

SUCCESS STORY

Featured Organisation: Long Crendon Day Centre

Long Crendon Day Centre provides a twice weekly, friendly haven for elderly people in and around the village. We provide a day out, including entertainments and a delicious, freshly cooked hot meal for people who are perhaps frail and isolated. The environment is caring, with a flexible structure - so that individual needs can be met. We have a manager and several volunteers whose goal is to respect the rights of older people and their carers, and through our twice weekly meetings, promote choice, dignity and independence. Another group of volunteers drive our clients to and from the day centre. For some of our clients the highlight of their week is the social interaction and fun that they have at the day centre. We survive financially via a small daily fee charged to clients, a grant from the council and from donations and fund raising activities.



What was the challenge?

A major challenge for the day centre is attracting new clients in order to keep operational. We also need some fund-raising ideas, some help with applying for funding and grants and some guidance to make our financial forecasting and strategic planning more professional.

Support from Community Impact Bucks

CIB advised the group on the advantages of gaining official charity commission status and then guided us through the process. Our CIB volunteer was instrumental in helping to come up with ideas for recruiting and retaining new clients such as Open Days, Taster Sessions and Sing-A-Long events. CIB also helped us put more professional monitoring processes in place and gave us help applying for grants. The positive and helpful outlook of the CIB team members has been a welcome addition to team meetings and brainstorming sessions.



What difference did this make?

- the day centre has gained official charity commission status
- we have had a degree of success in gaining new clients, but this remains our greatest challenge
- our revised approach to financial and organisational planning has helped us identify our break-even point and clarified the fixed and varied costs of running the operation
- we are better able to target our fund-raising by gaining a greater understanding of our financial situation

Quote from charity:

“The team from Community Impact Bucks has proved to be an invaluable resource for our organisation in helping to get us on track to becoming a more professional and sustainable resource within the local community”

Heidi Jones, Secretary, Long Crendon Day Care Centre

Need support? Speak to our team

0300 111 1250

info@communityimpactbucks.org.uk

www.communityimpactbucks.org.uk