

BAMER HUB

Impact Report

September 2021: One year on



info@money4you.org



+44(0)8443 510 072

Overview

With the COVID-19 crisis that began in early 2020 disproportionately affecting Black, Asian, Multi-Ethnic and Refugee (BAMER) communities, it quickly became clear that nonprofits of colour were also under disproportionate strain. With increasing demand for their services, fundraising expertise and capacity became increasingly stretched, to the point that 9 in 10 BAMER-led nonprofits were at risk of closing permanently within three months of April 2020 according to the Ubele Initiative.

At Money4YOU, we quickly realised that our flagship AVOCADO+ Accelerator Programme was even more oversubscribed than usual following the COVID-19 crisis, and that **high-quality, online educational resources were desperately needed** to ensure that small, community-led organisations in BAMER communities could survive and thrive. In September 2020, we launched BAMERHUB.com at our annual Dragons' Den event.

The platform offers a variety of resources that are **open to all BAMER-led nonprofits** and is modelled on three years of highly successful development and learning from our AVOCADO+ Accelerator Programme.

- video recordings of training events and transcripts of audio resources
- bid-writing and prospecting assistance tools
- a funding opportunities database
- a specialised Digital Resilience Check
- a custom-recommended reading list for each organisation containing training content from our partners.

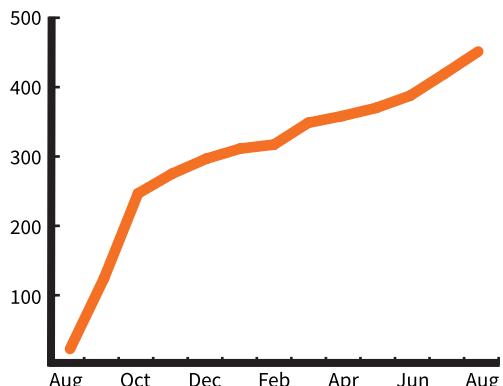
389 hours



BAMER HUB users have spent over 389 hours **browsing content, watching videos, and sending us feedback** since our launch in September 2020.

450+ organisations

registered on BAMER HUB



BAMER civil society community is talking about BAMER HUB—

78%

of new member organisations that we surveyed had heard about BAMER HUB by **word of mouth**, or through direct channels such as email, WhatsApp, and events.

Combined with a high volume of overall registrations, we're seeing a clear **latent need for resources that are well-targeted to small BAMER-led nonprofits**.

We verify that each organisation has a charitable purpose and is **majority BAMER-led**.



Thank you Money4YOU for making such quality training accessible and available to us.

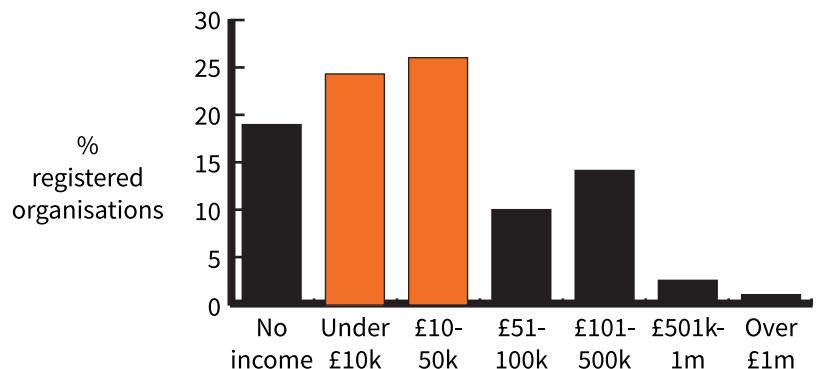
High Chief Musa Amedu, Edo Disapora UK



The online-first format of BAMER HUB makes it accessible to a huge range of organisations. In particular, it is **radically more accessible to organisations which are relatively new and/or are struggling to fundraise** than traditional training methods, and allows us to reach even those who cannot commit to the scale and intensity of the AVOCADO+ programme with high-quality educational content.

71%

of BAMER HUB member organisations have an annual turnover of less than £50k. This popularity amongst smaller charities shows us that **our resources are both valuable and accessible to small, grassroots BAMER-led nonprofits.**

**5x**

BAMER HUB is modelled on the AVOCADO+ programme, which has a **proven track record**, having helped alumni organisations increase their income by a **factor of 5** on average after graduating.

AVOCADO+

2021-22

250 hours

Training #BootCamps are at the heart of AVOCADO+, so we've opened and expanded them for BAMER HUB Full Members with incredible results, delivering **over 250 hours of training from expert speakers in 2021 alone.**



User-responsiveness

We take an evidence-based approach, informed by both qualitative and quantitative feedback from our users, which we collect through regular dialogue and surveys:

Question: What types of online content are most useful to your organisation?



Challenge areas
amongst member organisations



The need for better fundraising, and better resources around fundraising, stands out clearly—so we launched a variety of new tools on BAMER HUB:

200+ **funding opportunities** (and counting) available to sort, filter and apply to straight away

Users can create and refer to their major donor prospect pipeline from right inside BAMER HUB

A guide and checklist for writing grant funding applications

MY HUB

17 #BrunchBriefing

Funding Opportunities

Resources

More Resources

My Reading List

Major Gifts Prospecting Tool

Bid Scoring Tool

Feedback

Website Technical Support

Log Out

Accessibility



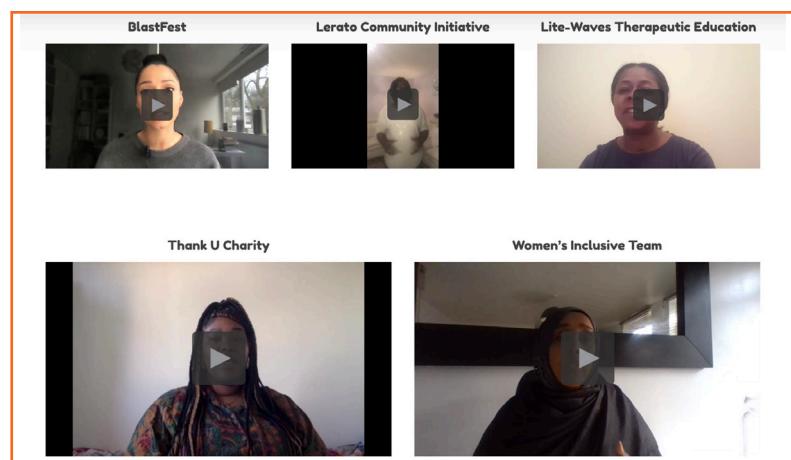
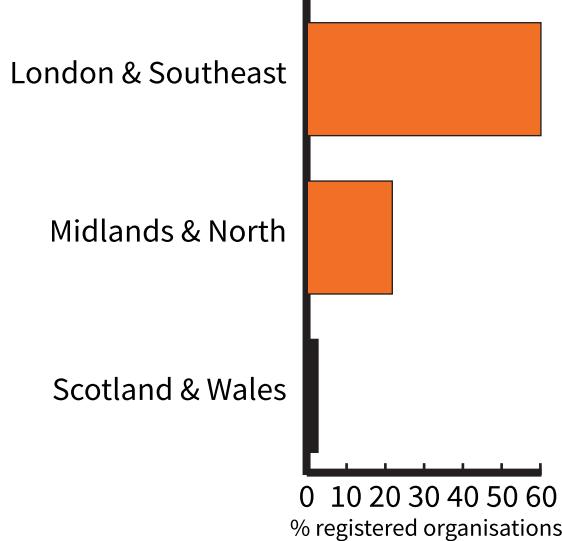
27% of members

are based in the UK and **outside London**, representing an average of **3.4 staff** and **21.5 volunteers**

£3k Grant Giveaway programme

BAMER HUB member organisations can regularly apply to win £3,000 following a video application, an internal shortlisting process and then a public vote.

Question: In which region is your organisation based?



£6k
awarded
in one
year

63
applications
in 2 grant
rounds

Quality

BAMER HUB users have access to high-quality educational content from a wide range of sources.

Unlike a Google search, however, this content is carefully curated and is prioritised by topic, based on what they tell us they need. This curation is vital for small charities whose time is severely limited.

23 partners share their content with BAMER HUB members, including the following:



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Resource categories on **BAMER HUB**

Money BAMER HUB

Search User Icons

Discover Resources



Purpose



Awareness



Effective Leadership



Well Networked



Financially &
Operationally Fit



Impact

Research by the Charities Aid Foundation has found that charities need six key characteristics in order to be resilient:

- Purpose
- Awareness
- Effective Leadership
- Networking
- Financial & Operational Fitness
- Impact

Each resource on BAMER HUB is categorised into one of these areas and presented to each organisation in the order of their self-selected priorities, so that member organisations understand the broader context of building resilience.

BAMER HUB is uniquely positioned in the nonprofit ecosystem as the only free, accessible resource centre targeted specifically at small BAMER-led nonprofits, with bespoke resources and tools that are relevant, effective and designed with them in mind.

We'll leave the last word to our community...

**Thank you for this wonderful,
highly informative workshop.
I wish it could be more
common to hear this
information in a friendly, free
format as you offered.**

Hau-Yu Tam, End the Virus of Racism

**I just want to let you know how great
Money4YOU has been for us. I have
learnt so much from the training
bootcamps and brunch briefings and
also the podcasts which has been
invaluable.**

Vannessa, Black and Minority Ethnic Young
People's Project



**Just a quick note to say that I really enjoyed the
BrunchBriefing session with Martha today.
Thank you again to the Money4YOU team for organising.**

Rui Jin, Brighton Community Cinematheque

**I want to thank Money4YOU for all the work that the team
have done to support organizations and individuals around
the country ... In these really difficult times, organizations
like Money4YOU have played an invaluable role in
supporting charities.**

Rushanara Ali, UK Member of Parliament for Bethnal Green & Bow



With special thanks to our amazing partners

**the
Tudortrust**

**phf Paul Hamlyn
Foundation**

The logo for the Charity Excellence Framework, featuring a stylized blue figure with arms raised, a star above its head, and the text "Charity Excellence FRAMEWORK".

**and to individual donors,
who made all of this possible.**

Get involved



If you're a majority BAMER-led nonprofit, join BAMER HUB at

bamerhub.com

We're always excited to meet new collaborators!

If your organisation could partner with us or contribute resources to BAMER HUB, please get in touch with us by email at

info@money4you.org

Talent wins games, but **teamwork** and **intelligence** win championships.

- Michael Jordan



@Money4YOUorg



money4you.org

Money4YOU is a **Charity registered in England & Wales**.
Registration no: **1157549**
Address: **Suite 12, Mill Hill House, 6 The Broadway, Mill Hill, London, NW7 3LL**

Money
4YOU

References

COVID-19 crisis disproportionately impacts Black, Asian, Multi-Ethnic and Refugee Communities

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/conditionsanddiseases/articles/whyhaveblackandsouthasianpeoplebeenhithardestbycovid19/2020-12-14>

9 in 10 BAMER-led nonprofits at risk of permanent closure within three months of April 2020 according to the Ubele Initiative

<https://www.ubele.org/news/2020/4/30/9-out-of-10-bame-micro-and-small-organisations-set-to-close-if-the-crisis-continues-beyond-3-months-following-the-lockdown>

Charities Aid Foundation identifies six key areas of organisational resilience for charities

<https://www.cafonline.org/about-us/blog-home/charities-blog/six-characteristics-of-a-resilient-charity>