

# Business Plan

## 2018



Events company who specialise in fundraising events for small UK charities

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## Table of Contents

<b>1.</b>	<b>Introduction .....</b>	<b>3</b>
<b>2.</b>	<b>Enterprise Concept .....</b>	<b>4</b>
	2.1 <i>Executive Summary .....</i>	4
	2.2 <i>Mission Statement .....</i>	4
	2.3 <i>Values .....</i>	4
	2.4 <i>Pricing and Services .....</i>	5
<b>3.</b>	<b>The Founder .....</b>	<b>6</b>
<b>4.</b>	<b>The Market .....</b>	<b>7</b>
<b>5.</b>	<b>Market Research .....</b>	<b>8</b>
	5.1 <i>Desk Research .....</i>	8
	5.2 <i>Field Research .....</i>	9
	5.3 <i>SWOT &amp; PEST Analysis .....</i>	11
	5.4 <i>Competitor Analysis .....</i>	12
<b>6.</b>	<b>Marketing Strategy .....</b>	<b>13</b>
	6.1 <i>Brand Identity .....</i>	13
	6.2 <i>Marketing Objectives .....</i>	15
	6.3 <i>Marketing Plan &amp; Tactics .....</i>	15
<b>7.</b>	<b>Operations .....</b>	<b>17</b>
	7.1 <i>Premises .....</i>	17
	7.2 <i>Key Partners .....</i>	17
<b>8.</b>	<b>Finance .....</b>	<b>18</b>
	8.1 <i>Start-up Cost &amp; Funding .....</i>	18
	8.2 <i>Cash Flow Forecast &amp; Income .....</i>	18
	8.3 <i>Future Investment .....</i>	19
<b>9.</b>	<b>Reflective Report .....</b>	<b>20</b>
<b>10.</b>	<b>Appendix .....</b>	<b>22</b>
<b>11.</b>	<b>Bibliography .....</b>	<b>28</b>

## 1. Introduction

The purpose of this document is to deliver a detailed overview of Helping Hands, an events company who specialise in small UK charity fundraisers. This plan will provide details of the company's goals, marketing strategies and background information. It will also be used as a guide for planning and achieving goals during the start-up phase of the business. Creating a firm business plan is vital in optimising the development of my enterprise, whilst also highlighting any potential problems.

## 2. Enterprise Concept

### 2.1 Executive Summary

Helping Hands is an events company who specialise in planning fundraisers for small UK charities. As well as events, Helping Hands will advertise for the charities which in turn will allow for more recognition allowing them to generate more money in the future. Helping Hands recognise that small UK charities are having difficulty starting their foundations, meaning they would benefit from the services we are offering.

Our key activities include;

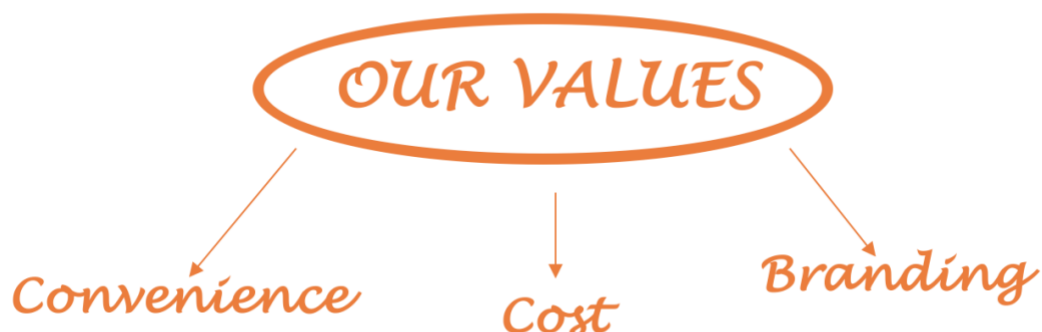
- Understanding the needs of our clients
- Planning and delivering fundraising events
- Providing advertisement for our clients online
- Negotiating prices with collaborators and clients

Helping Hands will be based in the West Midlands, however, will be able to take work with clients all over the UK. Helping Hands will operate as a limited company starting with two members of staff, the Managing Director and Events Director.

### 2.2 Mission Statement

*"Providing fundraising opportunities for your small charity"*

### 2.3 Values



### *Convenience*

Helping Hands understand that small UK charities don't have much time to organise fundraising events, so we do everything for them.

### *Cost*

Due to our clients being small charities, we want to ensure prices are low. Helping Hands will collaborate with venues and caterers to keep event costs low as possible.

### *Branding*

Helping Hands recognise our clients' needs for recognition. We will provide advertising for our clients to help them gain recognition, generating more money in the future.

## *2.4 Pricing and Services*

Initially, both the Managing and Events Director will source and approach potential clients helping spread our services and company to potential customers. Once a client is interested, a meeting will be set up to understand their needs and ideas. This service will be free of charge with the hope of gaining a client. At Helping Hands, we understand that our main target customer has little disposable income, therefore we will build relationships with our clients to provide events best suited for them.

Alongside the event, we will provide advertising on our website. This will be from a yearly subscription fee, which is included in the event package. From this our clients will gain recognition and therefore generate more money in the future.

The event itself will be researched, planned and hosted by Helping Hands. During the planning of the event, there will be several follow up meetings with the client over the phone to ensure they are always happy with the choices we are making for their chosen event. Our clients event will then be hosted by Helping Hands where we will document the fundraiser through our website.

After the event, we will include a review and development service. This will include a review of how our clients felt the event went and final count of how much money was raised. All this information will be included in their space on the Helping Hands website. We will then continue to advertise our chosen client for the rest of the year, who will then be contacted at the end of their subscription date to hopefully renew their subscription package.

### *Prices*

Silver Membership: £2000  
(1 event + 1-month free advertising)

Gold Membership: £2180  
(1 event + 1-year advertisement)

For more information, please see section 8.

### 3. The Founder

Bethany Hinton- Founder/Managing Director

#### *Who?*

From being heavily involved in raising money for small charities close to my heart from a young age, I was really passionate to start up a company devoted to helping this market. Having a strong interest in PR and events lead me onto the idea of helping small UK charities organise fundraisers, while promoting the charity to generate more recognition for them. After working in a number of different industries, I have gained several contacts with venue, equipment and catering clients who would collaborate with my company Helping Hands.



My degree in Media and Communications has provided me with skills throughout the media industry, including event management and Public Relations. This knowledge allows me to adapt different styles of events to meet my individual client's needs, whilst branding and advertising the client alongside events to promote the charity further. From working in busy environments from a young age, I have heightened my skills whilst working under pressure. This will allow me to plan events under strict time schedules and ensure I can tackle tasks and problems which may get in the way.

#### *Why?*

The main reason I want to dedicate Helping Hands to small UK charities is because my close friend passed away at the start of this year and a charity has been set up in his honour. Following this, I noticed they are finding it hard to gain recognition and raise large sums of money, which is the height of importance in the start-up years. This then lead me onto realising that the UK's smallest charities, with an income between £0-£10,000, are spending more money than they are making; thus meaning they need a company like Helping Hands to help them raise both money and recognition.

#### 4. The Market

Helping Hands main target market will be small UK charities, with an income lower than £10,000. This section of the market is rapidly growing, showing that our services are needed to help them fulfil their fundamental aim of raising money. They are also the largest number of registered charities in the UK, with over 65,000. At the moment, there are no event companies which dedicate themselves to small UK charities, meaning Helping Hands is both filling this gap in the market and standing out to our target audience.



In order for the events to be a success, Helping Hands understand there are different customer segments to consider. I will concentrate on the charities who are having the events as they are the most important as without them, there would be no customer or financial gain. However, both collaborators and donators are important as without them the event would be less successful and there would be less donations made to the charity.

## 5. Market Research

### 5.1 Desk Research

According to GOV.UK, small UK charities, with an income below £10,000 are the largest bracket and are rapidly growing. In the last three months alone, this segment of the market has grown by 25 charities, taking up 38.8% of the total market.

#### 1. 30 September 2018

Annual income bracket	Number of charities	%	Annual income £bn	%
£0 to £10,000	65,176	38.8	0.216	0.3
£10,001 to £100,000	58,054	34.5	2.071	2.7
£100,001 to £500,000	22,484	13.4	4.941	6.4
£500,001 to £5,000,000	9,355	5.6	14.000	18.1
£5,000,000 plus	2,263	1.3	56.176	72.5
SUB-TOTAL	157,332	93.6	77.404	100.0
Not yet known	10,854	6.4	0.000	0.0
TOTAL	168,186	100.0	77.404	100.0

#### 2. 30 June 2018

Annual income bracket	Number of charities	%	Annual income £bn	%
£0 to £10,000	65,151	38.8	0.217	0.3
£10,001 to £100,000	58,204	34.6	2.073	2.7
£100,001 to £500,000	22,436	13.3	4.936	6.4
£500,001 to £5,000,000	9,326	5.5	13.969	18.1
£5,000,000 plus	2,273	1.4	55.979	72.5
SUB-TOTAL	157,390	93.6	77.174	100.0
Not yet known	10,774	6.4	0.000	0.0
TOTAL	168,164	100.0	77.174	100.0

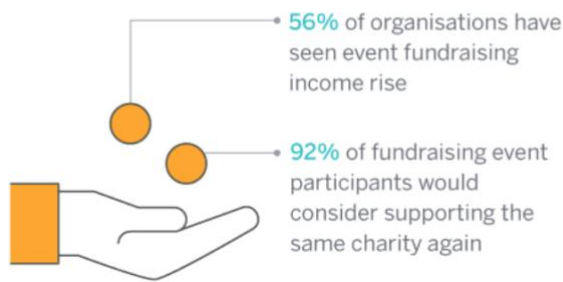
As shown by the figures above, small UK charities with an annual income between £0-£10,000 are growing at a substantial rate. Through our services, Helping Hands intend to boost this section of the market by raising their income, therefore reducing the number of charities in this price bracket. Helping Hands aims to retain our client's custom as they grow, which in turn will generate increasing revenue.

Further research also shows that our target market is spending more money than they are making, with a loss over £170,000. This again shows Helping Hand's services are needed in order for our clients to boost profits.

Income band	Charities	Total income £000	Total spending £000
£0 to £10k	75,925	227,017	398,662
£10k to £100k	58,204	2,155,118	2,352,976
£100k to £500k	22,436	4,969,945	4,782,264
£500k to £5m	9,326	14,172,541	13,552,958
Over £5m	2,273	55,224,764	52,742,022
<b>Total</b>	<b>168,164</b>	<b>76,749,385</b>	<b>73,828,882</b>



## Charity events



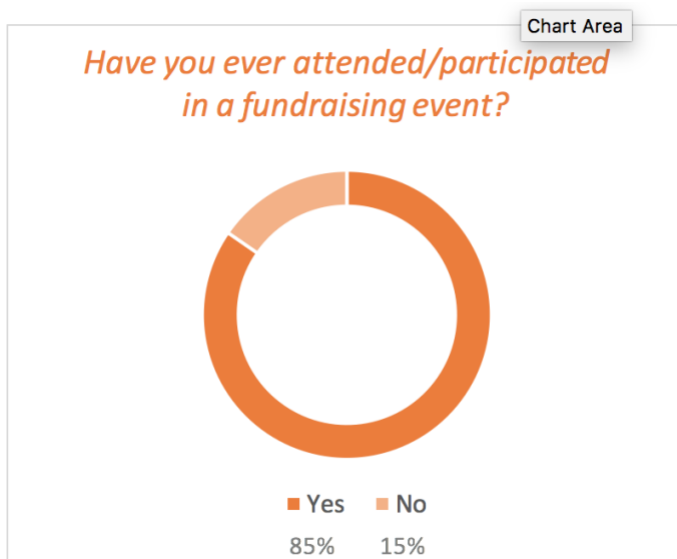
Eventbrite have released a statement showing that following recent charity events, 56% of organisations have seen their event fundraising income rise. As well as income rising, they say 92% of participants who attended fundraising events, would consider supporting the same charity in the future, thus supporting Helping Hands aim of generating money for our clients both during and after the event itself.

According to Eventbrite, “participant numbers have doubled” in fundraising events since 2007, showing more and more people are participating in fundraising events, generating more money for our charities.

## 5.2 Field Research

During the development of Helping Hands I conducted a survey in order to gain more understanding into the public's thoughts of the company. Moreover, this was done to understand what charities people are currently donating to. Here are the results and comments of the most useful questions asked. Please see appendix D for further results.

### Question 1



### Selection of Comments

☐ Help for heroes and Brain Tumour research  
12/10/2018 6:38 PM

☐ Alzheimer's  
12/10/2018 6:38 PM

☐ walking with the wounded  
12/10/2018 6:38 PM

☐ UNICEF  
12/10/2018 6:25 PM

☐ Birmingham Children's Hospital

### Question 2

*Do you think an events company who organise fundraisers for small UK charities, who have little recognition, is a good idea?*



■ Yes ■ No  
96% 4%

### Selection of Comments

☐ To get the small uk charity known

12/10/2018 3:03 PM

☐ It will highlight them as a charity & possibly promote extra fund raising

12/10/2018 2:50 PM

☐ Yes, to promote awareness about the charity beyond local level

12/10/2018 2:23 PM

☐ Because they have to establish themselves somehow

12/10/2018 12:32 PM

### Question 3

*Would you attend a fundraising event planned by a company who specialise in helping small UK charities?*



■ Yes ■ No  
85% 15%

### Selection of Comments

☐ To promote the charity & help raise much needed funds

12/10/2018 2:50 PM

☐ If it was a charity that was close to my heart, I'd want to support it.

12/10/2018 2:23 PM

☐ A very good cause and the small charities could expand in awareness and support

12/10/2018 12:32 PM

☐ To help the charity raise as much money as possible

12/10/2018 12:28 PM

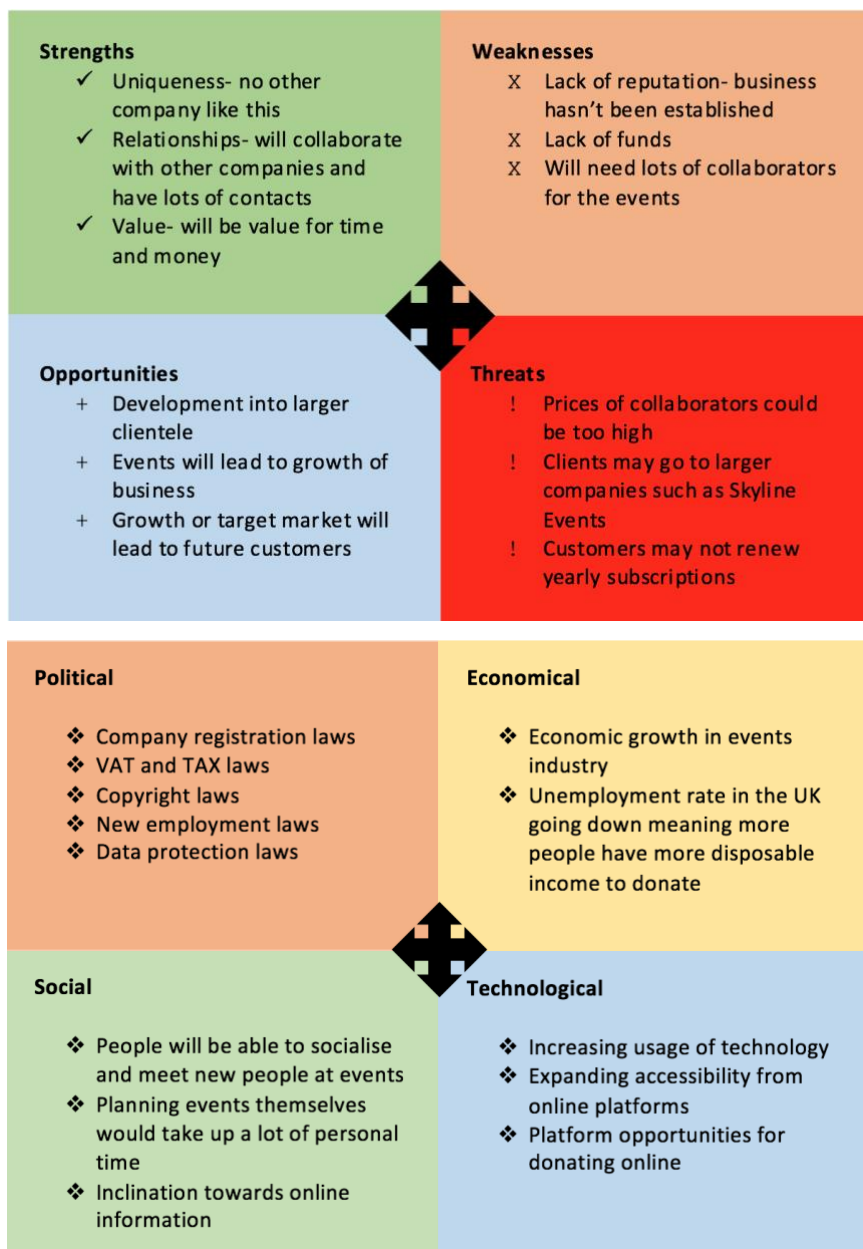
After conducting this survey, it is clear most of the participants were attending fundraisers for large UK charities, meaning Helping Hands could change this and provide small charities with the same opportunities. The results also show that 96% of participants feel the company is a good idea, and 85% would attend our events. The main reasoning for this was down to them believing small UK charities would benefit from more recognition.



In order to further analyse whether Helping Hands is a needed company, I felt it was important to address some charities directly. This is the response from Birmingham City University Rowing Club, a potential client of Helping Hands.

From their response it is clear they would find Helping Hands services beneficial to them. From using Helping Hands, they would be able to raise much needed funds as well as gaining further recognition.

### 5.3 SWOT & PEST Analysis



### 5.4 Competitor Analysis

Competitor	Prices	No. events a year	Strengths	Weaknesses	How Helping Hands will be better
<b>Skyline Events</b>	Max £349 per person	On average 21 events	<ul style="list-style-type: none"> <li>✓ Well know company</li> <li>✓ Events generate a lot of money for charities</li> <li>✓ Events have large number of participants and spectators</li> </ul>	<ul style="list-style-type: none"> <li>X Only hold events for multiple charities where people enter for a charity of their choice</li> <li>X Events are all sport/fitness based</li> </ul>	Helping Hand's will hold a range of events specifically for certain charities. We will work with our charities to create the event they want.
<b>Gable Events</b>	Didn't respond to email	Didn't respond to email	<ul style="list-style-type: none"> <li>✓ Corporate charity events raise over £500,000 a year</li> <li>✓ They do all the work for their charities</li> </ul>	<ul style="list-style-type: none"> <li>X Don't specialise in charity events</li> <li>X Hold several kind of different events for many types of companies</li> <li>X Don't advertise charities</li> </ul>	Helping Hands will specialise in just charity fundraising events, giving us a niche selling point which we will become known for, making us stand out.
<b>D&amp;G Group</b>	Didn't respond to email	On average 125 events	<ul style="list-style-type: none"> <li>✓ Well known organisation</li> <li>✓ Raised over £20M for small and large charities</li> <li>✓ Hold huge auction experiences</li> </ul>	<ul style="list-style-type: none"> <li>X Don't just work with charities</li> <li>X Little recognition to charities they work with</li> <li>X Unclear pricing</li> </ul>	Helping Hands will plan and hold different kind of fundraising events as well as advertising them alongside the event.
<b>Ezoic</b>	£15 a month (advertising)	N/A	<ul style="list-style-type: none"> <li>✓ Help advertise brands</li> <li>✓ Launch online platforms</li> <li>✓ Provide data-analysis and other services to help companies grown</li> </ul>	<ul style="list-style-type: none"> <li>X Only provide advertising support not event fundraising</li> <li>X Work with any type of business or project</li> </ul>	Helping Hands will not only advertise our charities to help them gain recognition, but will plan and hold a fundraising event.

## 6. Marketing Strategy

### 6.1 Brand Identity

#### Logo Prototype



# HELPING HANDS

Fundraising Events Company

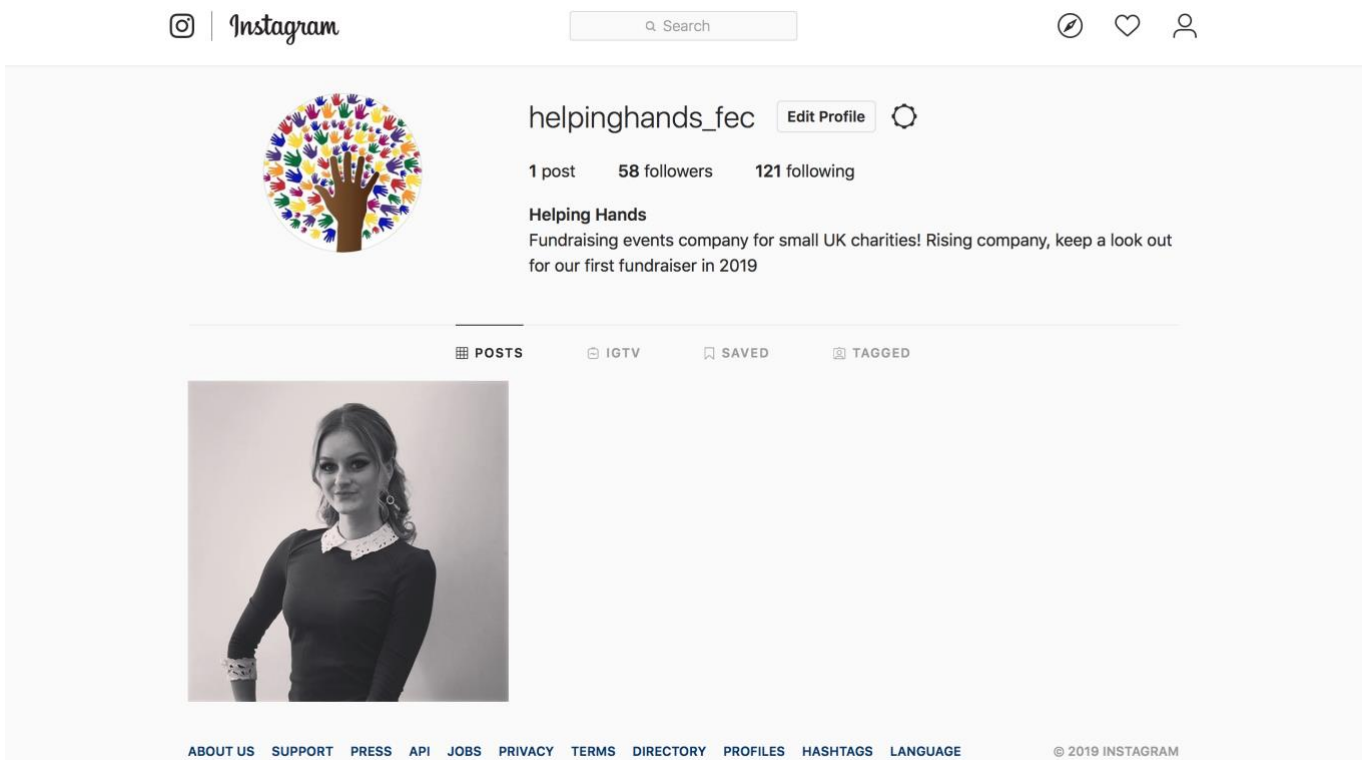
#### Twitter

Search- @HelpingHandsFEC



## Instagram

Search- @Helpinghandsfec



## Website Prototype





## *6.2 Marketing Objectives*

In order to reach a large number of clients and get Helping Hands known we need to stimulate marketing opportunities. Social media will be the main marketing platform due to it being free and easy for a start-up business.

After completing both a SWOT and PEST analysis (please see section 5.3), I have highlighted our key marketing objectives over the next 6 months. These objectives have been selected to help develop our brand identity to a wider market and outline our values and objectives.

- 1) Reach target client
- 2) Gain an audience following (event participants)
- 3) Increase brand awareness

## *6.3 Marketing Plan & Tactics*

### *Reaching target client*

a. Firstly, we will need to research and source potential clients online by looking into small UK charities. We will start by looking at the West Midlands area as this will be our start-up base, then begin to expand to a wider area. This will be done by doing basic Google and social media searches. Helping Hands aim is to start with 2 event clients per director in the first 3 months, this will then increase to 3 event clients in the following 3 months.

b. Next, we will need to approach potential clients by emailing or phoning them where we will discuss our potential services. This will be followed up by a meeting where we will discuss our clients wants and needs.

c. Once we have clients signed up we will start promoting them and their event on our website and social media pages. This will help promote both ourselves and our client with the hope to generate more following and potential clients.

### *Gain an audience following*

a. In order for our events to be a success we need to ensure we have an audience/participants. This will be done through the promotion of our planned fundraising events to the appropriate audience.

b. Within our website we aim to have a page called "The Importance of Fundraising". This will include information and case studies from members of our clients to why they need fundraising. We hope this will aid event participants as well as donations for our clients.

c. In the first 6 months we will also heavily brand ourselves on social media with the aim to gain a larger following to aid word of mouth. We hope this will generate a larger audience which will lead onto more event participants.

### *Increase brand awareness*

a. First of all, we need to create our website which will be the main source of promotion for both ourselves and our clients. Activity will be focused on our social media pages which will direct traffic to the website. This will be the base for our brands identify as all our clients and events will be documented on this.

b. Our social media accounts have already been set up and have begun to gain following. To increase this, we need to start advertising our clients and events on these sites to gain a larger following and interest. Ensure that our page's increase by at least 50 followers in the first 3 months, then 100 followers in the next 3 months. In order to gain more followers, tweets indicating a time scale will be relased with the hope to get more people interested. Please see example below.



**Helping Hands** @HelpingHandsFEC · 21s

Keep an eye out for our first charity client which will be released on our Instagram within the next 7 days.... #charity #fundraising #event



c. Set up a Facebook page where we will crate and events page for each of our fundraising events. This will help generate a larger interest and following for our planned event which in turn will help our clients raise more money.



## 7. Operations

### 7.1 Premises

The office space is located in the heart of Birmingham's Jewellery Quarter which is home to numerous media businesses that could be a potential help to Helping Hands. From this location we will be able to access close transport links which allows us to access event locations across the country. This office space will be able to hold both myself and the Events Director, while also having the potential to be expanded to more staff as the company grows.



### 7.2 Key Partners

At Helping Hands, we understand that our clients need the event costs to be as low as possible, this will be achieved through our collaborators. Some potential collaborators we already have are 'The Courtyard', 'Paisley Flour Catering' and 'The Mercure', which are all companies I have worked for or know the owner.

**THE  
COURTYARD**  
BAR ♦ GRILL ♦ B&B

**Mercure**

**PAISLEY  
FLOUR**  
CATERING

## 8. Finance

### 8.1 Start-up Costs & Funding

Below I have created a rough budget for the start-up cost of Helping Hands. As the company will be able to operate financially on its own after month 1, (please see section 8.2), I will only need a small bank investment. However, if this cannot be obtained we will look into the options of shareholders and crowdfunding platforms. For all the information and quotes for these prices please see appendix F.

	Item	Notes	Total Cost
Operations	Office	First month	£180
	Insurance	First month	£20.12
	Stationary	Amazon prices	£500
Branding	Website design	Spread'M design	£1,200
	Website domain name	Included in design	£0
	Website hosting	Included in design	£0
	Advertising	Social Meida	Free
Salary	Salary MD	First month	£1,500
	Salary ED	First month	£1,250
Total			£4,650
Contingency	10%		£465.01
Total Start-up			£5,115.13

### 8.2 Cash Flow Forecast & Income

The following cash flow forecast has been created using prices found in desk research, competitor analysis and collaboration quotes, please see appendix F. Month 1 will be focused on finding clients, therefore we will not hold any events during this time. I have created this forecast with the aim that Helping Hands will start with 2 event clients each in the first 2 months of operating events, increasing by 1 for the middle 6 months then by 1 more for the final 3 months with the assumption they will all choose the gold membership. Please note this is just a rough forecast, we cannot predict the exact revenue as it will depend on the number of clients. We also hope to lower the total costs once we have established more collaborators.

Cashflow Forecast													
MONTH	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
<b>REVENUE</b>													
MD client's memberships	£0.00	£4,360.00	£4,360.00	£6,540.00	£6,540.00	£6,540.00	£6,540.00	£6,540.00	£6,540.00	£8,720.00	£8,720.00	£8,720.00	£74,120.00
ED client's memberships	£0.00	£4,360.00	£4,360.00	£6,540.00	£6,540.00	£6,540.00	£6,540.00	£6,540.00	£6,540.00	£8,720.00	£8,720.00	£8,720.00	£74,120.00
<b>TOTAL REVENUE</b>	£0.00	£8,720.00	£8,720.00	£13,080.00	£13,080.00	£13,080.00	£13,080.00	£13,080.00	£13,080.00	£17,440.00	£17,440.00	£17,440.00	£148,240.00
<b>COSTS</b>													
Salary MD	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£18,000.00
Salary ED	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£1,250.00	£15,000.00
Insurance	£20.12	£20.12	£20.12	£20.12	£20.12	£20.12	£20.12	£20.12	£20.12	£20.12	£20.12	£20.12	£241.44
Office Rent	£180.00	£180.00	£180.00	£180.00	£180.00	£180.00	£180.00	£180.00	£180.00	£180.00	£180.00	£180.00	£2,160.00
Catering	£0.00	£1,500.00	£1,500.00	£2,250.00	£2,250.00	£2,250.00	£2,250.00	£2,250.00	£2,250.00	£2,250.00	£3,000.00	£3,000.00	£25,500.00
Venue	£0.00	£2,000.00	£2,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£4,000.00	£4,000.00	£34,000.00
Equipment	£0.00	£2,000.00	£2,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£4,000.00	£4,000.00	£34,000.00
Website Set-up	£1,200.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1,200.00
<b>TOTAL COSTS</b>	£4,150.12	£8,450.12	£8,450.12	£11,200.12	£11,200.12	£11,200.12	£11,200.12	£11,200.12	£11,200.12	£13,950.12	£13,950.12	£13,950.12	£130,101.44
<b>Net cashflow IN/OUT</b>	-£4,150.12	£269.88	£269.88	£1,879.88	£1,879.88	£1,879.88	£1,879.88	£1,879.88	£1,879.88	£3,489.88	£3,489.88	£3,489.88	
<b>opening balance</b>	£0.00	-£4,150.12	-£3,880.24	-£3,610.36	-£1,730.48	£149.40	£2,029.28	£3,909.16	£5,789.04	£7,668.92	£11,158.80	£14,648.68	£18,138.56
<b>Closing balance</b>	-£4,150.12	-£3,880.24	-£3,610.36	-£1,730.48	£149.40	£2,029.28	£3,909.16	£5,789.04	£7,668.92	£11,158.80	£14,648.68	£18,138.56	£18,138.56

### 8.3 Future Investment

As Helping Hands grows, it would be beneficial to adapt our advertising service by offering more than just online advertising. This could be done by hiring additional advertising staff who could create TV and Radio advertisement for our clients. By doing this, Helping Hands would be able to increase membership costs as well as creating more recognition for our clients.

## 9. Reflective Report

Upon starting this module, I had little entrepreneurial experience and never thought I could develop, plan and execute a successful business proposal. From developing my business idea through this plan, I have shown potential to actually start up Helping Hands as a real business, a process I never thought I could achieve. Through this process I have heightened my business and creativity skills by turning an idea into reality, through rationality and evaluation of my ideas; these are both skills I hadn't executed before this module. These skills are crucial when starting up a business as they stop you going off on a tangent and would be key if I was to start up this enterprise.

Through the research and planning of this report I found the most difficult thing was to get accurate prices of what event planners charge. This led to challenges when drawing up the cash flow forecast as I had to go with the maximum average cost of each cash outflow, leading to weaknesses within my business. To overcome this challenge, if I was to start up this business, I would adapt my cash flow forecast regularly once I had established collaborators and set fixed costs. Another difficulty my business would have is the ability to raise large profits, due to the high cost of events and client's low disposable income. Again, this could be solved once the company establishes long term collaborators and investors. One weakness to my proposal is the cost of memberships and the risk small UK charities won't pay this, due to the company being a start-up business. From research it is clear this market are already spending large sums of money, therefore have the ability to pay this fee. Also, once the company became established this risk would be reduced.

However, I feel Helping Hands has the potential to become a real business. It is clear from both desk and field research that there is a market for the company and charities would benefit from the services provided. There is also no other company that specialises with small UK charities, as well as advertising them, giving us a gap in the market and niche selling point. I also have strong networking skills which would allow me to secure collaborators for a low cost, which is crucial when starting up a business. There are also opportunities for future development which will not only help the company grow but generate more money.

If I was to start up this company I would have potential risks as a start-up entrepreneur, including the fact I have little experience and knowledge in the industry. This would lead to the risk of not stimulating an audience or gaining a substantial client base. Nevertheless, through my ability to adapt and reflect on my proposal, I would be able to change my business plan to successfully fit into the media industry if needed. Mainly benefitting from my knowledge of the media industry, I would be able to develop my marketing strategies when approaching different clients and audiences in order to generate a larger following. This in turn would help my company grow. Through my strong work ethic and drive, as well as my ability to work well under pressure, I think I would be a successful entrepreneur. One thing I would need to work on is my ability to think of new solutions to problems as I often want to stick to my first idea.

The next steps for the business would be to secure a loan or investment to cover the start-up costs and get the company running. I would start this by contacting different investors and banks to ensure I got the best result for my particular company. After I had the efficient funds, I would hire a graduate student as my Event Director to keep salary costs low. This would then lead to the start of the marketing plan where we would find and secure our first clients and begin to plan and host our first events. During this time, it would be key to document and advertise the process to show to future potential clients and showcase our work. This in turn will generate more clients and following for the company, as well as finding more collaborators which will allow future event costs to be lower.

## 10. Appendix

### Appendix A- GOV.UK Statistics

#### 1. 30 September 2018

Annual income bracket	Number of charities	%	Annual income £bn	%
£0 to £10,000	65,176	38.8	0.216	0.3
£10,001 to £100,000	58,054	34.5	2.071	2.7
£100,001 to £500,000	22,484	13.4	4.941	6.4
£500,001 to £5,000,000	9,355	5.6	14.000	18.1
£5,000,000 plus	2,263	1.3	56.176	72.5
SUB-TOTAL	157,332	93.6	77.404	100.0
Not yet known	10,854	6.4	0.000	0.0
TOTAL	168,186	100.0	77.404	100.0

#### 2. 30 June 2018

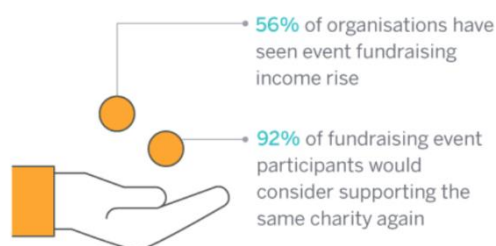
Annual income bracket	Number of charities	%	Annual income £bn	%
£0 to £10,000	65,151	38.8	0.217	0.3
£10,001 to £100,000	58,204	34.6	2.073	2.7
£100,001 to £500,000	22,436	13.3	4.936	6.4
£500,001 to £5,000,000	9,326	5.5	13.969	18.1
£5,000,000 plus	2,273	1.4	55.979	72.5
SUB-TOTAL	157,390	93.6	77.174	100.0
Not yet known	10,774	6.4	0.000	0.0
TOTAL	168,164	100.0	77.174	100.0

### Appendix B- Charities Income Band

Income band	Charities	Total income £000	Total spending £000
£0 to £10k	75,925	227,017	398,662
£10k to £100k	58,204	2,155,118	2,352,976
£100k to £500k	22,436	4,969,945	4,782,264
£500k to £5m	9,326	14,172,541	13,552,958
Over £5m	2,273	55,224,764	52,742,022
<b>Total</b>	<b>168,164</b>	<b>76,749,385</b>	<b>73,828,882</b>

### Appendix C- Industry Statistics (Eventbrite)

#### Charity events



#### Charity events

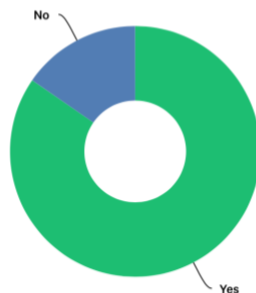
Since 2007, the number of fundraising events has increased by 700% and participant numbers have doubled. Event fundraising grew by 8% in 2012 (based on the number of

## Appendix D- Questionnaire Results

### Question 1

Have you ever attended/participated in a fundraising event? (e.g. marathons)

Answered: 26 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	84.62%	22
▼ No	15.38%	4
<b>TOTAL</b>		<b>26</b>

[Comments \(21\)](#)

☐ **Bed push**  
12/12/2018 9:11 AM

☐ **Planting hope for Uganda**  
12/11/2018 1:53 PM

☐ **Little princess fund**  
12/11/2018 10:16 AM

☐ **Can't remember**  
12/11/2018 12:06 AM

☐ **UNICEF**  
12/10/2018 6:25 PM

☐ **Birmingham Children's Hospital**  
12/10/2018 6:24 PM

☐ **Fun runs, sposored walks, sponsored swims**  
12/10/2018 6:24 PM

☐ **Multiple sclerosis**  
12/10/2018 6:02 PM

☐ **RFU - injured players foundation**

☐ **Children in Need, PDSA**  
12/10/2018 7:54 PM

☐ **Care4Calais**  
12/10/2018 6:45 PM

☐ **Help for heroes and Brain Tumour research**  
12/10/2018 6:38 PM

☐ **Alzheimer's**  
12/10/2018 6:38 PM

☐ **walking with the wounded**

☐ **Wales Air Ambulance**  
12/10/2018 12:26 PM

☐ **Breast cancer**  
12/10/2018 12:24 PM

☐ **Breast cancer. Sponsored by Hunters estate agents**  
12/10/2018 4:45 PM

☐ **St Giles**  
12/10/2018 3:03 PM

☐ **Birmingham Children's Hospital**  
12/10/2018 2:23 PM

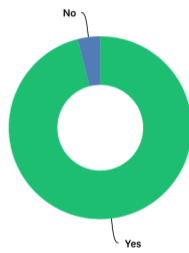
☐ **BVUK, Help for Heroes, Soldier Off the Street**  
12/10/2018 12:32 PM

☐ **The William Mills foundation**

## Question 2

Do you think an events company who organise fundraisers for small UK charities, who have little recognition, is a good idea?

Answered: 25 Skipped: 1



ANSWER CHOICES	RESPONSES
▼ Yes	96.00% 24
▼ No	4.00% 1

☐ Providing all costs / profit are transparent. I think it would be a cost effective way for small charities to buy in a service as and when they need it

12/10/2018 7:54 PM

[View respondent's answers](#)

[Add tags ▼](#)

☐ Gives more recognition

12/10/2018 7:36 PM

[View respondent's answers](#)

[Add tags ▼](#)

☐ so that everybody gets the awareness and help needed rather than just the select few in mainstream media

12/10/2018 6:45 PM

[View respondent's answers](#)

[Add tags ▼](#)

☐ All fundraising that is done is a good thing and will help someone/something in need, especially to the smaller charities who need the support being funded the most

12/10/2018 6:38 PM

[View respondent's answers](#)

[Add tags ▼](#)

☐ Small organizations won't be able to afford it

12/10/2018 6:38 PM

☐ Because big charities get a lot of money anyway

12/10/2018 6:24 PM

☐ They need all the help they can get!

12/10/2018 6:02 PM

☐ Because giving to charity is a good thing whether big or small

12/10/2018 5:40 PM

☐ To get the small uk charity known

12/10/2018 5:40 PM

☐ So they can become recognised

12/12/2018 9:11 AM

[View response](#)

☐ It helps more people recognise and understand what the charity is for.

12/11/2018 1:53 PM

[View response](#)

☐ Helps raise awareness for charities that don't have the means to publicly advertise themselves

12/11/2018 12:06 AM

[View response](#)

☐ Helps them fundraising

12/10/2018 7:56 PM

[View response](#)

☐ Small organizations won't be able to afford it

12/10/2018 6:38 PM

☐ Because big charities get a lot of money anyway

12/10/2018 6:24 PM

☐ They need all the help they can get!

12/10/2018 6:02 PM

☐ Because giving to charity is a good thing whether big or small

12/10/2018 5:40 PM

☐ To get the small uk charity known

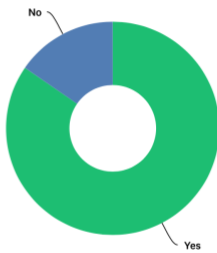
12/10/2018 5:40 PM



### Question 3

Would you attend a fundraising event planned by a company who specialise in helping small UK charities?

Answered: 26 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	84.62% 22
No	15.38% 4
TOTAL	26

- ☐ To get them more popularity  
12/12/2018 9:11 AM [View respondent's answers](#) [Add tags](#)
- ☐ To busy  
12/10/2018 7:56 PM [View respondent's answers](#) [Add tags](#)
- ☐ As an attendee, I wouldn't pay much attention to who organized the event, I would be more interested in the charity itself  
12/10/2018 7:54 PM [View respondent's answers](#) [Add tags](#)
- ☐ Just do my bit to support  
12/10/2018 7:36 PM [View respondent's answers](#) [Add tags](#)

☐ it's bringing awareness to good causes  
12/10/2018 6:45 PM

☐ See before statement  
12/10/2018 6:38 PM

☐ I would rather donate directly and miss out the event organiser  
12/10/2018 6:38 PM

☐ I'd like to help  
12/10/2018 6:02 PM

☐ Because giving to charity is a good thing whether big or small

☐ To promote the charity & help raise much needed funds  
12/10/2018 2:50 PM [View respondent's answers](#) [Add tags](#)

☐ If it was a charity that was close to my heart, i'd want to support it.  
12/10/2018 2:23 PM [View respondent's answers](#) [Add tags](#)

☐ A very good cause and the small charities could expand in awareness and support  
12/10/2018 12:32 PM [View respondent's answers](#) [Add tags](#)

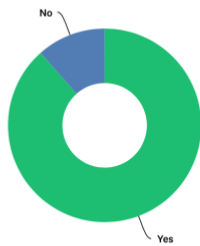
☐ To help the charity raise as much money as possible  
12/10/2018 12:28 PM [View respondent's answers](#) [Add tags](#)

☐ Again, I believe all charity's should have equal opportunities, not just the big mainstream charity's. The more people that attend the fundraiser, the more people hear about it and start donating.

## Question 4

Do you think there is a need for a company that specialise in helping small UK charities gain recognition and income?

Answered: 26 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	88.46% 23
No	11.54% 3
<b>TOTAL</b>	<b>26</b>

☐ Can't afford  
12/10/2018 6:38 PM [View respondent's answers](#) [Add](#)

☐ All charities need help  
12/10/2018 6:02 PM [View respondent's answers](#) [Add](#)

☐ Because using the special skills to benefit others especially charity's is good  
12/10/2018 5:40 PM [View respondent's answers](#) [Add](#)

☐ Smaller charities often need a little guidance in the initial stages of setting up their charity & ideas to help promote & fundraise.  
12/10/2018 2:50 PM [View respondent's answers](#) [Add](#)

☐ To gain income  
12/12/2018 9:11 AM [View respondent's answers](#)

☐ I have no idea actually!  
12/10/2018 7:54 PM [View respondent's answers](#)

☐ yes because a lot of charities don't get recognition but aim to do good things and make great change  
12/10/2018 6:45 PM [View respondent's answers](#)

☐ the more income for a charity the greater work that charity can provide  
12/10/2018 6:38 PM [View respondent's answers](#)

☐ Yes, but they're fees would have to be low otherwise smaller charities might find access to them prohibitive  
12/10/2018 2:23 PM [View respondent's answers](#)

☐ Offering experience and guidance could benefit the charities  
12/10/2018 12:32 PM [View respondent's answers](#)

☐ I haven't seen or heard of a company like this so I think it is very much needed  
12/10/2018 12:28 PM [View respondent's answers](#)

☐ Otherwise they struggle to gain money as the bigger ones get it all.  
12/10/2018 12:24 PM [View respondent's answers](#)

## Appendix E- Competitor Analysis Emails



Bethany Hinton

Fri 21/12/2018, 04:34

hello@thinkingjuice.co.uk



Reply all

To whom it may concern,

I am a media and communications student and I am currently completing my enterprise module. For this I have created an idea for a company who specialise in fundraisers and advertising for small UK charities. As part of our business plan we have to do a competitor analysis, for whom you would be one of my competitors.

Could I please get some quotes for prices on branding for a company?

Thanks,  
Bethany



Bethany Hinton

Fri 21/12/2018, 04:05

info@gableevents.co.uk



Reply all | v

To whom it may concern,

I am a media and communications student and I am currently completing my enterprise module. For this I have created an idea for a events company who specialise in fundraisers for small UK charities. As part of our business plan we have to do a competitor analysis, for whom you would be one of my competitors.

Could I please get some quotes for your average charity event prices, and also if you could give me some information to how many charity events you hold a year?

Thanks,  
Bethany

## *Appendix F- Finance Information (Links in bibliography)*

### *Key Partner Quotes*

The Courtyard- £7.50 per head  
Paisley Flour Catering- £12.50 per head  
Mecure Hotel Bewdley- Max £500

### *Website Quote*

Spead'M Design- £1200 including hosting and domain name

### *Insurance Quote*

Hiscox Insurance- £20.12 per month

### *Eventbrite Pulse Industry Report*

Catering max- £500  
Equipotent max- £500  
Venue- max £500

### *Ezoic Advertising Cost*

£15 per month (reasoning for gold membership price)

### *Office*

Flexi Offices- £180 per month

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[HGKjx1wsKvXQgyP1G1MJMYZzAta6lHYUqRy6lRDEKeCN2wzjjOA5xoCqnAQAvD BwE](#)  
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