

**Social Business**  
**Financial Sustainability through Income Diversification**



# Social Business

## Financial Sustainability through Income Diversification



### Trading

Development of a trading strategy and products/service portfolio to market to the private and third sectors while developing income from individuals who are aligned and are in need of your products and services. i.e. domiciliary care through personalised budgets.

### **Output – Unrestricted Income**

### Commissioning

Development of a commissioning strategy and products/service development that is aligned the public sectors current or projected future targets in line with PSA targets and Local Area Agreements to enable commissioners (public sector) to purchase products or services to meet their statutory needs i.e. the provision of healthy eating advice and cooking demonstrations.

### **Output – Profit from contracts**

### Fundraising

Development of a fundraising strategy aligned to the values of the organisation that can promote and maximise the income to the organisation using a variety of fundraising techniques such as; Corporate Partnerships, Events, Sponsorship and Payroll Giving.

### **Output – Unrestricted Income**

### Funding

Develop a funding strategy to develop and deliver new and/or existing projects, business development, core funding and capital requirements. Project Proposals are developed and a funding search is carried out to provide a list of matched funders.

### **Output – Restricted Income**