



About CFG

- Started in 1987 – celebrated our 30th anniversary in 2017
- Founded by FD's in the largest charities seeking to professionalise the finance function in the sector
- Changed our name from CFDG to CFG in 2012
- Individual to organisational membership
- Grown to 1400 charity members and over 5000 contacts
- Not just FDs but CEOs, HR, IT and trustees



Outcome framework; the golden thread

Our vision; A sector which is financially confident, dynamic and trustworthy

The impact we want to have; We want to increase the effectiveness of charities in delivering on their charitable objectives by improving their financial management, governance and leadership and maximising the positive impact they can achieve from all the resources available to them.

The outcomes we need to see in order to generate the impact we desire

Well-developed skills, learning, knowledge and practice result in high performing charities

Effective governance and leadership with finance at the heart of informed decision-making

Charities operate in a supportive environment

What we need to do to achieve the outcomes that will lead to change

1. Improve skills & knowledge
2. Increase understanding & awareness of the importance of continuous improvement in charity finance
3. Raise standards of practice

1. Position finance as an essential part of effective decision making
2. Improve communication between those responsible for finance with other disciplines/teams
3. Increase organisations' ability to adapt to change

1. Inform, instigate & shape better policy, regulation & legislation
2. Enhance public understanding of transparency & accountability
3. Enhance the effectiveness of infrastructure

How we will achieve this change; we will ensure that our products & services are high quality, accessible to all appropriate audiences, timely and relevant. We will endeavour to build credibility of voice and influence thinking with all relevant audiences so that effective financial management is valued and invested in. We will work to remove barriers to effective financial management. We will aim to be an exemplar of how social organisations can be run with effectiveness, creativity and dynamism, focused on improved outcomes for beneficiaries.

START

WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

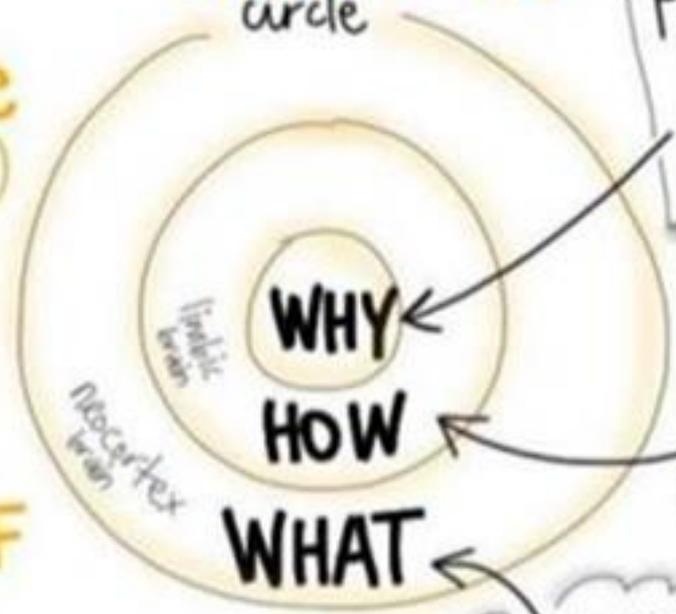
All the great leaders and organisations communicate the same way...

It's the WORLD'S simplest idea

- YOUR PURPOSE (not PROFIT)
- YOUR CAUSE
- YOUR BELIEF

Why should anyone care?

The GOLDEN circle



Few People or ORGANISATIONS KNOW WHY they do what they do.

INSPIRED leaders and organisations communicate from the INSIDE OUT

We KNOW How we do it

We KNOW WHAT we do...

MARTIN LUTHER KING

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

LAW of DIFFUSION of INNOVATION

I BELIEVE





Unpacking the framework; starting with the 'WHY'

Our vision; A sector which is financially confident, dynamic and trustworthy

The impact we want to have; We want to increase the effectiveness of charities in delivering on their charitable objectives by improving their financial management, governance and leadership and maximising the positive impact they can achieve from all the resources available to them.

Q: What is our 'why'?

We want to increase the effectiveness of charities in delivering on their charitable objectives by improving their financial management, governance and leadership and maximising the positive impact they can achieve from all the resources available to them.





Changing focus; left diamond



Well-developed skills, learning, knowledge and practice result in high performing charities

- Our content (events/publications etc) is our principle mechanism for delivering this outcome
- We need to increase analysis of what works (improving data)
- We need to expand our audiences (individuals, organisations, government, regulators)
- We need to build a pipeline and be more innovative in our business development
- We need to collaborate with more than the 'usual suspects'



Changing focus; right diamond



Charities operate in a
supportive
environment

- Our policy and public affairs work is our principal mechanism for delivering this outcome
- We need to build on the work to date; retaining a reputation for balanced, evidence based representation but being bold & brave
- We need to continue to be proactive not just reactive
- We need to focus on impact rather than volume of work
- We need to increase the effectiveness of our communications
- We need to engage effectively with the sector



Changing focus; centre diamond



Effective governance
and leadership with
finance at the heart
of informed decision-
making

- Our tone of voice, events, publications and presence all contribute to delivering this outcome; but we realised that the greatest impact we could have on moving towards our vision lay in a focus on leadership
- We need to move beyond engagement with finance professionals and pure finance to bring about effective governance and leadership with finance at the heart of informed decision making
- A focus on this outcome is a central pillar to our 2017-2020 strategy - the biggest step we can take in the next three years towards our ultimate goal is focusing on leadership



Leadership translated

- **Be the 'go to' body;**

CFG is the most trusted and respected source of guidance across the UK NFP sector on strong financial management as well as the governance and broader management issues that will determine financial security. We draw on our expertise and stature to be a bold, brave and confident advocate for the sector.

- **Expand our scope to better support leaders;**

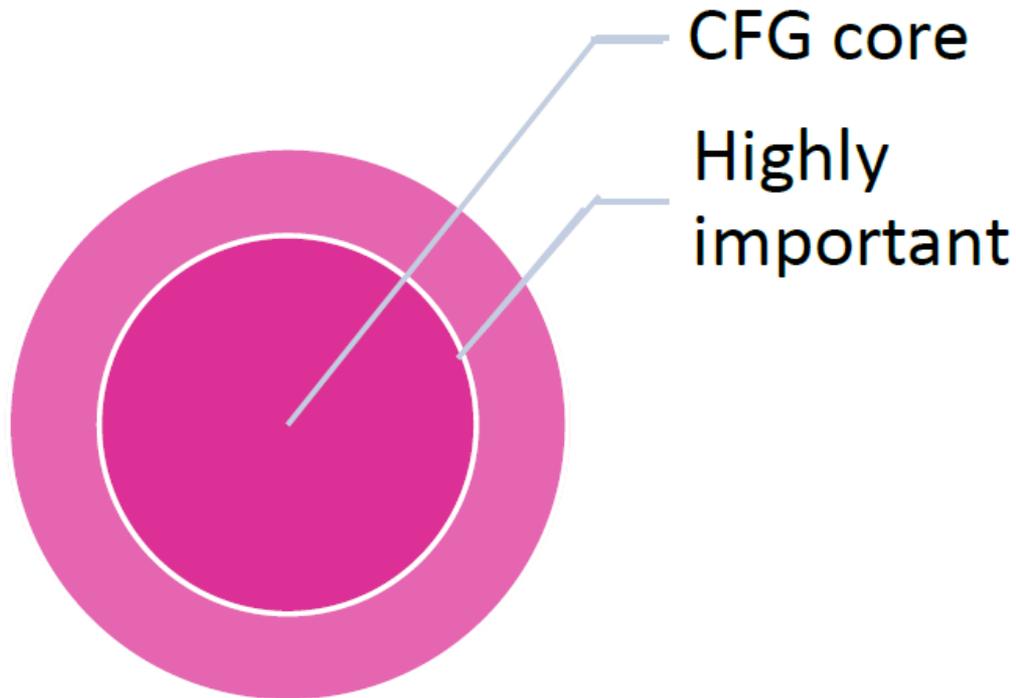
CFG provides financial skills to all NFP leaders and leadership skills to finance professionals working in NFP organisations.

- **CFG itself is seen as a leader;**

CFG leads by example and influences the landscape of the sector.



'What *is* charity finance?'



Accounting & Assurance
Leadership in finance
Risk management
Tax
Reporting (inc Impact)
Resource management
Pensions
Commercial
The economy
Fraud/economic crime
Governance

Regulation
Property
Legal – Personnel/HR
Fundraising & giving
IT & Digital
Engagement in banking



Expressing what we believe; building a movement

Our framework is supported by a shared vision of the sort of organisation we want to be

- We will ensure our products and services are;
 - High quality
 - Experience based
 - Accessible to all appropriate audiences
 - Relevant
 - Timely
- We will build credibility of voice and influence thinking with all relevant audiences so that effective financial management is valued and invested in
- We will aim to be an exemplar of how social organisations can be run with effectiveness, creativity and dynamism, focused on improved outcomes for beneficiaries.