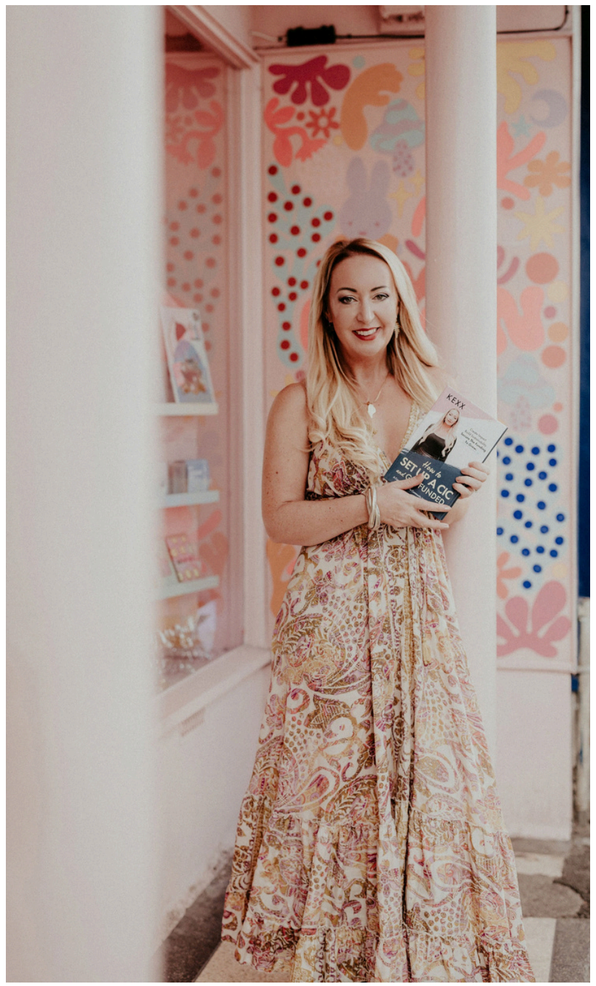


Masterclass

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

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



CIC TRIBE

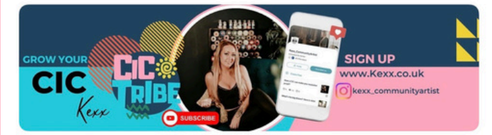
Kexx community artist

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

UK's expert on CIC'sFounded CIC Tribe, YouTuber, Amazon best seller



YouTube



Kexx Community Artist

@kexx_communityartist

8.33k subscribers

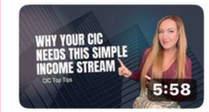
Community artist & CIC/grants consultant ...more

kexx.co.uk

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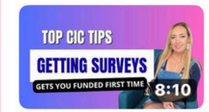
Latest | Public | Private | Members only



WHY YOUR CIC NEEDS AN EMAIL LIST

246 views · 3 weeks ago

15 1



GETTING SURVEYS TO GET GRANTS FIRST TI...

317 views · 4 weeks ago

22 4



THE BEST CIC SPRING? SUMMER PROJECT ID...

285 views · 1 month ago

21 1

1000 CIC STARTED

£50 MILLION+



CIC TRIBE




£150k


£20k


£20k


£40kk


£187k


£65k


£35k


£38k


£20k


£20k


£20k


£28k

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 manger, 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 & Online course







SOCIAL IMPACT

ANNUAL IMPACT REPORT

WORKSHOPS DELIVERED
55

COMMUNITY PARTNERS
11

FREE RESORCES 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



IN MY 20'S
I WAS A PROBATION OFFICER ON £30K

IN DEBT WITH CREDIT CARDS

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



IN MY 30'S
A YEAR AFTER STARTING MY CIC & LTD I BOUGHT A THREE BED NEW BUILD ON MY OWN!

IN MY 40'S
I MOVED TO A BEAUTIFUL VILLAGE IN A DETACHED 5 BED HOUSE WITH SEA VIEWS
AS A MILLIONAIR I STILL HAVE A CIC BECAUSE I LOVE THE IMPACT



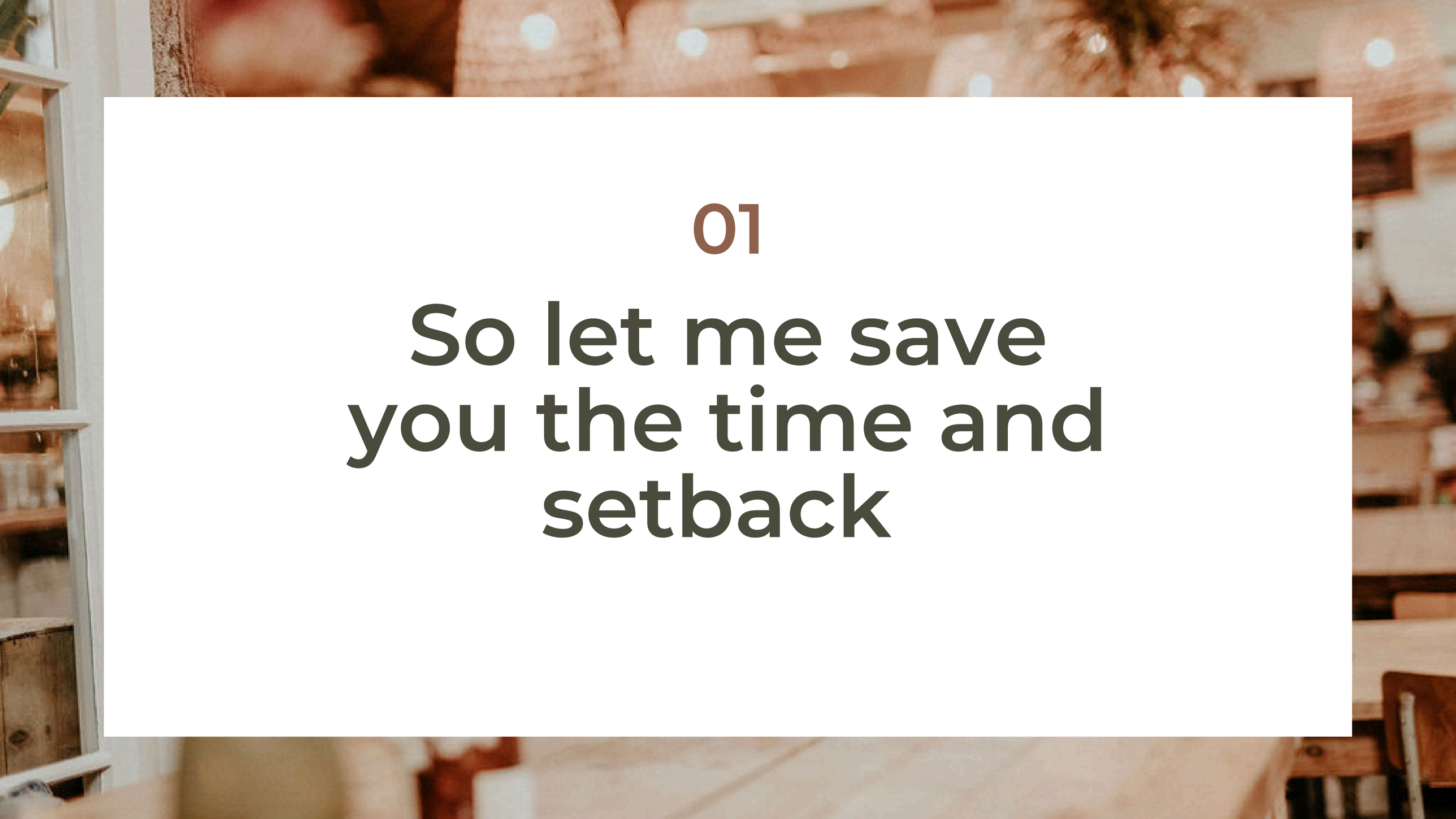
But ....

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**

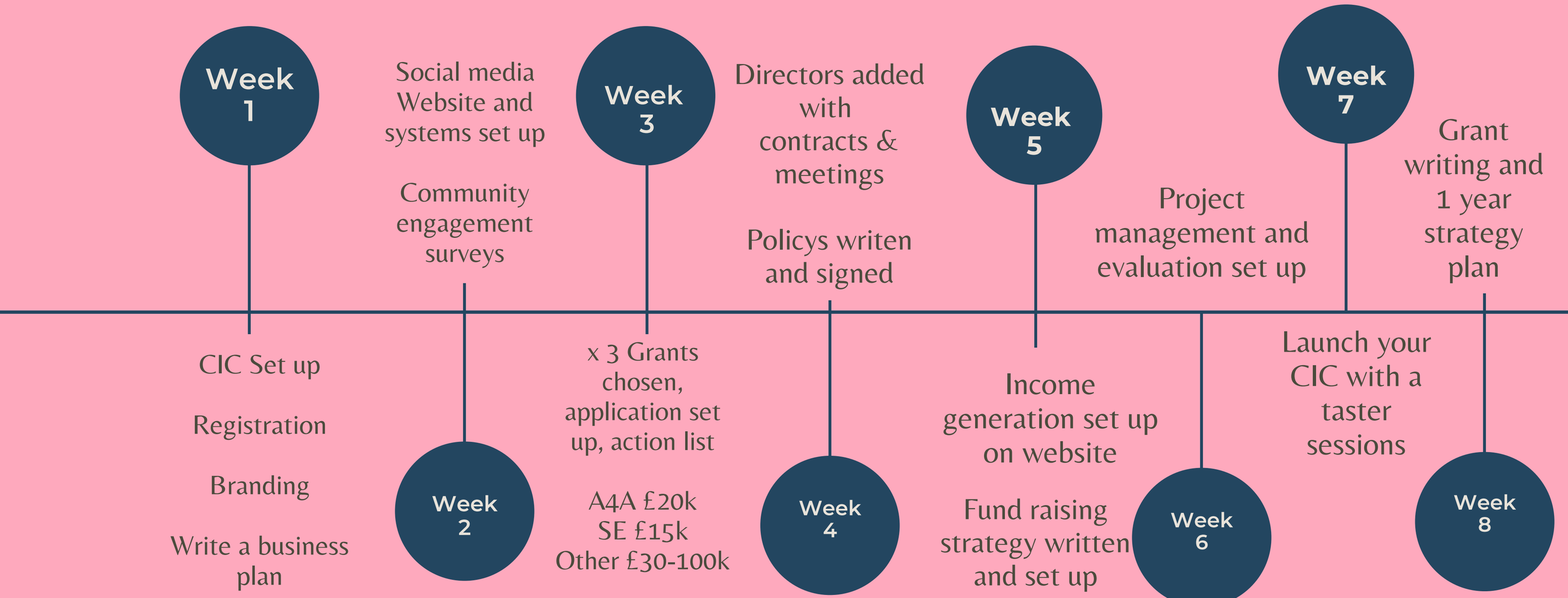
2. **Peppercorn rent**

1. **Cover rent with donations or VA address**

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



Follow the steps



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 suffers head bands bank.

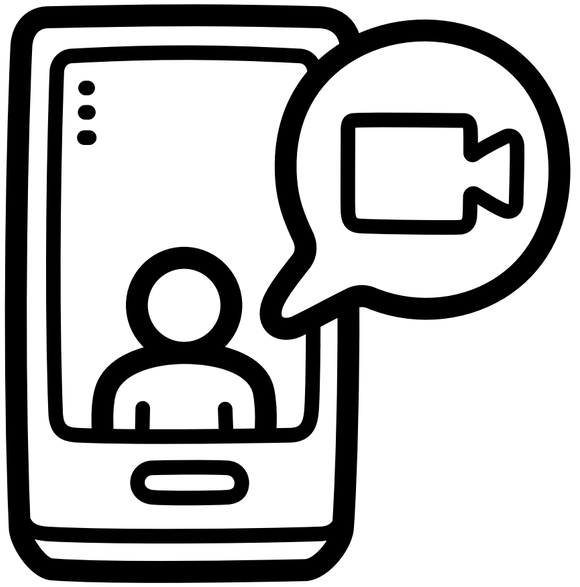
How can CIC Tribe help you?

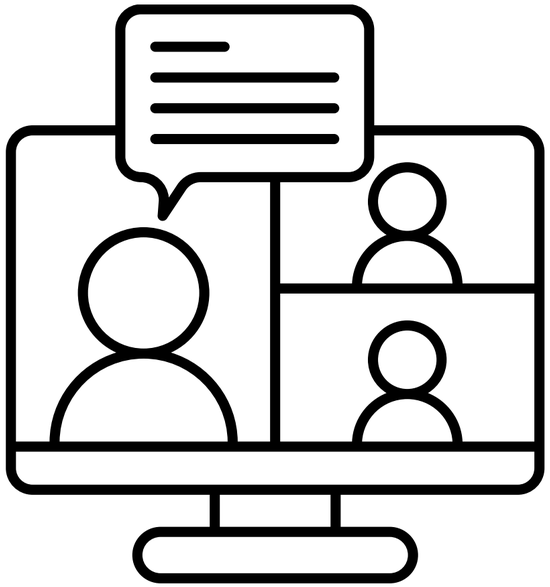


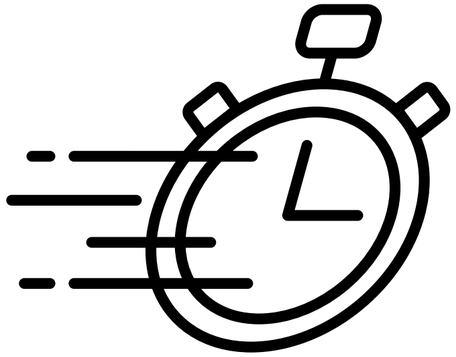
CIC TRIBE GIVES YOU







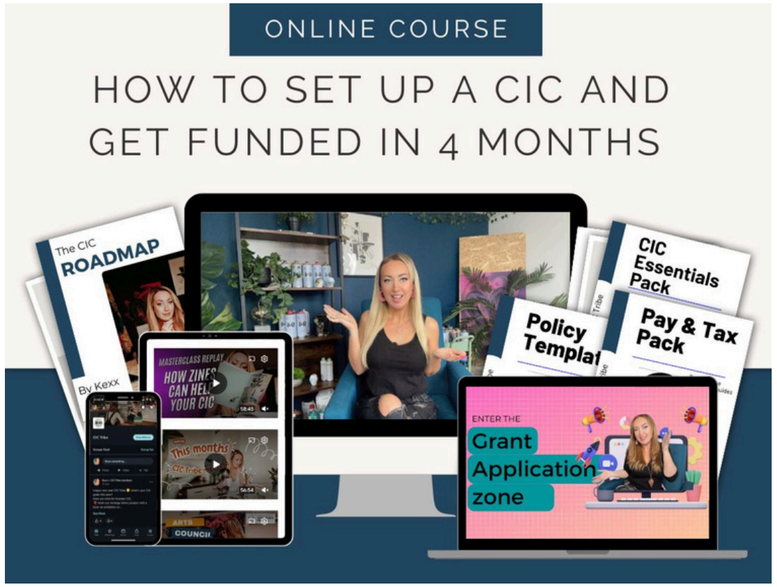




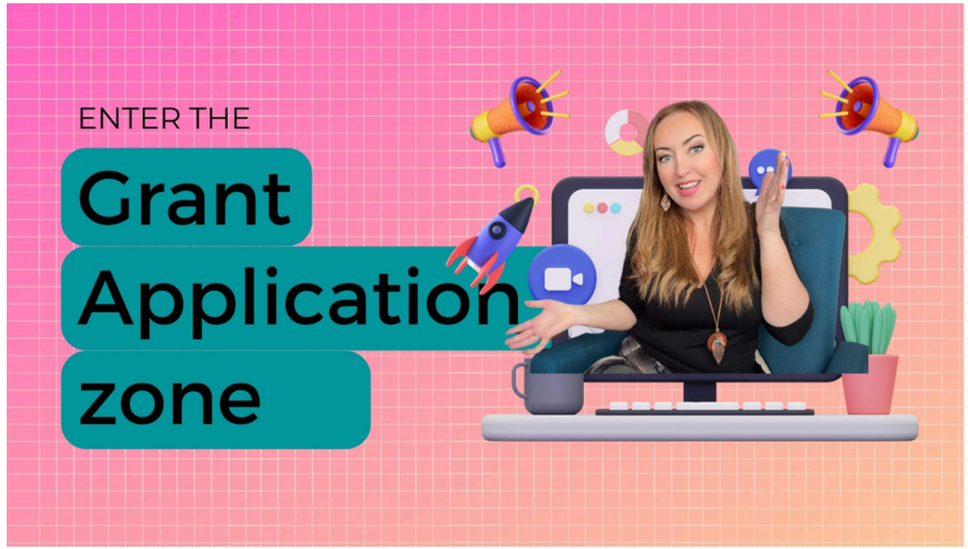




CIC TRIBE MEMBERSHIP GIVES YOU



CIC TRIBE

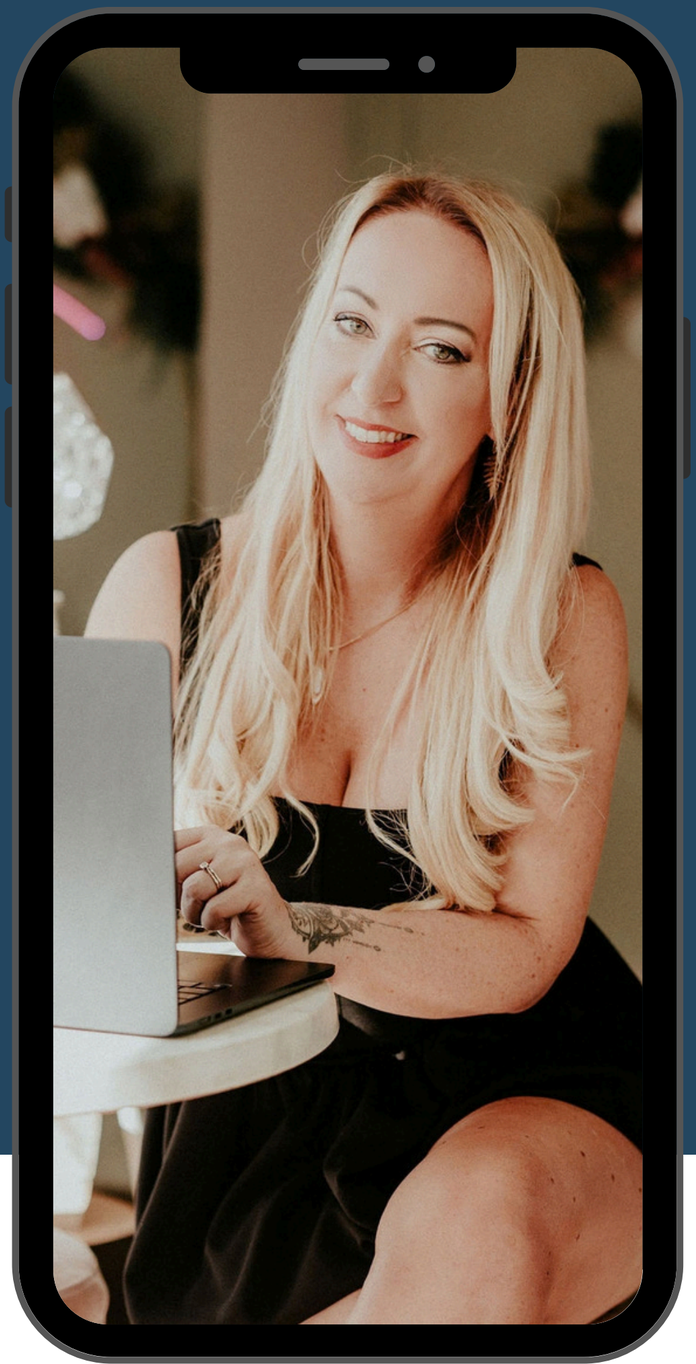


CIC TRIBE

MEMBERSHIP

£33PM

- Live training x2 per week
- Community of CIC’s
- CIC Expert Masterclass
- Reasorce Library
- Grant writer zone with Kexx AI
- Listing UK CIC directory



ALL YOU NEED

£33PM

THE CIC TRIBE MEMBERSHIP



CIC TRIBE

what's Combo?



- CIC SET UP DOCS & BIZ DESIGN BY KEXX ✓
- + COMMUNITY FUND GRANT £20K KEXX 1:1 ✓
- 1 YEAR OF CIC TRIBE MEMBERSHIP ✓
- CIC FAST TRACK 8 WEEK LIVE COURSE ✓
- CIC WEBSITE TEMPLATE & TRAINING ✓
- GRANT APPLICATION ZONE ✓
- LISTING ON UK CIC DIRECTORY ✓
- COMMUNITY GROUP CHAT ✓

1 YEAR ACCESS

CIC TRIBE

ENROLL NOW

COMBO PACKAGE INVESTMENT £1200

ROI £20,000+

BUY NOW

Buy NOW live on this call BONUS GIFT
The VIP Zone worth £3000 free access!!!



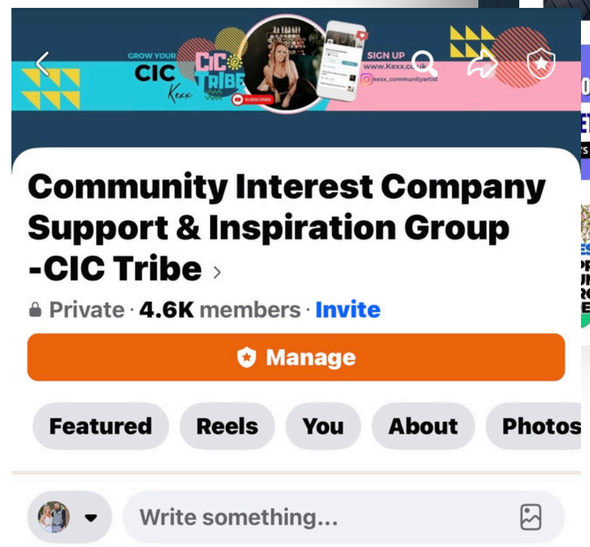
FREE Help kexx_communityartist

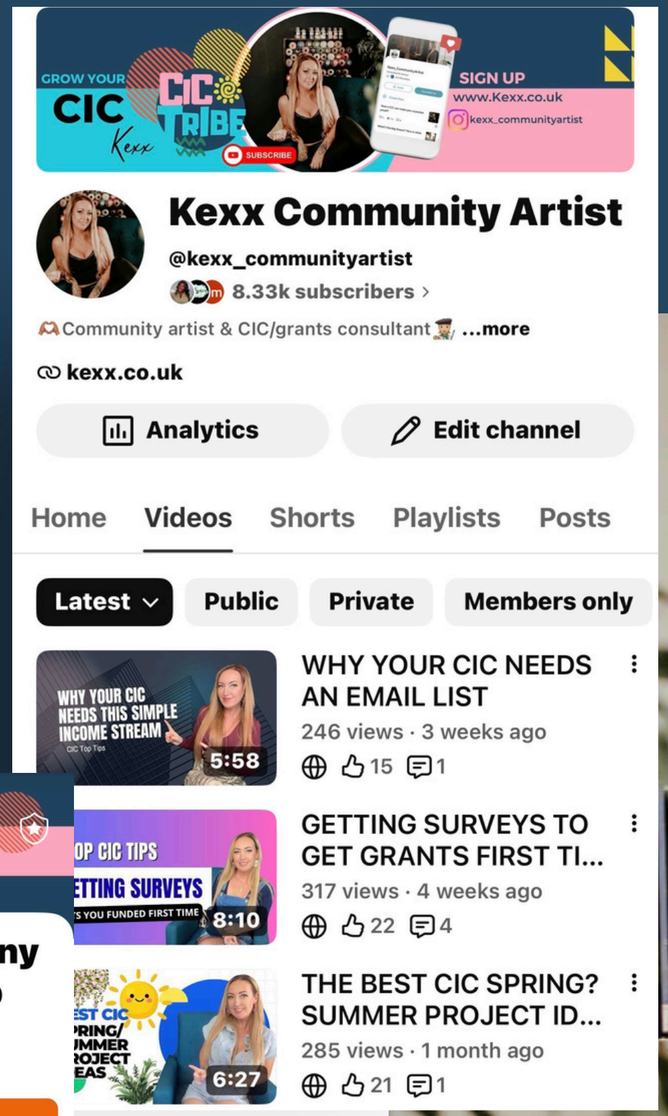
- Youtube
- Insta
- Tiktok
- Facebook group

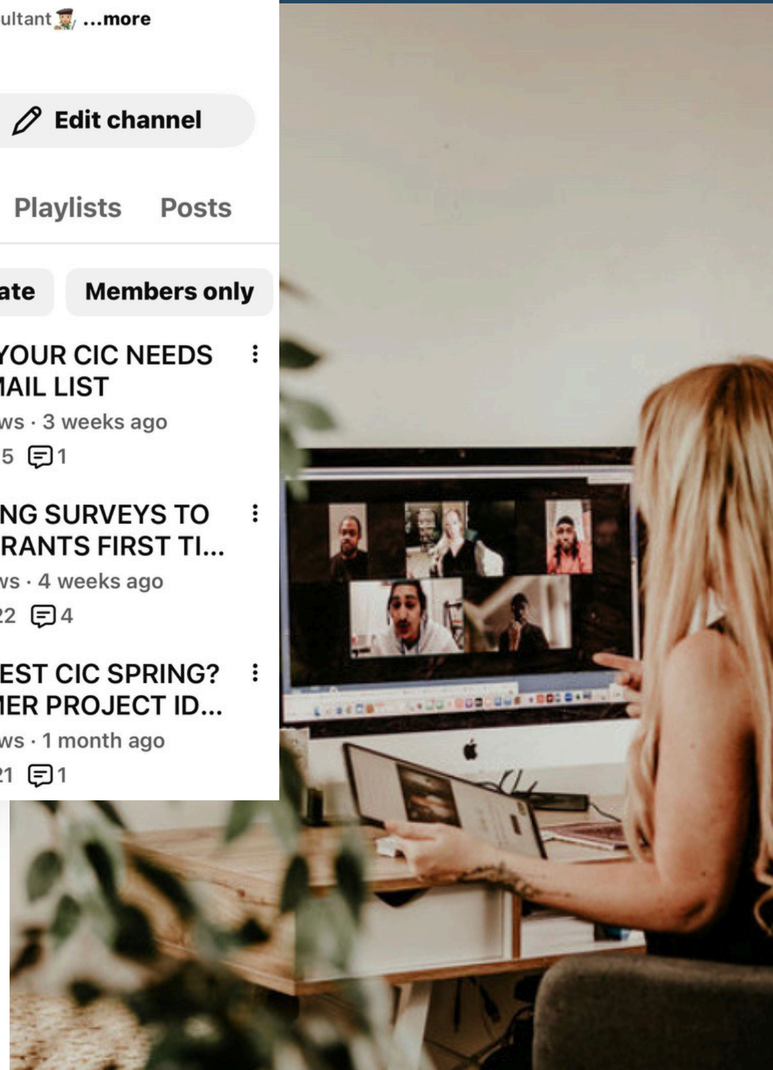
  Community Interest

  Company Support and

  inspiration









£33PM



£356PA



£1200