

# Social Investment Catalyst Programme – for the VCSE sector to support social enterprises and charities to grow.

## Masterclass Programme



The Catalyst programme masterclasses will be delivered by the Royal Society for Public Health (RSPH) and Carole Donnelly a local social entrepreneur in partnership with a variety of keynote speakers from the VCSE sector across the Midlands. We are running the masterclasses over a lunchtime to allow for maximum participation and recordings will be made available for those who cannot attend or must leave part way through the session. We will also be sharing case studies to accompany the masterclasses for each topic in-between the masterclasses programme. We welcome case studies from organisations who wish to share their journey and the lessons learnt.

Each masterclass will commence at 12:30pm & aim to finish before 2pm – feel free to bring your sandwiches and soft drinks along – just turn your camera off if you do not want to be seen eating and drinking during the session.

Masterclasses will run every 2nd Thursday from the 10th September until Thursday 19th November.

### Masterclass 1: Thursday 10th September 12:30–2pm

- **Introduction to public health and social investment:** this session will focus on developing a growth mindset and where next post Covid-19. We will also look at what makes a resilient organisation and can social investment benefit your organisation during uncertain times.
- Led by Kiran Kenth – Director of National Regional Programmes for RSPH; Matt Smith CEO Key Fund and Carole Donnelly CJD Consultancy



We will also be delivering The Social Investment Catalyst Programme – Digital Conference 2020 on the 29th October 2020 at 10am – 2pm. The Social Investment Catalyst Programme – Digital Conference (#SIWM2020) [Social Investment West Midlands] will bring together a network of voluntary and community sector organisations, social enterprises and social investors to provide an insight into current thinking and latest developments in the field from a variety of perspectives: policy, practice and prevention.

SIWM2020 will be a unique opportunity to receive leading expert knowledge in these 4 key areas:

- What does good social finance look like during and post covid
- Continuation, change and supporting the recovery and growth for VCSEs
- Place based investing – the place to be
- Social ventures' role in a bigger society, and why they need better finance

### Masterclass 2: Thursday 24th September 12:30–2pm

- **Partnership and Collaboration:** this session will focus on how you can extend your partnership working. What are the key issues when merging and collaborating with others? What impact will mergers and collaboration have on the community and the VCSE sector? What are the demands we can expect post Covid-19 and how can we 'Bounce Back Better'? We will also look at the West Midlands Combined Authority Social Economy report as a case study for growth.
- Led by Brian Carr, CEO from BVSC supported by Carole Donnelly, Claire Spencer WMCA and a representative from Birmingham Social Enterprise City (possibly Alun Severn Third Sector Services)

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**RSPH**  
ROYAL SOCIETY FOR PUBLIC HEALTH  
VISION, VOICE AND PRACTICE

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### Masterclass 3: Thursday 8th October 12:30–2pm

- **Confidence, capability and continued success:** this session will focus on how you can bounce back, looking at the tools needed to build a resilient organisation to move towards growth. When is it the right time to take on social investment? We will focus on overcoming fear and resistance within your organisation and how you bring your governing board along with you on the journey.
- Led by Afzal Hussain Chief Operating Officer from Witton Lodge Community Association and Carole Donnelly

### Masterclass 4: Thursday 22nd October 12:30–2pm

- **Storytelling for impact:** this session focuses on how you share your successes and the lessons learnt. Focusing on the best social media platform to use and how to get your stories out. How is your social media presence affecting your business, understanding who the customer is and how to develop an effective communication strategy for the next 1–3 years.
- Led by Sally Ryan, marketing specialist and Steve Sharma Communications officer at WLCA plus Power to Change marketing team

### Masterclass 5: Thursday 5th November 12:30–2pm

- **Cash Flow forecasting made simple and demonstrating social value:** this session focuses on overcoming your fear of finances, looking at how VCSE organisations develop financial modelling which is important if looking at taking on social investment. Life, post Covid-19, has this changed your financial position and how can you become a more resilient and develop a more robust trading approach alongside understanding how a blended finance model could work. Embedding social value into everything you do is also a key part of becoming a more resilient organisation
- Led by Heidi Fisher MBE, social value specialist and former accountant who runs her own social enterprise business.

### Masterclass 6: Thursday 19th November 12:30–2pm

- **How to be a Flourishing Organisation:** this session focuses on how you can future proof your business, planning to succeed and become even more of a sustainable organisation in an ever-changing world. By using a variety of case studies of organisations that have survived and a few that have gone under to demonstrate what it really takes to succeed and become a flourishing organisation. The aim is to learn the lessons of others so you can avoid the pitfalls. We will also take a look at governance and how to recruit, retain and grow your governing board to be the champions of your organisation. The final section will look at valuing your staff and avoiding burnout to encourage entrepreneurial growth.
- Led by Carole Donnelly with case studies presented by key organisations

## Social Innovation and Social Finance



A final report will be made available by mid-December for all attending the Masterclasses alongside a number of case studies gathered during the masterclasses programme.

All key speakers will be finalised by 31st August 2020

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