

# MINUTES

Founders' Meeting

15:30 – 17:00 Wednesday 17<sup>th</sup> May 2017

House of Commons, London, SW1A 1AA



## 1. Finance

Forecast turnover for current FY (to 31 July) is £180k. From this, upto £5k may be profit to be used for social purpose activity. However, this still needs to be confirmed by the accountant.

Approximately £70k of income is projected for the next FY (to 31 July 2018). A budget based of £10k expenses was approved on the assumption that income of at least £100k could be expected.

**SF** to check additional signatures on the account

## 2. New Business: what's in the pipeline

The new business spreadsheet was discussed and actions agreed.

## 3. Business Development

It was agreed that by October, a central marketing plan should be developed with individual actions agreed to ensure networks are divided between Members.

More focus on LinkedIn should be a priority and Twitter momentum should be maintained via a £100 fund for targeted Like Ads to charity chief executives.

Case studies need to be developed:

- QED – **SC**
- CASE – **SD**
- Stagetext – **VD**

A credentials powerpoint has been developed and will be finalised.

Charity Comms membership will be investigated – **SF**.

## 4. Members & Affiliates

Following feedback from the Ethical Champions judging panel, the following actions were agreed:

- Compact with Members to be drafted – **SC**
- Members will be asked to contribute to updating skills and availability on a central spreadsheet at least monthly to help identify who can best work on new business opportunities – **SF**

The following Members / Affiliates are still required

- PA – no progress made
- Fundraising – **SF** to use Scottish event as a way of finding someone

A Members Get Together should be a key part of any social purpose event.

## 5. Social Purpose Fund

Based on a provisional social purpose fund of £5k, **SF** will ask Members for suggestions of proposals to spend £1k on activity.

**SC** will investigate mentoring / sponsorship / small charities coalition ideas to fulfill the mentoring part of the social purpose

**SF** will work with **NP** on a freedom of speech event

## 7. AOB

The next meeting will be in late September or early October, depending on client events