



A sustainable income strategy for Abortion Talk - request for proposals

Background

Abortion Talk is on a mission to encourage individuals and communities to have conversations about abortion, to end stigma. We run the UK's first and only free, confidential Talkline for anyone who needs a safe space to talk about their abortion experience. We also run workshops for abortion providers and community groups or activists, giving them time to explore the rewards of their work and the challenges of abortion-related stigma.

Formed in 2021, we have spent the past three years setting up our Talkline and developing our workshops. We have just created our first three-year strategy, which is focussed on growing our services and strengthening our infrastructure. The next step is to develop a plan for generating the income we need to deliver it.

Abortion Talk's current financial situation and context

Since forming, Abortion Talk has raised income in a number of ways:

- We have developed academic partnerships with universities to develop workshop materials and web resources.
- Using these materials, we have run paid-for workshops that generate a small amount of unrestricted surplus income. This is re-invested into the development of further resources.
- We have a small group of regular donors and get occasional one-off small gifts.
- We have a positive relationship with independent abortion providers who provide financial support through sponsorship of events and digital marketing on our website.
- We have occasional event and challenge income (e.g. comedy nights or marathon runs)
- At the end of 2023, we received a grant from The Fore to partially fund our Talkline for two years, and to develop our fundraising capacity.

Where we want to be

The funding we have secured already and our unrestricted reserves mean we are able to run out Talkline and develop our workshops for the next 1-2 years. Beyond that, we need to develop a long term, sustainable income pipeline. Income generated would go towards:

- The direct costs of running our Talkline (telephone lines and web chat platforms, training, supervision, volunteer management).
- Continually maintaining and improving our workshop materials and resources for professionals.
- Overheads such as software, accounting costs, website, database.



Our current estimate is that, in order to deliver on our strategy, we need an income of £55,000-£60,000 per year. Our aim is that this comes from a mix of grants, individual giving, events and corporate partnerships, as well as through workshop sales.

We need our income generation to be able to be sustained and renewed by our existing small team in the long term.

Outputs

We're open to suggestions from consultants as to what shape this work might take. But to give an idea we'd be looking for things like:

- Recommendations of where we should be focussing our fundraising.
- Recommendations of how much we should be aiming for from each income stream.
- A generic case for support which can be repurposed for a variety of funders.
- A review of trusts and foundations and prioritised recommendations for which to approach and suggestions of what to approach them for.
- A project plan for an individual giving campaign including template texts.
- Some prepared text that can be tweaked and inserted into grant proposals and applications (for common questions).
- Advice around the viability of major giving and/or events as part of our income strategy.

Fee for the project

We have set aside up to £5,000 for this work. This is funded by a combination of our grant from the Fore and the charity deciding to invest some unrestricted reserves into this work. We will be delighted to hear from anyone who thinks they can deliver this work for less, and are equally open to feedback if you feel the fee is unrealistically low.

How to apply

If you are interested in this work, we would love to hear from you. To be considered, please set out in your proposal how you'd approach the project, with timelines and outputs and an indication of your fee. If you'd like an informal discussion before applying, please get in touch with Susie, our Operations Manager (info@abortiontalk.com).

As part of your proposal please include:

- Your CV.
- Two references.
- Details of anyone you may partner with or subcontract to.
- A short description of what being pro-choice means to you.

Closing date: 9am Tuesday 29 October
Interviews planned for w/c 4 November