



**Volunteer Centre**  
Kensington & Chelsea

**Together is better**  
*Achieving more for communities*

## Audience Profile; Existing and potential funders

### **Characteristics**

They have the money!  
Formal relationship  
Impersonal relationship  
Focused on our ability to deliver outcomes  
A mixture of short-term and on-going relationships

### **Methods of communication**

Website                      Reports and monitoring  
Newsletters  
Direct contact/relationships with funding officers

### **Additional info/notes**

### **Questions? Concerns?**

How are you ensuring your work is cost-effective?  
How will you demonstrate your impact?  
What are the risks involved?  
How are you delivering and maintaining your core services?  
Where is our money going?

### **Key messages**

By merging and sharing back end functions, we are doing more for less  
We have reduced our core costs  
We are working in communities and designing services tailored to needs