

# Mission, Models, Money

Creating a more sustainable arts & cultural sector

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**Income Spectrum tool**

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## Purpose of this tool

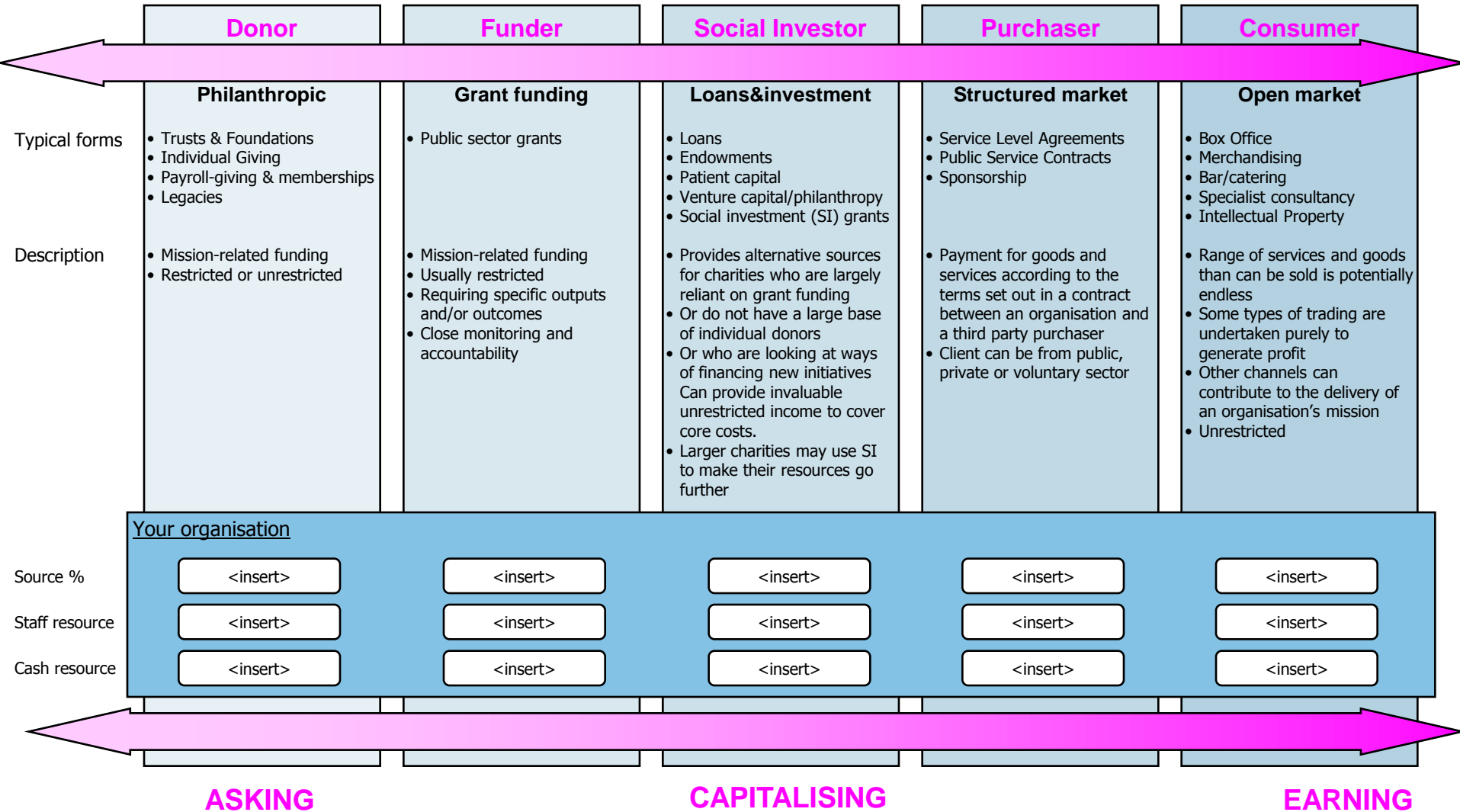
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As the funding landscape continues to develop and change, what is your organisation doing to ensure that it benefits from a diverse range of income sources? Different sources bring new and different levels of restriction and regulation and some require expertise to access and manage which you may not currently have in your organisation. Not all the ways of developing and attracting income described may be congruent with your mission or your programmes but understanding the spectrum and ensuring that you have explored all options appropriately will help you understand and build your financial capacity.

This tool will allow you to carry out a quick diagnostic of the different ways in which your organisation currently brings in funds and also what resources, both staff and cash, are outlaid against each income type.

Once the tool has been completed, please review the checklist questions to allow for a deeper investigation.

# The income spectrum: template



## CHECKLIST: questions to consider upon completion of the Income Spectrum tool

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### General

- Do you assess and agree cost per income ratios against each of the source columns you currently attract income from?
- Are there any significant mismatches between level of income secured in each column and the human and financial resource expended to ensure that source?
- If any of the five source columns are empty, have you fully considered that form of income?
- What are the perceived barriers for not entering a particular income type?
- What planning cycles do you use to set each kind of income target?
- What level of discussion about each of the source columns do you have with your Trustees?

### Income relationship management

- Do certain income sources require more time from your organisation's senior management and other colleagues?
- Do some relationships require more lengthy management lead time before fruition?
- How many external relationships are needed in order to secure funds? (e.g. ratio of successful sponsorship partners to total approaches)
- How would you classify each of your relationships with regards to risk?

## Further resources

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- MMM focus section on Money: <http://www.missionmodelsmoney.org.uk/resources/money/>