



Masterclass

How to set up a CIC
and get funded in 8
weeks

8 week fast track special

BY KEXX



I promise to give the steps to set up a CIC & fast track your income in x8 weeks.

With my 4 part strategy and actions you can take straight away!

This Masterclass is for you if you are a CIC owner or you are about to set a CIC up.

THE KEY TAKEAWAYS FOR THE CHALLENGE

- ✓ What is a CIC
- ✓ How am I going to apply for Grants
- ✓ How to design a fundraising strategy
- ✓ How to set up easy income streams



Whats a CIC?

HOW DO I START ONE

- ✓ Inbetween a charity and a LTD
- ✓ You can get funding
- ✓ But can also sell products and services
- ✓ You can fundraise



What do people setting up CIC's find difficult

01.

Don't know where to start,
Overwhelm and confusion

02.

Fear of rejection
Giving up at the first rejection

03.

Not enough time or time
waisted

04.

Imposter syndrome or not
realising the CIC potential

05.

Too much paperwork and
grant applications are hard

06.

Burn out from doing it all and
not being strategic

KEXX AI!

CHECK YOUR CIC IDEA?

CIC SET UP Q&A TOOL

£27

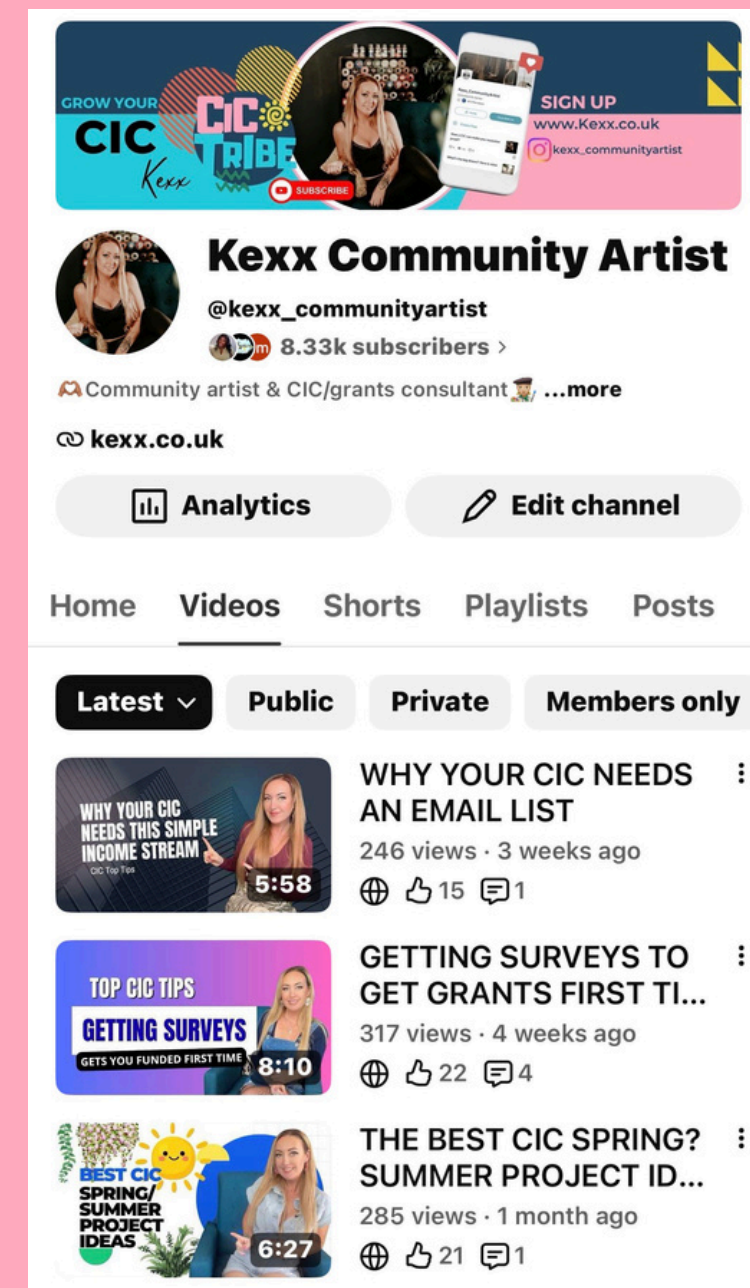




Kexx community artist

I quit my probation officer job in 2012 to set up a CIC. And then this happened...

I founded CIC Tribe Ltd
UK's expert on CIC's
YouTuber



1000 CIC STARTED
£50 MILLION+



How it all started...

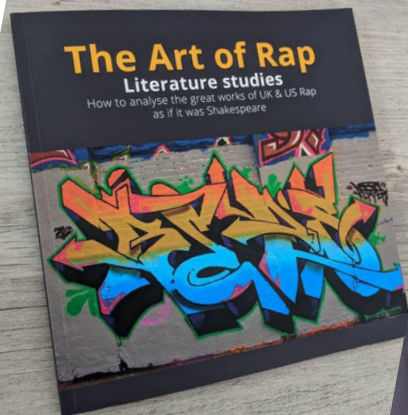


One CIC

One mission to help ex offenders and young people using music

I was funded every year

The most was £70k in grants for project



How I grew! Because I pivoted

Project manager,
historian,
property
development



What I have achieved;

- First CIC gained grants for ten years for youth music and media projects and work in prisons
- This lead to my LTD selling prisons courses
- Renovated buildings with funding money
- Fundraised for children in The Gambia for 5 years
- Heritage lottery projects for research and self published books
- New CIC with building, Graffiti gallery, murals and an art program sold as a membership.

Oberi Art CIC

My Latest CIC is a Graffiti Gallery in Penzance.

Largely run on non grant income so far.

Applying for ACE and heritage for new projects

I am the CEO with staff

We have a paid membership and I can pay myself up to £180k salary



SOCIAL IMPACT

ANNUAL IMPACT REPORT



WORKSHOPS
DELIVERED

55



COMMUNITY
PARTNERS

11



FREE RESOURCES
SHARED

3000+



SELF FUNDED
INCOME GAINED

90%



VOLUNTEER HOURS
BANKED

200+



WORK EXPERIENCE
PLACEMENTS

4



PUBLIC MURALS
PAINTED

9



FREE ART
EXHIBITIONS

3

Why

MY IDEA FOR A NEW LIFE

I wanted more...

Hated my Probation Officer 9-5

Wanted to travel when I wanted

Hated managers

Wanted to do a variety of short projects

Wanted to be creative

Wanted to help others

I wanted more time off

I wanted to earn more money!!!!

Dont be ahamed to want more



SO YOU KNOW WHATS POSSIBLE



I WAS A PROBATION
OFFICER ON £30K

I OWNED A 1 BED
FLAT ON A NOT SO
NICE AREA



A YEAR AFTER
STARTING MY CIC &
LTD I BOUGHT A
THREE BED NEW
BUILD ON MY OWN!

TEN YEARS IN I
MOVED TO A
BEAUTIFUL VILLAGE
IN A DETACHED 5
BED HOUSE WITH
SEA VIEWS



But

THIS WAS NOT EASY!

I had no network

No money

No help

No experience

Rejections

Fines

Too many ideas

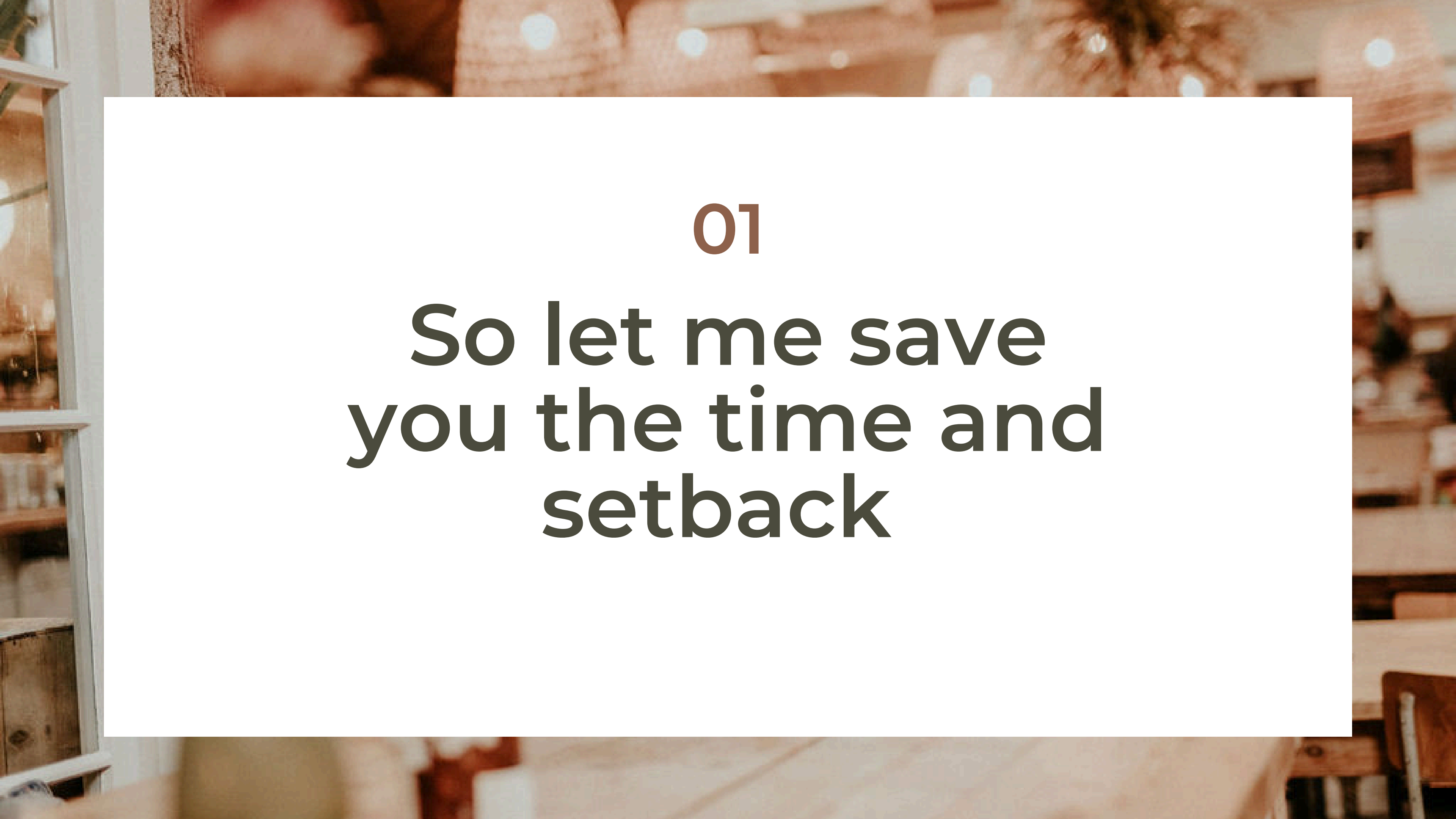
I'm dyslexic & have ADHD

Directors fall out

Nothing online to help me!

I learnt by doing





01

**So let me save
you the time and
setback**

What do you need to set up a CIC

- Three unrelated directors (You can open with just you and add two more before applying for grants.
- Registered address (Avoid using home addresses)
- UK Bank Business account
- Governing documents (CIC36 and Articles of association.)
- £115 Companies House fee
- A suitable CIC name
- CIC insurance
- Social media
- Community engagement surveys



How is a CIC funded

Grants funders;

National lottery

Community fund £20k

Heritage up to £250k

Sports England £20k

Arts Council £30k

Children in need £45k

Unltd £8k

Most local grants £2-10k

Other income

Contracts

Paid workshops, events, sales

Donations





Types of CIC's

Community groups

Community sport

Community art & culture

Filling gaps in services

Job Clubs

Education, skills & training

Youth mentoring

Advocacy

Therapy, counselling, coaching





CIC perks!

- Discounts on venue hire
- Discounts on business rates
- A community building for a £1!
- Free Canva
- More likely to get paid contracts from Public and Charity sector

Drop that you are a CIC and see what you can get!!

**You can design your
own career and
projects**

Total freedom!

**Purpose driven
business boosts
happiness**



Paying yourself

Paye from your CIC (but not from the grant funding)

or

Invoice your CIC from your self employed (preferred option) business or LTD (be clear with funders)

What could you earn?

£150-£600 per day

10- 80k per year



GIVES YOU MORE FREE TIME

GREAT FOR YOUR CV

MAKES YOU A CEO!

INSTANT PROMOTION

DREAM CAREER

Pay Calculator

Pay rates by funder

Community fund £15k
over 2 years (£150 day rate)

Sports England £5k over a
year (£45ph)

Arts Council £15k over a
year (£350 day rate)

Heritage lottery Salary of
£40k pa (£350-600 day
rate)

Other non grant income
£600 day rate.



What is your likely income
year 1

£50k average
Freelancer working on the
grant funded projects

By year 3 years plus you
can aim to move to PAYE
for project manager £60k
and pay others for delivery
as freelancers on the
grant projects

My 4 key strategies to CIC success for 2026



What I have learnt from _____ mentoring other peoples CIC's

The Hugely successful ones have something in common!

They have a strategy!

Positive mindset

They fundraise

They build in other income streams and do not focus on just grants

They build a company not just a individuals freelancer income

They plan they year!



No1 Grant funding



🌍 Pivot your CIC idea into multiple project to apply for over £100k+ of grants

💰 Budget to pay yourself 70% of a grant to ensure your sustainability

🤝 Create proof of community engagement to avoid the number 1 rejection reasons

💼 Reapply if rejected as your far more like to succeed!



No.2 Be strategic with your dream income and time in mind

What do you want to earn?

How much do you want to work?

Do you want to do all the work or hire?

How can you use the CIC to build your career

What life style do you want

Whats you long term dream

With this in mind plan that in

No.3 Fundraising



Fundraising is essential

It should aim to take over from Grants

Fundraising gives you more freedom

Strategy

Chase grands not pennies!

Schedule x4 funding events per year

Have a smaller ongoing fundraiser like
easy fundraiser going all year.



No.4 Build in a income stream

A easy almost passive income is ideal;
Online course
Membership
Merchandise

Or contracts
Franchise what you do and big for contracts

Get investor ready.



Get a free building

1. Being given a free building - Asset of Community Value - Asset transfer
2. Peppercorn rent
 1. Cover rent with donations or VA address

YOU KNOW YOU WANT IT...
HOW DO YOU GET IT?

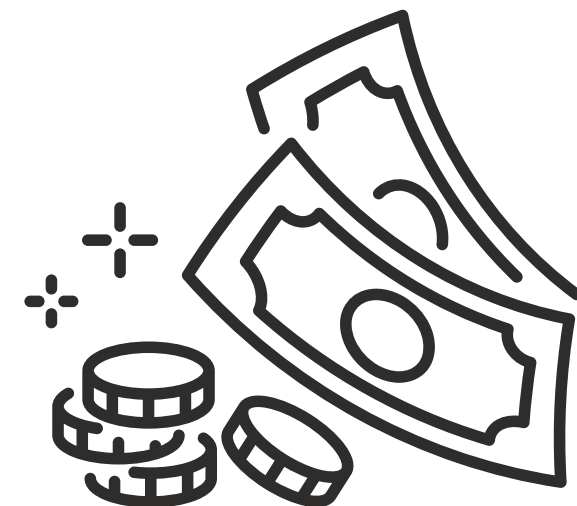
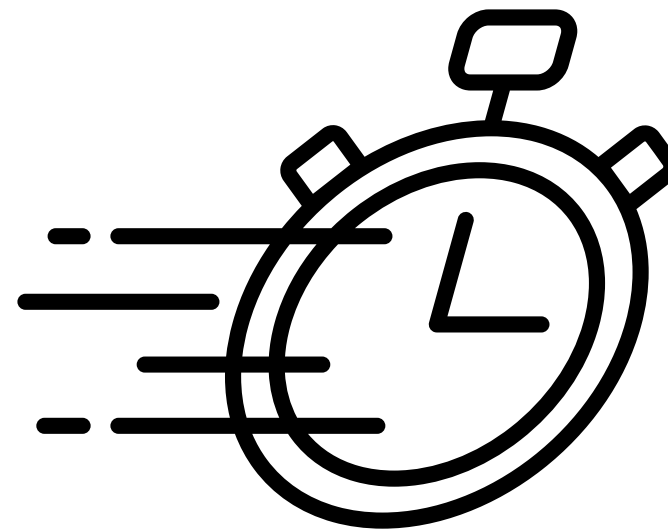
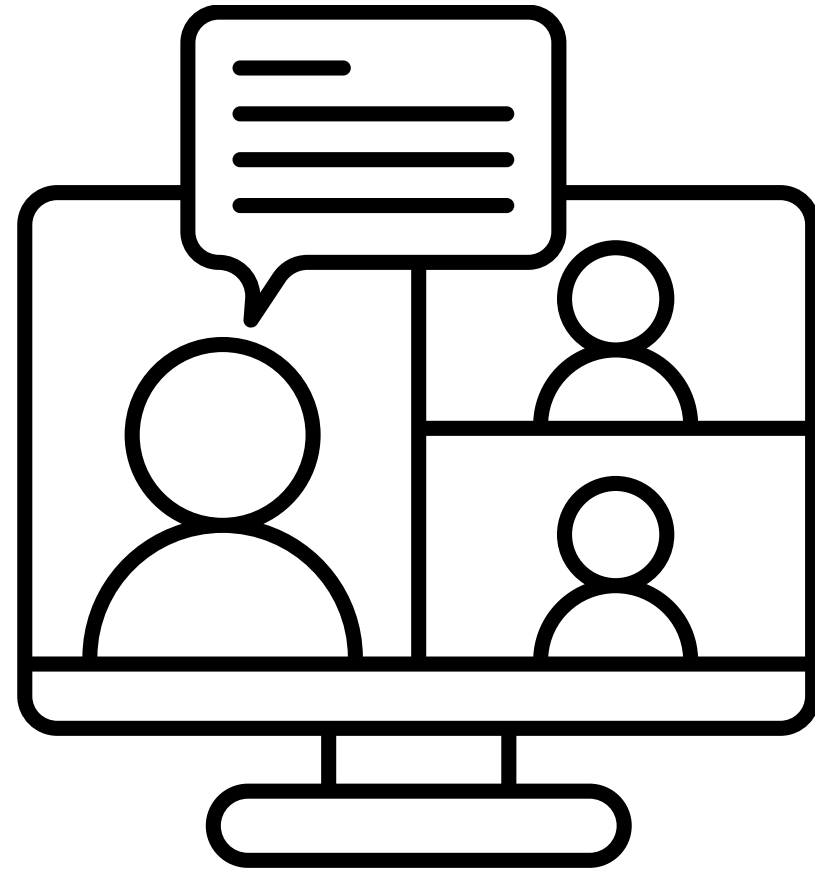
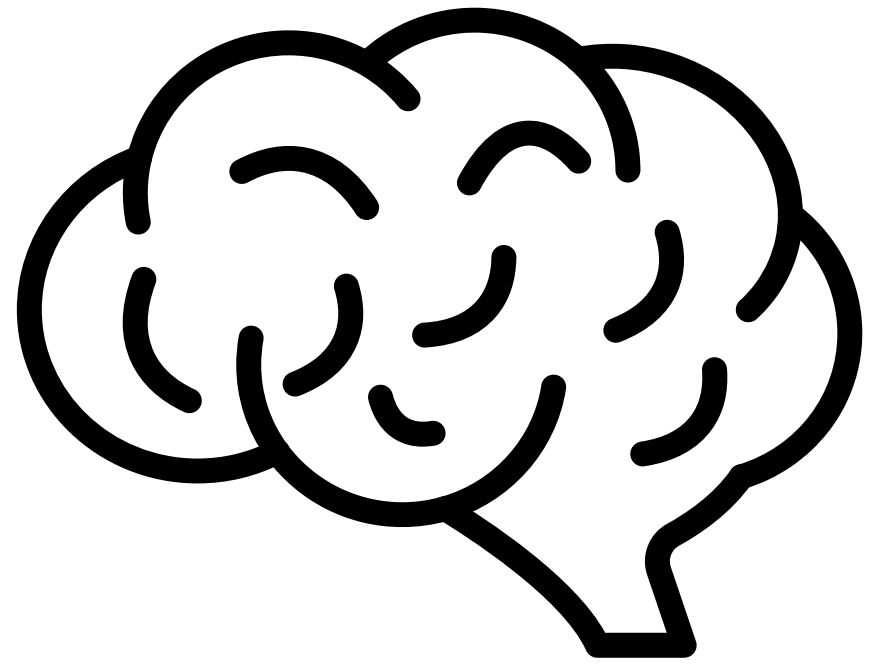




How can CIC Tribe help you?



CIC TRIBE GIVES YOU



KEXX AI!

CHECK YOUR CIC IDEA?

CIC SET UP Q&A TOOL

£27



ENROLL
NOW



what's *PREMIUM*?



CIC REGISTRATION SET UP 1:1 ✓

CIC BUSIESS DESIGN WITH KEXX 1:1 ✓

X3 GRANT APPLICATIONS BY KEXX 1:1 ✓

CIC FAST TRACK 8 WEEK LIVE COURSE ✓

CIC WEBSITE TEMPLATE & TRAINING ✓

GRANT APPLICATION ZONE ✓

VIP CIC TRIBE MEMBERSHIP ✓

CIC WHATS APP COMMUNITY ✓

1 YEAR ACCESS & SUPPORT

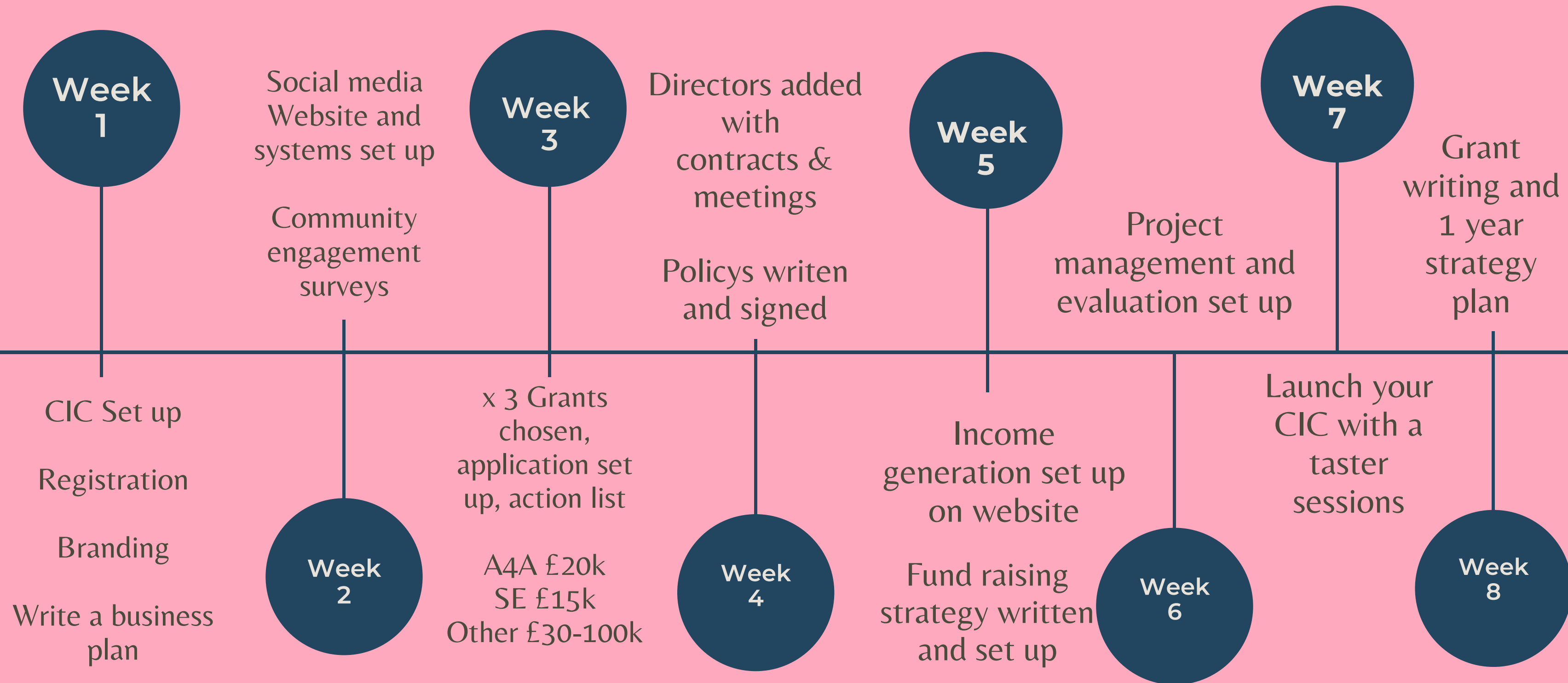


INVESTMENT £3000

ROI £50-£100K



Fast Lane Course



The CIC Tribe Top Earners

Phill



Over £151k in year 1

- ✓ Community fund
- ✓ Arts Council
- ✓ Sports England
- ✓ Loads more!!!

Matt



£150+ in 18 months

- ✓ Community fund
- ✓ Sports England
- ✓ Active partnership
- ✓ Free premises from the council

Charlotte



Awarded x3 grants of £187k in 12 months

- ✓ Community fund
- ✓ Sports England
- ✓ UNLTD£8 + £18k
- ✓ Heritage lottery £50k
- ✓ Arts Council £30k

Dawn



Over £90k 12 months in

- ✓ Community fund £20k
- ✓ Heritage lottery £50k
- ✓ Local authority
- ✓ Sports England £15k

The CIC tribe fastest

Heledd



£20k in 2 months

- ✓ Financial literacy project for women

Lilly



£20k in 1 week!!

- ✓ Womens crisis service. Gained three grants in week 1!

Nila



20k in 3 months

- ✓ Indain cooking class and social meet up and eat in her village

Emma



£20k in 3 months

- ✓ Cancer sufferers head bands bank.



Buy in the first 72 hours and get a extra 1:1 with Kexx
and get started right away



BUDGET OPTION

SET UP COURSE £33

THE CIC TRIBE
MEMBERSHIP



A vibrant promotional graphic for the CIC Tribe Membership. On the right, a woman with long blonde hair, wearing a denim jacket over a black top, smiles at the camera. In the center, a laptop displays a video of the same woman sitting in a blue armchair. Surrounding the laptop are various digital assets: a smartphone showing a video titled 'HOW ZINE? CAN REAL YOUR CIC?', a tablet displaying 'ENTER THE Grant Application zone', and several documents including 'The CIC ROADMAP', 'Ebook: How to set up a CIC & get funded fast by Kasey Community Artist', and 'Policy Templates'. A character named 'CIC BUDDY' in a purple jumpsuit is also featured. The background is a mix of pink and purple with yellow stars and the 'CIC TRIBE' logo at the top.



MEMBERSHIP

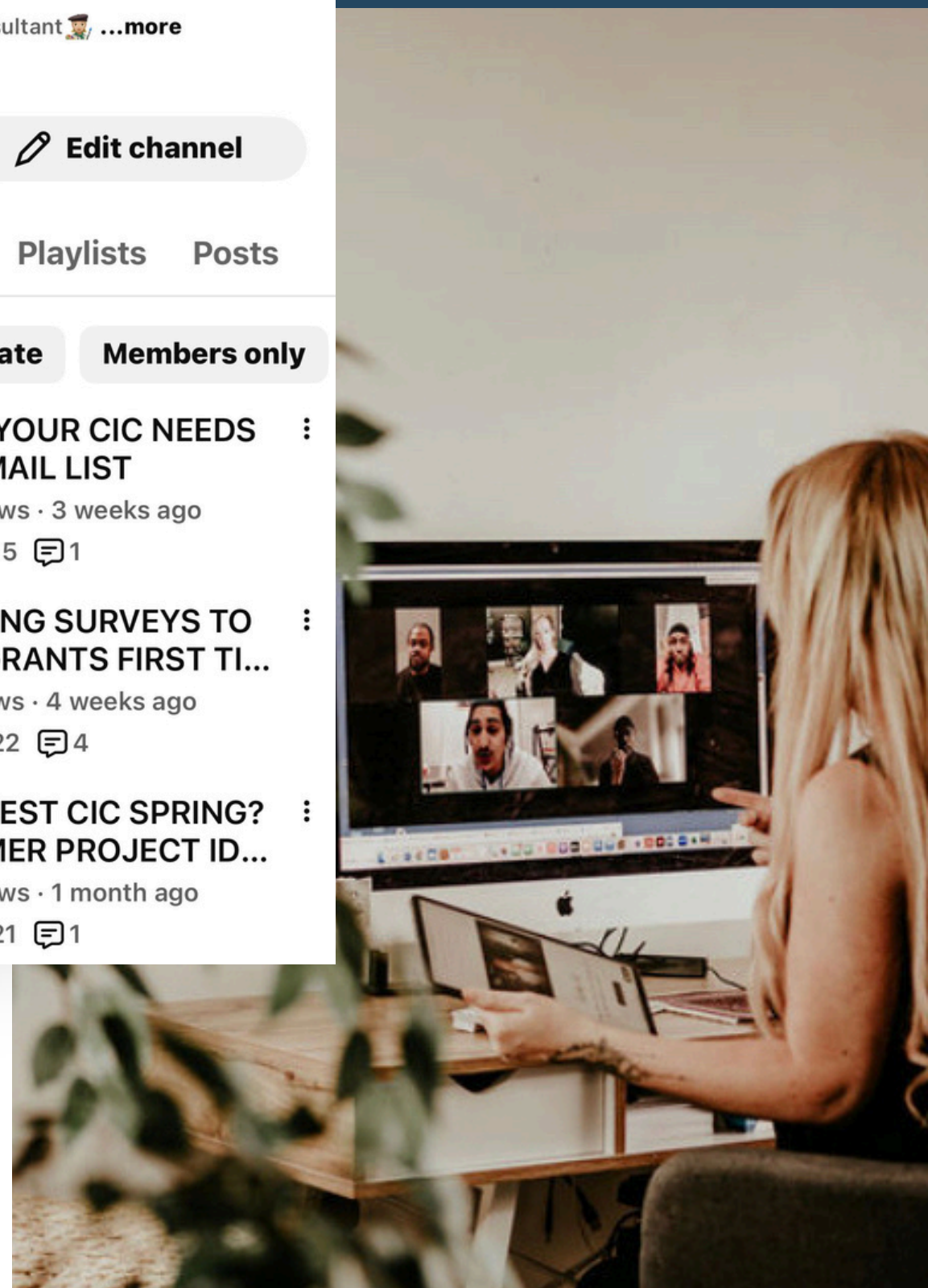
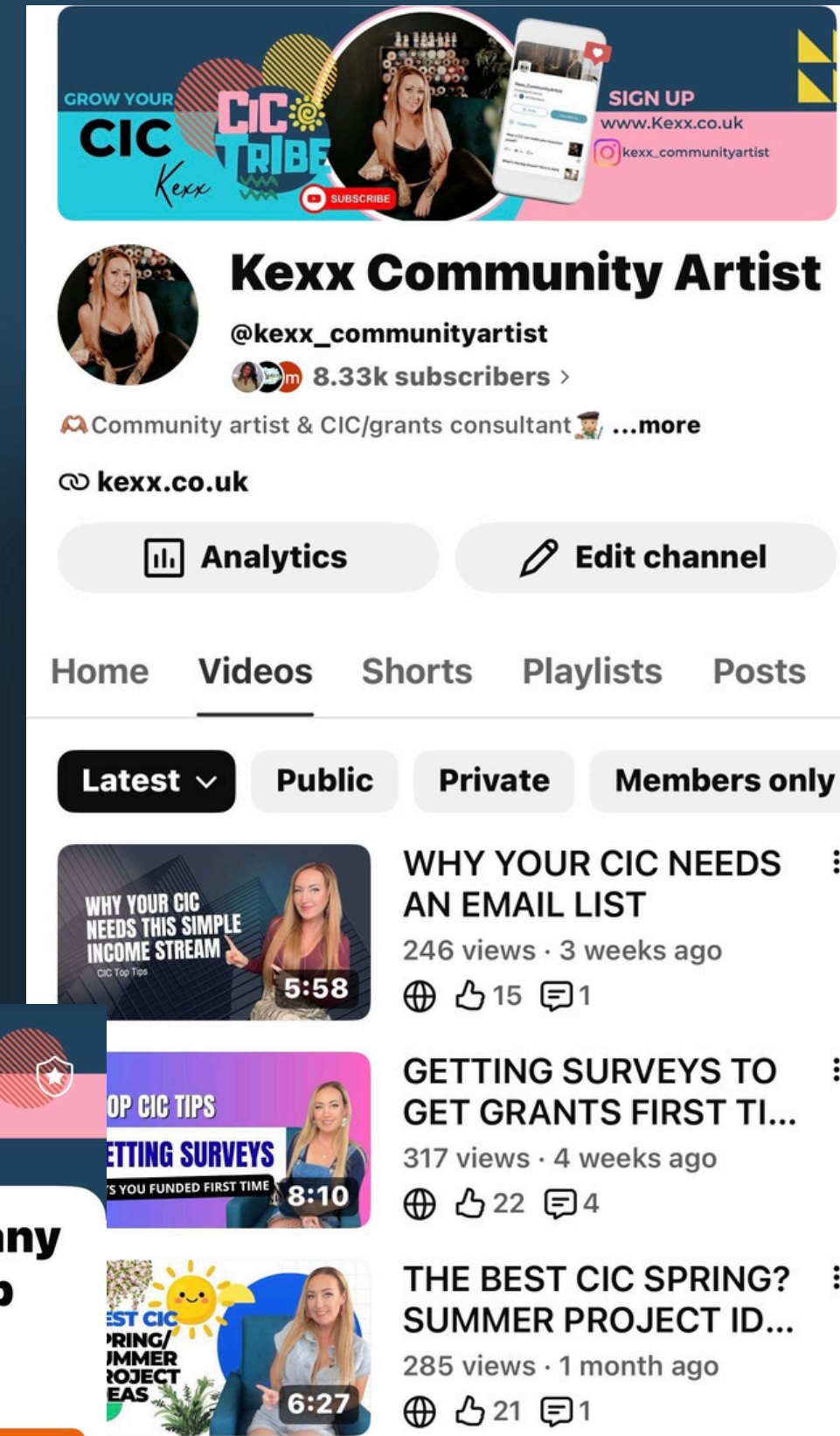
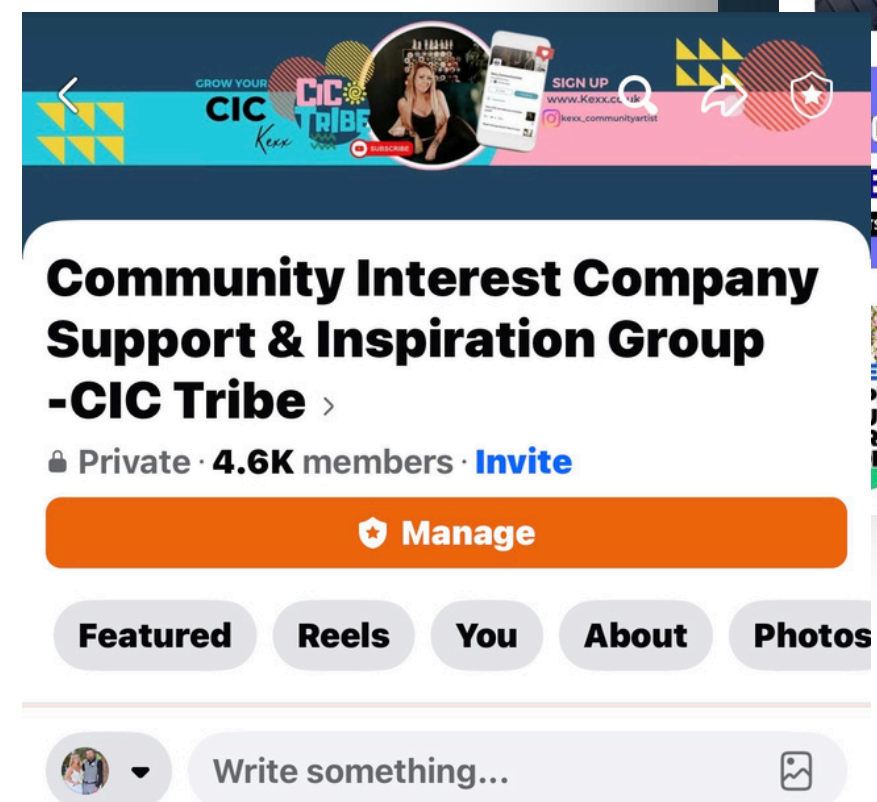
£33PM

- ✓ Live training x2 per week
- ✓ Community of CIC's
- ✓ CIC Expert Masterclass
- ✓ Reasorce Library
- ✓ Grant writer zone with Kexx AI
- ✓ CIC Tribe buddy Kexx AI



FREE Help kexx_communityartist

- ✓ Youtube
 - ✓ Insta
 - ✓ Tiktok
 - ✓ Facebook group
- Community Interest
Company Support and
inspiration





KEXX AI!

**CHECK YOUR
CIC IDEA?**

**CIC SET UP
Q&A TOOL**

£27

QR CODE

£27!



CIC TRIBE MEMBERSHIP!

Policy Templates

CIC ROADMAP

CIC BUDGET

CIC IDEAS

How to set up a CIC & get funded

Ready to use templates

£333 PM



CIC TRIBE PREMIUM

**1:1 CIC SET UP + GRANTS
FAST TRACK WITH KEXX**

AI

The CIC ROADMAP

CIC Essentials Pack

Policy Template

Pay & Tax Pack

**MASTERCLASS REPLAY
HOW ZINES CAN HELP
YOUR CIC**

**ENTER THE
Grant Application
zone**

+ This is the fast lane with Kexx for a year.
+ CIC Set up to over £50k of grants written for you
+ You will excel faster than you could on your own

BUY NOW JUST £3000

£3000

