatest impact.

Our services include retained grant management, bespoke grant writing, funder pipeline, bid reviews and this year we launched a facilitated fundraising strategy and action plan.

We are proactive, hard-working and flexible. We work alongside our clients to develop a practical strategy to support their future and help them to make a difference .



## Highlights and Developments this Year:

- Rosie awarded a Diploma in Fundraising (Distinction).
- Helping our clients to build relationships with funders.
- Helping our clients receive grants from funders that have not supported them in the past.
- Helping our clients respond to funders requests for further information which has resulted in grant awards.

## Plans for Next Year

- Work alongside our clients to apply for more strategic grants.
- Adapt the bid writing service to help our clients manage their growth.
- Review and update our fundraising resources to help our clients continue to adapt their fundraising.

# Fundraising Services Case Study

**Citizens Advice Braintree and South Essex (CABSE)** is a local charity. Whatever their problem, CABSE helps people find a way forward through clear and confidential advice to improve their financial situation and wellbeing.

**Context:** In 2023, MMC had been working with the charity in Braintree to provide additional capacity. In late 2023 they merged with another local Citizens Advice charity to form CABSE.

**Our role:** MMC was asked by Kathy Kentish, CABSE CEO to deliver an outsourced trust and foundation bid writing service. During the first month our team gathered information from Kathy. Two members of our team developed a funding pack which included a master Case for Support for each project identified and a Funding Pipeline of potential funders.

**Process:** Together with Kathy, funders were identified and our team developed tailored bids to each funder. This involved:

**Associate Expertise:** Working with an Associate who is a former CEO of local citizens advice charity.

**Bid Assistance:** Providing CABSE with comprehensive information about each funder and their requirements.

**Bid Development and Submission:** Writing and sending tailored applications, letters and proposals.

## Outputs:

1. Case for Supports for four projects which can be tailored to each funder and used to help fill in applications.
2. Bids submitted on a monthly basis
3. Funding pipeline - prioritised list of researched funders to apply each month.

## Outcomes:

- New funder relationships have been established
- Fully funded 12-month pilot outreach project
- Strategic approach being developed to apply for multi-year funding

**“MMC are a pleasure to work with, professional and knowledgeable about bid writing and fundraising. Their work in 2024 has enhanced our ability to increase funding and diversify our income streams, leading to increased service delivery to help our local residents. Thank you”.**

Kathy Kentish, CEO.



# Community and CSR Charity of the Season

As a company director, I believe businesses have a responsibility to contribute to the communities they serve. Giving back through corporate social responsibility - whether by offering pro bono support to charities through our Charity of the Season program, or through mentoring leaders, or sharing expertise- helps create lasting positive change.

For me, it's about more than just business, it's about using our skills and resources to strengthen the charitable sector, empower organisations by making a difference and ensure that those who need support the most can access it. By investing in social good, we build stronger, more resilient communities where everyone can thrive.

Marsha Cox.

Each year, MMC invites applications for our Charity of the Season program. We proudly support two charities or CICs throughout the year.

## What The Winner Receives

The selected charity or CIC will benefit from a range of support provided by MMC and our sister company, Phoenix Sounds. This support lasts for 6 months and includes opportunities for partnership working, free consultancy and support.



The winner of our Autumn/Winter Charity of the Season Program was Become United: “MMC Ltd generously provided Become United with pro bono support and as a small charity, we found their assistance to be truly invaluable. Their guidance has been instrumental in helping us grow and build resilience, something our board deeply appreciates. We are incredibly grateful to the entire team, especially Marsha and Rosie, for their dedication and generosity. Thank you so much for your support - it means the world to us!”

Mohammad - Director

# Collaborations and Community Partnerships

Networking is a core part of our approach at MMC. Once a month, Lisa, alongside other MMC colleagues attend the Newton Abbot Chamber of Commerce breakfast meetings. These gatherings provide a valuable opportunity to share ideas, learn about local challenges and build community partnerships that benefit everyone.

In addition, Marsha and Lisa sponsored the CCS conference in November 2024 at Canalside in Bridgwater. The event brought together representatives from around 80 organisations and charities from across the region, all focused on addressing the challenges facing Somerset communities.

## Panel discussions covered a range of topics including:

- Creativity and the Arts
- Infrastructure and Connectivity
- Breaking barriers and Youth Engagement
- Long term strategies for Volunteerism and Community Engagement
- Funding and Collaboration

These networking events have not only expanded our connections but also enriched our understanding of the broader challenges and opportunities within the charity sector.

## Additional Networking Opportunities

Over the coming year, we plan to expand our network in two ways: first, **by meeting regularly with our clients** to see how they're influencing their local communities. This will help us offer more tailored support and build on the work already underway. Secondly, **we'll connect with new local business groups**, such as Coast and Connect, to exchange knowledge and uncover fresh opportunities.

Rosie will also attend the CIOF's South West Fundraising Conference, gathering new ideas and forming valuable connections.

At the heart of it all is the belief that genuine relationships spark innovation and help everyone adapt in an ever-evolving environment.





# Plans for 2025-26

## MMC Service Developments

The MMC team meet for informal team chats every two weeks to reflect and celebrate the work we are doing with our clients. We meet quarterly for a half day team session, where we look more deeply at any challenges or areas of improvement that will improve the way we work.

Every August the MMC team make space in our usual working routines to work together on business development.

In light of the changing funding landscape, we are planning a period of review focused on our two most popular services; Fundraising and Coaching.

We will be underpinning our development time with the following themes:

Resilience  
Wellbeing  
Flexibility & Innovation  
Partnerships & Collaborations

## Fundraising Strategy

Speaking with our charity clients we have identified a common need to create or revisit their Fundraising Strategy. This process helps charities review their fundraising, identify opportunities and create a simple action plan to help take these forward.

We're pleased to launch a new service - **Facilitated Fundraising Strategy & Action Plan.**

**Who it's for:** Growing organisations with a stable operational base and supportive leadership team. Ideal for those making the case for investment.

### What you gain:

- A safe space to consider your fundraising
- A bespoke fundraising strategy
- A clear, actionable plan that maximises financial support.
- Plus, we offer implementation support to help you put your strategy into action.

**Our Promise:** Simple and practical support, strategic expertise; mentoring approach.



# News from Our Sister Companies

## Phoenix Sounds

In December 2024, Phoenix Sounds unveiled its brand-new website, offering easy access to pre-releases, fresh sounds and a more engaging online experience to complement the Newton Abbot store. The updated layout is far simpler to explore than before, with extra information on each release and new ways for customers to chat and connect.

This improvement helps Phoenix Sounds maintain the welcoming atmosphere that regulars love, even from the other side of a screen. Plus, thanks to Discogs integration, music lovers and vinyl collectors can now snap up rare second-hand records with just a few clicks. It's all about making life easier for fans, no matter where they call home.

You can check out this great website by visiting [phoenix-sounds.co.uk](https://www.phoenix-sounds.co.uk)



## Love Community CIC

Marsha continued her work as a volunteer Director for Love Community CIC this year.

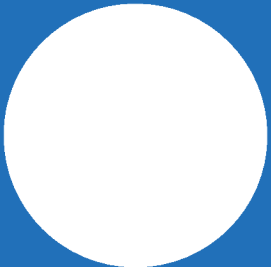
Love Community CIC is a strategic umbrella organisation that represents a range of community based initiatives. The company aims to support activities that will benefit the whole community with the intention of reducing social isolation, increasing community engagement, increasing health and wellbeing, building confidence, forming friendships and learning new skills. Marsha and Adam facilitated a business planning workshop with the other Directors which resulted in a road map for future development and direction.

For more information go to <https://www.lovecommunitycic.co.uk/>





# Accreditations



Good Finance





# Thank You

## Contact Us

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