

**Report to The Funding Network
From School for Social Entrepreneurs
in respect of Chrissy Townsend and Teviot Action Group**

How you spent the grant

The grant was spent in supporting **Crissy Townsend** a student of **Ready steady Grow (RSG)**. This is the SSE's first specialist hands-on programme which started in January 2004. RSG is designed especially to help people confidently tackle the challenges of significant growth in a rapidly changing environment.

Chrissy is one of 20 participants with a demonstrable track record at the school over the course of this year for intensive study periods to hear from practitioners, innovators and experts in their fields, to visit other organisations and, importantly, to learn from each other through challenge and critical discussion. Students then put those new skills and techniques into action in their own organisations. They are also supported by tutors and mentors.

The course combines creative techniques for cultivating new ways of thinking with up-to-the-minute briefings. It offers the opportunity for working with others who have already taken the path to meeting the new generation of funders and financiers.

What results you have achieved

From January to May students have covered three themes:

- Why Growth: Choices and Challenges
- Strategies for Growth
- Gaining Momentum: organisational identity, gathering people and resources

Within these thematic units students have had an opportunity to hear expert witness presentations on:

- The Growth Imperative
- Branding and marketing
- How to Lobby
- A strategic funding Analysis
- Talking to Funders: what works and what doesn't
- Which are You: Entrepreneur/Innovator/Manager?
- The Shape of things to come
- Trade or Die: why the charity which doesn't earn has had its day
- Legal Structures
- Strengthening entrepreneurial behaviour
- Achieving sustainability

Project visits have been undertaken to:

- Hales Gallery, Deptford
- Kaleidoscope, Kingston-on-Thames
- Bromley by Bow Healthy Living Centre
- Community Food Enterprise Newham
- Happy Computers, Whitechapel

This learning has been supplemented by tutorials, meetings with mentors and Action Learning sets.

Chrissy has made considerable progress with a funding strategy around new projects under development at TAG. Other issues being considered by TAG as a direct result of Chrissy's participation on RSG include:-

- incorporating TAG
- year end account preparation – although the organization have an excellent record in managing their money and providing value for money some extra work is needed on year end account preparation
- increasing and developing their funding base
- project planning
- budgeting

Any Media coverage of the project

RAG has received has very favourable press coverage (press cuttings have been sent under separate cover). TAG also receive local press coverage for their work with residents on the Teviot Estate and this is mostly due to Chrissy's knowledge and networks. Chrissy is often asked to speak at events and to take part in joint working boards around regeneration issues. (TAG press coverage is being sent under separate cover)

A one paragraph summary of the projects progress with the TFN grant

The TFN funding has enabled Chrissy to implement increased knowledge and skills within TAG and to develop the work of the organisation. Participating on the SSE learning programme has given Chrissy the confidence to develop new projects and apply for more funding. Issues of values and culture have been debated with TAG as the organization grows. A key development in their work with children and they are now in the process of registering with Ofsted for their "Kids Club". Chrissy has also negotiated with Reed Employment Agency to work with her in TAG to set up the employment agency. TAG have also moved into an organization which employs, although their commitment to and the involvement of volunteers remains critical to them.

New project under development with TAG include :-

- employment project coupled with basic skills for adults – moving them closer to the labour market
- community cohesion events
- volunteer training programme
- cook and eat project
- food co-op
- arts and craft for isolated elderly residents
- expansion of Kids Club