

Why you should enter the Small Charity Big Impact Awards



Winner of the rural charity with income under £50,000 category:

T1International

"We have mentioned the award in grant applications and used the video extensively on social media and other promotions. The video was a fantastic part of the prize because it helped us articulate what we do in a clear and engaging way. This likely helped us receive more donations and we use the video and presentations on a regular basis. All of this helps to show not only specifically the work of our charity, but also how we've been recognized and awarded for making impact at early stages in our charity's development."

Winner of the urban charity with income under £50,000 category: Sporting Force

"The FSI award and the video has helped us to spread the work and raise awareness outside of the "veteran community". We will be using the promotional video whenever and where ever we can, it is a fantastic tool and one that we will cherish. I am hoping that exposure and media awareness of our charity will encourage donors, sponsors to come forward with offers of support and that those I approach will see the value of engaging with an award winning charity.

We have been short listed for the Soldiering Onwards our sectors equivalent of the Oscars. We also were lucky enough to also scoop a Pliotlight Weston Award in 2017."

Winner of the regional charity category: TheHorseCourse

" We did use the film as a focus for a crowdfunder campaign and we raised £9600. We always mention the award in our Trust & Foundation funding applications and I am sure it helps but we have not had any approaches from funders/donors as a direct result of the award.

It has helped in ALL our new relationships - we never had an easy way to explain what we do but with the brilliant film you made for us we now have a 4 minute calling card which people invariably respond to in a positive way. It opens the way for a positive conversation. Even organisations who have known us along time are now saying "Aha, now I REALLY get what you do!" Many thanks to YOU!"

Winner of the national charity category: National Ugly Mugs

"NUM were delighted to receive recognition from the FSI in their Small Charity Big Impact Awards 2017 nominations; and then thrilled to have gone on to win. At the awards ceremony we were approached by a particular and very interested funding body, which resulted in a grant application. Only this week, we had a visit from their Trustees to further, and very positively, discuss the application. So, fingers crossed this will result in some valuable and well needed funding to enable us to continue to have an impact. We are very clear that this particular opportunity for funding would not have happened had it not been for the award and the attendance at the event and we are hugely

grateful for the opportunity. This in itself is wonderful news, but, additionally, we have just recently received notification of two further funding successes.

We have used the training and guidance from the FSI to develop our funding applications with a focus on being able to show our impact. This has been through a process of engaging the whole of the team to not only collate the evidence but also enabling them to realise the recognition and value the amazing work they do on a day-to-day basis. This all goes toward us reaching our mission to end violence against sex workers.

We display the award logo on our email signatures and showcase the award itself in our funding applications. We feel this provides us with the validity and credibility to back up the impact that we say we have and, alongside the impact this has had on our funding, it has helped immensely with the positive impact on the whole team.

As always we need to thank our beneficiaries who are at the heart of what we do and the reason that we exist and we will now have the increased capacity to continue the great work that we do to influence and make a change."

Winner of the international charity category: East African Playgrounds

"The award has really helped us to grow the brand and image of East African Playgrounds, many of our supporters have commented on how great it is that we have won this award and we have also increased the number of regular givers since the award."

Winner of the charity with income between £50,000 - £150,000 category: BIGKID Foundation

"The Small Charity Big Impact Awards has had an undeniably positive effect on the organisation! All of us at BIGKID felt that the Impact Awards were great, and will be of massive benefit to our organisation. I think this award will really help with funding applications as it is great evidence to support us when we say that we do have a deep impact, though we don't have a massive turnover."

Winner of the charity with income between £250,001 - £500,000 category: The Hackney Pirates

"It's the first award we've won so we're promoting it as much as possible within our networks. We will use it to make our funding applications stronger, to demonstrate our impact to prospective school partners and to encourage more volunteers to sign up to work with the young people."

Winner of the charity with income between £500,001 - £1.5 million category: Create

"Winning the FSI's Small Charity Big Impact Award is of great use to Create in demonstrating to existing and potential partners, supporters, funders and the media the benefits of our work. Such a prestigious endorsement of our work, the positive impact we make for participants and the rigorous way in which we evaluate this, is strong evidence to organisations and individuals we are approaching that we are a trustworthy organisation with a track record of success.

The FSI Small Charity Big Impact Award, given that it is around impact and evaluation of that impact, is one that Create's CEO and fundraising team refer to regularly. The award is always mentioned in funding applications as well as in meetings with potential funders as it demonstrates the quality of

the charity's evaluation and the impact of its work. Indeed the CEO had a pitch meeting with a potential individual donor yesterday and the FSI Award and what it means was something that she made particular reference to.

During 2017 we have won a record-breaking eight awards: the Charity Awards' Arts, Culture and Heritage Award, East End Community Foundation's Smooth Sailing Award, FSI's Small Charity Big Impact Award, three Children and Young People Now Highly Commended awards, in the Young Carers, Youth Justice and Youth Work categories; and two Koestler Awards for our prison work.

We have been using the Award to engage corporate relationships with potential partners. The award and the significance it carries, acts as an ambassador of our work's impact to our projects' participants. In addition to our other awards (as above), we have been using the award in communications (eg: e:create; Create's annual Impact Report) and in conversations about the charity's work to funding partners, potential funding partners and community partners."