



## **Finance and Sustainability**

We have adopted a prudent approach to growth without compromising our integrity or failing to seize opportunities when they arise. Our financial strategy supports the identified priorities in our Business Plan but emphasises the need to work in partnership, focus on families needs and adapt to market trends.

We aspire to be the provider of choice by giving a trusted, reliable and consistent service, with a competitive pricing structure. This in turn would build customer loyalty and sustainability. We will also seek to be entrepreneurial and generate ideas for new approaches to service delivery.

Our value base of inclusion and partnership encourages our company to be outward looking. We will seek to make joint bids for funding, collaborate with others and share resources, this approach will facilitate the best possible outcome for our clients.

We are currently generating income from six main sources:

- Grant applications to relevant Funders
- Commissioned Services from public bodies
- Parental and adult contributions
- Direct payments
- Fund Raising
- Sales and goods

The greatest of these at 95% is grant awards. Funders, to whom we are immensely grateful include:

- Awards for All ( Big Lottery)
- Heart of England Foundation Trust
- Leamington Town Trust
- Baron Davenports
- Children in Need
- Stratford District Council & Public Health

We have been successful in a recent tender to Warwickshire County Council and are now on their Framework Contract, as a preferred provider to provide Short Breaks. Families and disabled adults will be able to purchase one to one support through this contract which goes live on 1<sup>st</sup> October 2014.

We are however already engaged in providing individual packages of care both in Solihull and Warwickshire. Our organisation embraces this method of service delivery which gives families and disabled adults the opportunity to be in control of their resources and have a choice of supplier.

Unrestricted income from fund raising, sales and parental contributions are spent on insurance and administration is in our first year of operation standing at 5% of our total income. We aim to build a 3/6 month reserve over the next two years of operation.

The majority of our services provided for parents, carers or adults with a disability incur a charge which is set at a level according to outgoings and the terms of any grant award. This small amount of unrestricted income helps cover the incidental costs and aid full cost recovery.

We are selling children's pre-loved clothes and toys through a variety of outlets including a retail display unit at The Open Door Café, Hampton Magna, National Childbirth Trust sales, EBay and table top events.

If the income the company secures is above expectations, all moneys will be reinvested to develop and run services as detailed in our Business Plan.

### **Accountability**

There is a differentiation of Director roles with one acting as Chair and taking responsibility for strategic development and company growth, one taking the lead on marketing, research and promotional aspects and the third having an overview of finance and income generation.

All Directors, staff and volunteers will work to support families by actively seeking continuous feedback from service users.

The ultimate accountability for service delivery and associated matters will rest with the Board of Directors, who will meet every six weeks. The Directors will be supported as necessary by the Parent and Carer Forum, Family Voice Warwickshire.