

BOOK NOW Cost: £210 inc VAT

fundraising training Ltd

 **MOORE** Kingston Smith
Fundraising & Management



financial skills for fundraisers

11 February 2020 trainers: [Bill Bruty & Mark Salway](#) venue: [Moore Kingston Smith](#) [MAP](#)

THE AIMS

- To provide participants with an understanding of how to read and interpret the accounts of a funder.
- To explain how using financial information can improve one's approaches to funders, and improve the internal influence of fundraisers.
- To equip participants to present their budget proposals in a format that is ideal for grantmakers.
- To equip participants to understand the accounts of their own charity and to explain key financial issues.

OUTCOMES

As a result of attending this course participants will be able to:

- ➔ Identify key financial documents published by a trust
- ➔ Interpret a profit and loss account of a trust, Balance Sheet and their related documents.
- ➔ Design and present a project budget in a format that complies with good accounting practice.
- ➔ Describe the key issues within their own charity's accounts and set about finding answers.
- ➔ Establish better internal credibility by improved understanding of financial terms.

PROGRAMME

- | | |
|-------|---|
| 09.45 | Introduction and Aims for the day. |
| 10.00 | Understanding the accounts of a Charitable Trust – The Balance Sheet; the Statement of Financial Activities and interpreting the notes... |
| 11.15 | Coffee |
| 11.15 | Understanding your own charity's accounts – gaining internal credibility |
| 12.45 | Lunch |
| 13.45 | Using financial information to improve approaches to a funder. |
| 15.00 | Tea |
| 15.15 | Designing and presenting Project Budgets Effectively |
| 16.30 | Course Review and Evaluation |
| 17.00 | Depart |

The leading grantseeking experts, Fundraising Training Ltd, is joining forces with the leading accountancy firm, Moore Kingston Smith, to re-introduce this unique course on the essential skills of finances for fundraising.

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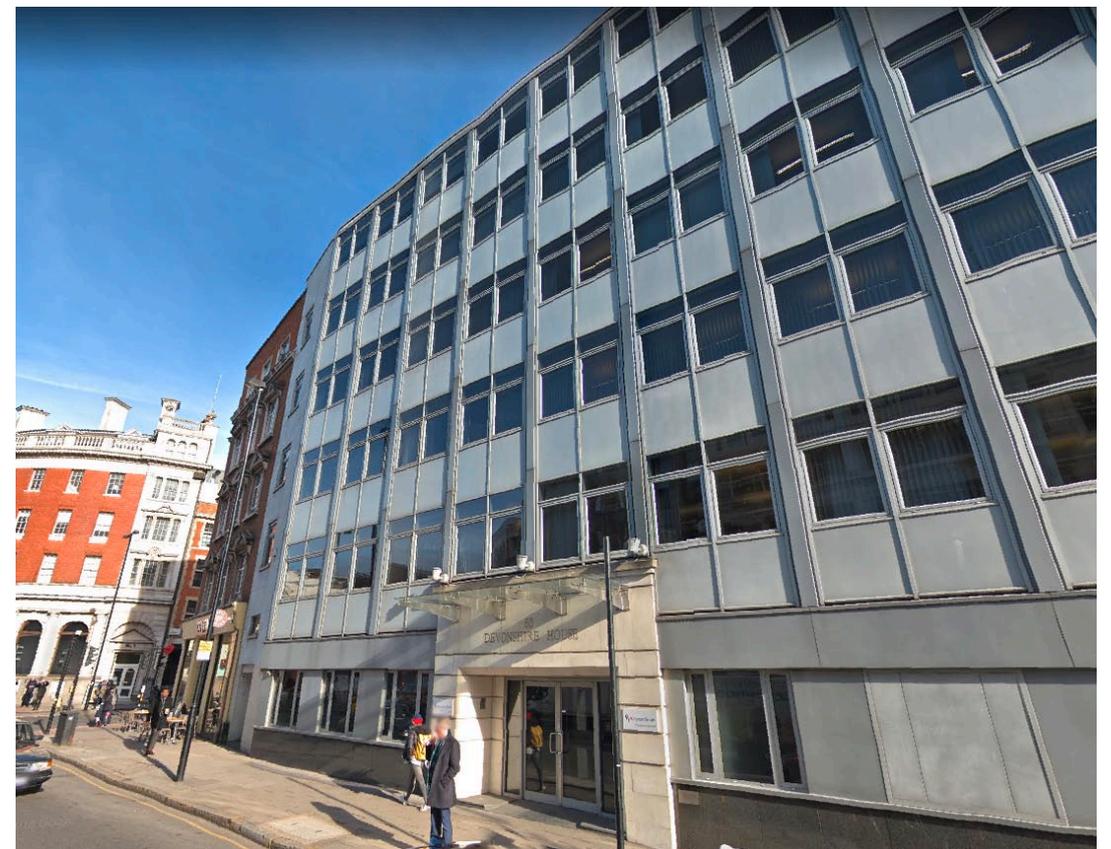
Bill Bruty

Over a career spanning 25 years as a specialist fundraising trainer, Bill has developed his own remarkable style which is underpinned by imparting skills based upon proven concepts and tools. His experiences are drawn from over 30 years of trust fundraising which started with a cold call to a trustee in 1988 to a proposal to the the William and Flora Hewlett Foundation at the end of 2018. He has experience of fundraising for a wide range of causes, from the environment, health, the arts and higher education. His training techniques, fundraising ideas and case studies are drawn from all over the world. The marriage of the expertise of Moore Kingston Smith and Bill's extensive fundraising track record and unconventional training style will ensure that this course will be truly memorable.



venue [MAP](#)

Moore Kingston Smith



Mark Salway **Moore Kingston Smith**

Mark Salway is Managing Director, Fundraising and Management, at Moore Kingston Smith. He is passionate about creating financial sustainability in charities, effective fundraising and linking this to the impact charity's create. Mark is also responsible for the Social Enterprise and Advanced, Audit, Accounting and Taxation courses for Cass Business School. He is a fellow of the Institute of Chartered Accountants in England and Wales. Mark has had extensive experience as a Finance Director in the sector over a twelve year period. His longest being eight years at CARE International. He has been a management consultant for industry, government and with many non-profit organisations – from the UN and large NGOs, to Age UK, the Children's Society and many small charities – over a further eleven years. He balances off practical experience with a real want for people to ask questions and learn. Mark tries to have a sense of humour and is nuts about swimming.



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