

APPLICATION FOR A JCI UK FOUNDATION GRANT

NAME OF APPLICANT (CHAMBER/REGION/JCI UK/INDIVIDUAL)

[REDACTED], JCI Barnsley

NAME

ADDRESS

E-MAIL ADDRESS

PHONE NOS

(B)

AMOUNT OF GRANT REQUESTED

£500

(If there is insufficient space to complete your answers to the questions below, please feel free to continue in the 'Any other relevant information' section on the next page or on a separate sheet)

Please provide a brief summary of the overall project/activity for which the Grant is required indicating specifically how the project / activity is anticipated to assist recruitment / retention / JCI UK goals

JCI Barnsley has over the years been a strong and active chamber at all levels of JCI. Over the past couple of years our membership numbers have been dropping and we found ourselves with a membership of 12 to enter into 2012, our 60th year of JCI in Barnsley. We have 5 active members who run the chamber, all of whom have been either past president or myself who is the 2012 president. We should be a chamber run for our members, but at the moment due to such low numbers we are basically running the chamber for ourselves to stop JCI Barnsley from folding.

Our ambitious aim for 2012 is to raise our membership number to 60 by the end of the year – **Our Diamond Challenge**. In order to do this we need to drive a strong membership campaign early in the year to spread the word about JCI Barnsley and the benefits of being part of this organisation. We are planning on doing this through a number of methods:

Communication - We have already invested in the new JCI website and our aim is to make this the first place people go to for information about our events and what is happening in the region as well as the UK. The feedback we've received has been fantastic and it really shows us as a professional organisation with a young and vibrant feel.

We also need to get out there and spread the word in Barnsley. JCI Sheffield were hugely successful with their membership recruitment and PR, so we have worked with 2011 President Kate Senter to discover how they achieved that success and how it can be tailored for Barnsley.

We are targeting businesses in the area, as well as other places where we might catch the eye of potential members such as libraries, post offices, community centres, gyms and anywhere else we can think of! Using social media, the press, radio, direct marketing and flyers, we're already seeing awareness of JCI Barnsley increase and a growth in membership.

Relationships - We held a Patrons & Senators brunch the day after our 60th annual dinner. The aim was to gather knowledge and advice from the senators about what we can do to strengthen the chamber. We also needed to listen to the needs of our patrons who support us each year. It was also vitally important to highlight to them that we need their support in finding new members. This resulted in two of our senators sponsoring younger family members to become members of our chamber.

We have also rekindled relationships with the Barnsley Chamber of Commerce, our local newspaper and a number of venues that host start-up businesses. These relationships have already started to bear fruit with our first mention in the press due on Friday 18th Feb and a new and three potential members attending our February Council meeting.

JCI Barnsley Academy - We have always been known for our social and community events but feel that our personal development programme has not benefitted from the same level of enthusiasm. We have decided

to co-ordinate our approach into an “academy”, holding a personal development session each month commencing in April, with monthly sessions running until November.

Through a successful LinkedIn campaign, we have developed relationships with local business people and JCI Trainers who are going to donate their time to run sessions on networking, public speaking, goal setting and building your confidence.

We will hold a launch night on March 15th at Barnsley’s Digital Media Centre, inviting the speakers and potential “academy” delegates to give them a flavour of what they can expect to achieve during the course of the “academy”. We hope that being able to offer new members a development programme straight away they see the benefits of JCI.

New members events - We will hold at least 1 new members event in the first quarter of the year to give potential members the chance to find out more about JCI Barnsley. Emma Eastwood has agreed to deliver ‘Discover JCI’ soon after our launch event so potential members can find out more about the wider organisation and get to know each other better.

Please indicate which part of the activity/event will be supported by the Grant, and in what way the award of the grant will impact plans for the event / activity or its format.

If we were successful in obtaining the grant, the grant would be support delivery of the following areas:

• New JCI Barnsley Website	-	£350
• Leaflets to target businesses and other places with potential members	-	£50
• Branded JCI Barnsley Polo Shirts for existing Barnsley members (excluding £10 contribution from members)	-	£120
• New members event/JCI Discover - Provision of nibbles and drinks (free room hire negotiated in exchange for patronage)	-	£100
• Academy launch night - Provision of nibbles and drinks (free room hire negotiated in exchange for sponsorship of Academy)	-	£150
• 8 Personal Development events (April to November) making up the JCI Barnsley Academy – Provision of refreshments (free room hire negotiated in exchange for sponsorship of Academy) (8 sessions at £35 per session)	-	£280
• Celebration event in December for all Academy graduates – Provision of complementary champagne and certificates (Chargeable ticketed event)	-	£100
Total	-	£1150

**How will this activity benefit one or more of the following and how will the benefit be measured:
1) the Chamber; 2) the community; 3) individual members.**

- 1) JCI Barnsley started the year with 12 active members, the lowest we have had in recent memory. We are very keen to build on this and really develop the chamber membership offering, in particular as it is our 60th year anniversary. We will be able to measure this from our membership numbers and the feedback they give through surveys and willingness to write blog posts etc about their experiences.
- 2) Community- Engaging local businesses, potential business leaders and our members will ensure that Barnsley is producing skilled people, who in turn will be more effective at their role at work and provide a better service to their customers. The members who graduate our “academy” will receive a certificate detailing the modules they have attended, and this can also be added onto their CVs. Our

current members have demonstrated the benefits they bring to the workplace, especially in the current economic climate.

- 3) With increased membership numbers, our members will benefit from better networking opportunities, develop their own business skills which in turn could help them improve their career opportunities. Future employers are often very interested in hearing about members JCI careers, and how members have sought out chances to develop themselves outside of their own job.

Please attach a budget for the activity AND indicate the source of other funds (if any) being used in the activity (e.g. sponsorship, sale of tickets, Chamber reserves) and the total likely expenditure.

For Academy budget breakdown, please see the activity section above.

We will be investing £350 in upgrading the JCI Barnsley website to the new version from our savings, this payment is due to be invoiced by JCI UK in quarter 1 of 2012. The completion of the website took place on Friday 18th November and we have been working hard to update this, complete the blogs and make sure that any potential new members have a comprehensive and up to date website to get a better understanding of what we do in Barnsley. We have received positive feedback from those that have viewed it.

We have asked our senators & patrons for sponsorship for the "academy" programme but we cannot guarantee we will receive any funding from this as offers so far have been 'in kind'. For example the Digital Media Centre and University Campus Barnsley (part of the University of Huddersfield) have offered free room hire in exchange for sponsorship of the Academy.

Attendance of the Academy sessions will be free to members. Non members will be charged £10 to attend our Academy sessions, but it is our intention to convert these attendees into members on the night, so we do not anticipate that we will generate a large profit in this way.

We will continue to run social and community events outside the Academy which will create a fully rounded programme for our members.

We have budgeted an additional £300 to support the Academy which will be funded through membership capitations, patronage payments and chamber reserves.

Of the projected £1150 cost of our Academy and Diamond Challenge, JCI Barnsley are able to fund £650 through our 2012 budget, we are asking the BJC Foundation to support us with a grant of £500 to assist us reach our goal of 60 members in 2012!

Please attach a copy of the latest set of audited or certified accounts for the Chamber.

Any other relevant information.

JCI Barnsley is a chamber made of passionate members who have achieved and experienced a great deal as a result of their membership. All our current active members have made a pledge to focus their attention on the growth of the chamber in 2012, eschewing National roles, to ensure the continuation of our chamber.

DECLARATION

I confirm that any Grant awarded to me/us, as a result of this Application will be used only for the purpose outlined in this Application.

Signature of Chamber President/Regional Group Chairman/other appropriate individual

Name of person signing above

Position held



Date