

Community Impact Bucks' COVID-19 Briefing #73

Digital strategy advice and #FundAlerts

Short regular briefing from Community Impact Bucks

29 October 2020

Dear Sir/Madam,

If you have heard of the term 'digital strategy' but aren't sure how it is relevant to your organisation and what steps to take, have a look at some selected advice from Charity Digital below. You will also find details of two more funds and research into social issues in Buckinghamshire which is being undertaken.

DO YOU HAVE A DIGITAL STRATEGY?

Many charities are increasingly moving their organisation, services and fundraising online, with a noticeable increase in digital activities due to the COVID-19 pandemic. However, according to Charity Digital, about half of charities do not include digital in their organisation's strategy. To understand what a digital strategy entails and how to develop a strategy for your organisation, [Charity Digital](#) has range of advice and training available:

- **Understanding digital strategy:** read about the benefits of incorporating digital into the centre of your charity's overall strategy in [Charity Digital's article](#)
- **Six steps to mapping your digital infrastructure:** a digital strategy can help inform planned changes to the way the charity operates. However, to be able to implement a digital strategy successfully, you must have a complete picture of the charity including the organisational structure, culture, and staff skill sets, as well as the digital technology that is currently being used in the charity. Read [Charity Digital's six steps to a digital strategy](#).
- **Digital Strategy for Resilient Charities training programme:** Charity Digital is running a training programme to give charities the confidence and capabilities they need to develop their own unique digital strategy which works for both their organisation and their service users. The course takes place between 2 November and 9 December (10-12) and costs £500. For more information, visit [Charity Digital](#).

UNDERSTANDING CYBER SECURITY

Cyber risk is of increasing concern for charities: if you missed Zurich's webinar giving an overview on cyber security and steps charities should take to protect themselves, you can still listen to *Beyond Cyber Essentials* for charities by clicking [here](#).

RESEARCH INTO SOCIAL ISSUES IN BUCKINGHAMSHIRE

Iblal Rakha, a local healthcare professional and The Karima Foundation's Health and Inequalities Lead, is conducting a survey to better understand what social issues local people are facing on a day to day basis. The results will be used to inform discussions with Buckinghamshire Council, the police, Community Boards and NHS organisations. Please do share the [survey](#) within your networks including your service users.

#FundAlerts

- **Grant to tackle homelessness:** the Isla Foundation is offering grants of up to £40,000 to not-for-profit organisations that are offering creative and sustainable solutions to the impact of COVID-19 on the homeless including tackling the root causes, tackling re-insertion in society or developing a response to the challenges of the pandemic. The application deadline is 12th November; for more information and to apply, visit [Isla Foundation](#).
- **Fund to support adult social care providers:** the Adult Social Care Infection Control Fund aims to support adult social care providers, including those with whom the local authority does not have a contract, to reduce the rate of COVID-19 transmission within and between care settings. This fund has been extended until March 2021, with an extra £546 million of funding. For more information, visit the [Government's Adult Social Care Fund](#).

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