

# MINUTES

Founders' Meeting

10:00 – 14:00 Thursday 5<sup>th</sup> January 2017

The Shed, Goodland Gardens, The Bridge, Taunton TA1 1UQ



## 1. Change of address

It was resolved that the registered address of the company be changed from 1<sup>st</sup> February 2017 to: Impact Hub Islington, 27 Dingley Place, EC1V 8BR

## 2. Finance

Forecast turnover for current FY (to 31 July) is £136k. From which £2k will be profit to be used for social purpose activity. Based on this Founders' agreed to start planning for social purpose activity of around this level for 12 months from July 2017.

## 3. New Business

The new business spreadsheet was discussed and actions agreed.

## 4. Business Development

Founder Members agreed the following marketing expenditure on social adverts

- £150 on products on Google Plus
- £50 on Twitter around ECF
- £100 on Twitter around anniversary

It was agreed that social media and the news calendar should be maintained and we should focus on the social purpose for our first anniversary.

Content for the anniversary newsletter was discussed.

The following case studies need to be developed

- The Challenge – **SF**
- NPCC – **SF**
- Stagetext – **VD**
- Update PS – **SF**

**SF** to develop a generic creds document.

## Networking / Events

- Agreed to resign the Membership of CIPR paid for via the business development fund and instead trial the RSA for a year.
- **SC** and **TY** to attend ECF. A decision about the “speed pitching” element will be made in due course.

## 5. Members & Affiliates

Following agreement on Member “gaps” at the last meeting, updates were given and next steps agreed:

- Policy / PA: The proposed Member was not interested. **SF** to continue to look for suitable partner.
- Fundraising: We now have Candy on board and a meeting with Tim Kitchin (Commission from Donor Experience) took place
- Digital build: **SF** to meet with Tim & Steph at Helpful Technology
- Ad buying: No progress
- Research: **SF** to meet with Sapio Research

It was also agreed to meet with other key potential Members to discuss joining the Collective.

#### 6. Social Purpose Fund

It was agreed to hold a poll to understand what training the social purpose fund should deliver.

#### 7. AOB

The next meeting will take place on 17<sup>th</sup> May 2017 in London.