



masterclass

HOW TO SET UP A
CIC AND GET
GRANT FUNDED

Grant special

BY KEXX



I Promise to give you my exact 4 key strategies of how to be successful in gaining grant funding

Live bonus -Grant & pay calculator

This masterclass is for you if you are looking to learn more about grant funding

THE KEY TAKEAWAYS FOR THE MASTERCLASS

- ✓ What is a CIC
- ✓ How am I going to apply for Grants
- ✓ What can I pay myself
- ✓ How do I get more support



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 stops people from gaining grants

01.

not knowing where to start or
what a CIC is!

02.

Giving up at the first rejection

03.

Not enough time or too
overwhelming

04.

Not applying for enough

05.

Too much paperwork

06.

Not having anyone to ask for
help



Kexx community artist

I quit my probation officer job in 2012 to set up a CIC.

Over ten years I was funded every year by grants from National lottery, Arts Council, Children in need etc

My projects

Music & Media



How I grew! Because I pivoted

Project manager,
historian,
property
development



Most I gained
was £70k in
grants in 1
year... Now my
lastest CIC
doesnt need
grants

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

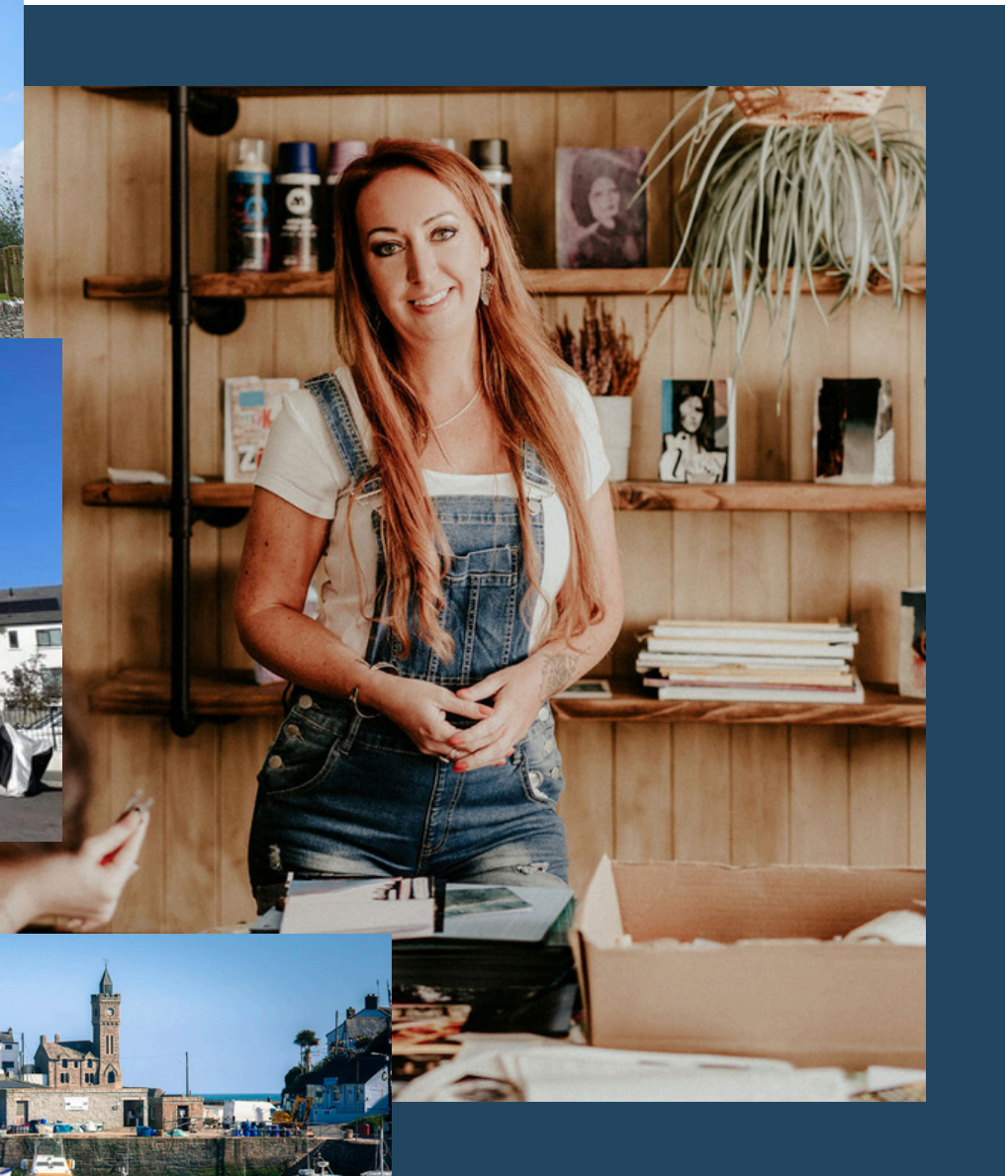


Only possible because I pivoted...

As a PO I earned £30k and lived in a 1 bed flat.

Year 1 of my CIC & LTD I earned £40k and bought a 3 bed house

Ten years of starting a CIC & LTD I bought a detached house by the sea, retired my husband, investing in property and could retire by 45 if I choose or just run a small enjoyable CIC art project 1 day a week.



The background image is a collage of coastal scenes. The top left shows a row of white houses with blue accents and a stone wall. The top right shows a clock tower. The bottom left shows a harbor with several boats, including a blue and white boat with 'PZ609' and a red boat with 'PZ18'. The bottom right shows a harbor with several boats, including a blue and white boat with 'PZ18' and a red boat with 'PZ18'.

My 4 key strategies to CIC success & personal freedom

4 strategies



🌍 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!



1. How to pivot?

- Keep your name and mission wide
 - Understand your CIC isn't just one idea
 - Don't apply for many grants for just one idea. Create a series of small ideas that fit together
 - Lean project ideas into different grant niches like sports, arts, heritage etc
 - Work with several different community groups
-

2. Paying yourself

- Aim for 50%-75% in year one
- £150 day rate on most lottery grants
- Put days of work not hours or delivery
- £350-600 for arts and heritage



Made possible with



3. Community engagement

Key part of my strategy

- Surveys
- Taster sessions
- Feedback forms
- Feedback interviews audio recorded and make into a short video
- Always write impact reports after each project
- Always capture photo, video and quotes as you go and post on social leaving a trail of evidence



4. Learn to grow from rejection

- Rejection is part of the process
- Do not give up
- Read feedback and resubmit
- Adapt and review
- Think about easy projects you can get funded
- Reword applications to take out anything that puts them off but be clever and still do what you want





I have started 600+ CIC's in the last 24 months

Why do people come to me?

I make it simple

I make it fast

Everything you need in one place

Im here for questions and so is the CIC Tribe community

I am great at designing projects

I save on rejections

I drastically increase your income into the CIC and
personally

I save you from major mistakes

I protect you from liability

Im your biggest cheer leader!!

Got them £17million in grants!!!!

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 £38k in 6 months

- ✓ Community fund
- ✓ Sports England
- ✓ UNLTD
- ✓ With a successful LTD membership

Shaun



Over £50k 6 months in !

- ✓ Community fund
- ✓ Arts Council
- ✓ Local authority
- ✓ Police commissioner

The CLC Tribe Fast Awards

Heledd



£20k in 2 months from set up

- ✓ Financial literacy project for women

Lilly



£20k in 1 week from set up!!

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

Natalie



£10k in 6 weeks from set up

- ✓ Community fund awarded in just 6 weeks for her health project

Emma



£20k in 3 months from set up

- ✓ Cancer suffers head bands bank.



CIC

ACCELERATOR

ELITE

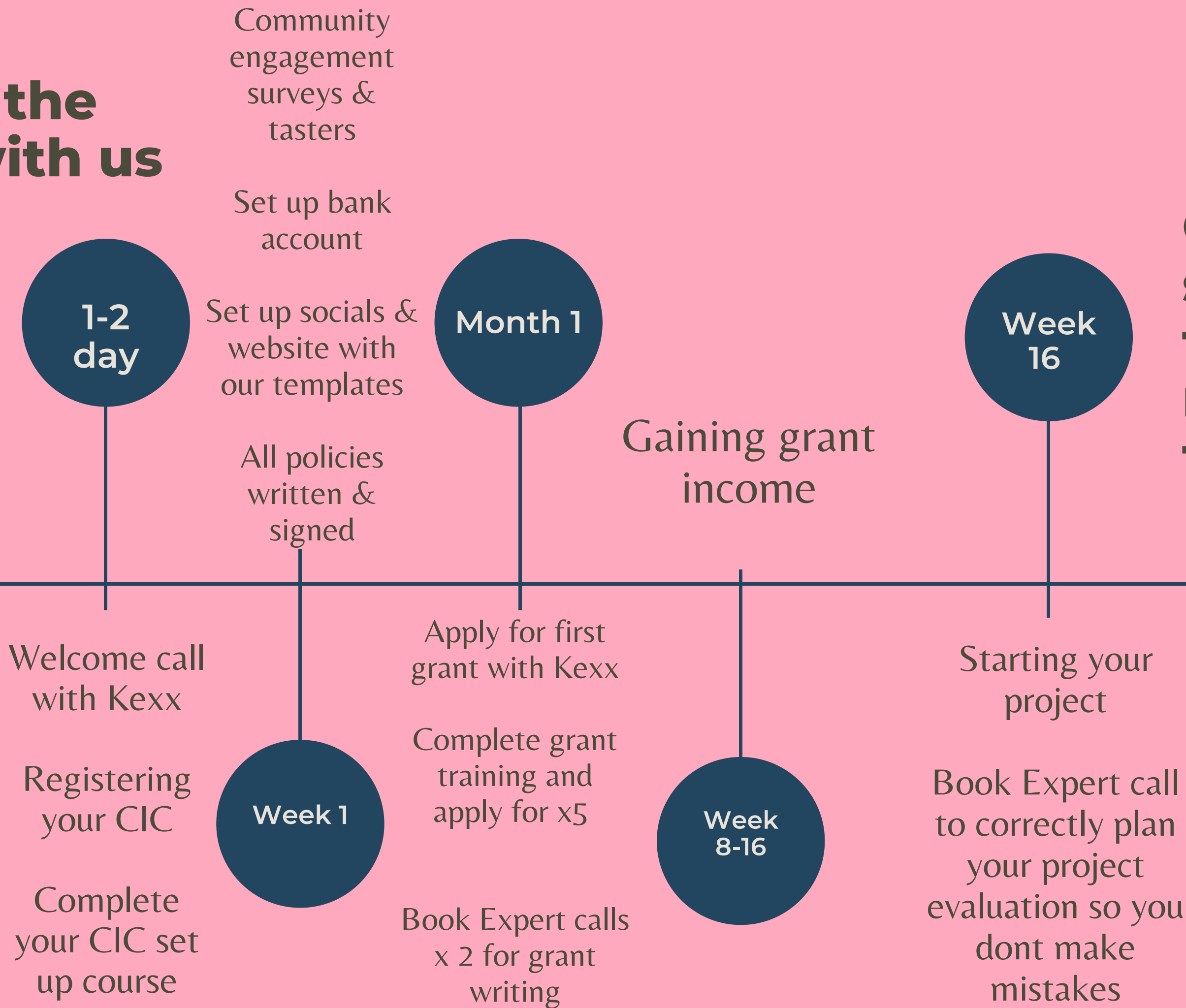


- ✍️ FULL CIC SET-UP SERVICE AND CPD ONLINE COURSE £497
- 📱 KEXX ON WHATSAPP+ STRATEGY CALL+ X3 GRANT DESIGNS £999
- 💰 £20K LOTTERY GRANT APPLICATION WRITING WITH KEXX £2000
- 💰 X3 1:1 CALL WITH CIC EXPERTS & GRANT WRITERS £600
- 🚀 PLUS GRANT APPLICATION ZONE & BID WRITING CPD COURSE £697
- 🌍 1 YEAR CIC TRIBE FULLY LOADED VIP MEMBERSHIP £400
- 💻 CIC WEBSITE DESIGN & ONLINE INCOME STREAM SET UP £499

TOTAL ~~£5692~~
YOUR PRICE £2840



What's the steps with us



Online Course Grant Application Zone

Online Course

- Easy to understand
- 2 hours of guided videos
- template grant application forms.

Grant Application Zone

- Year 1 grants over £100k worth
- Year 2 Grants over £500k+ worth
- Grant writing training

ONLINE COURSE

HOW TO SET UP A CIC AND
GET FUNDED IN 4 MONTHS



Get everything you need in one place. Easy to follow
step by step CIC set up course and a packed grant
application writing guide & resource of over 10 grants to
apply for. Plus a free CIC Tribe membership.

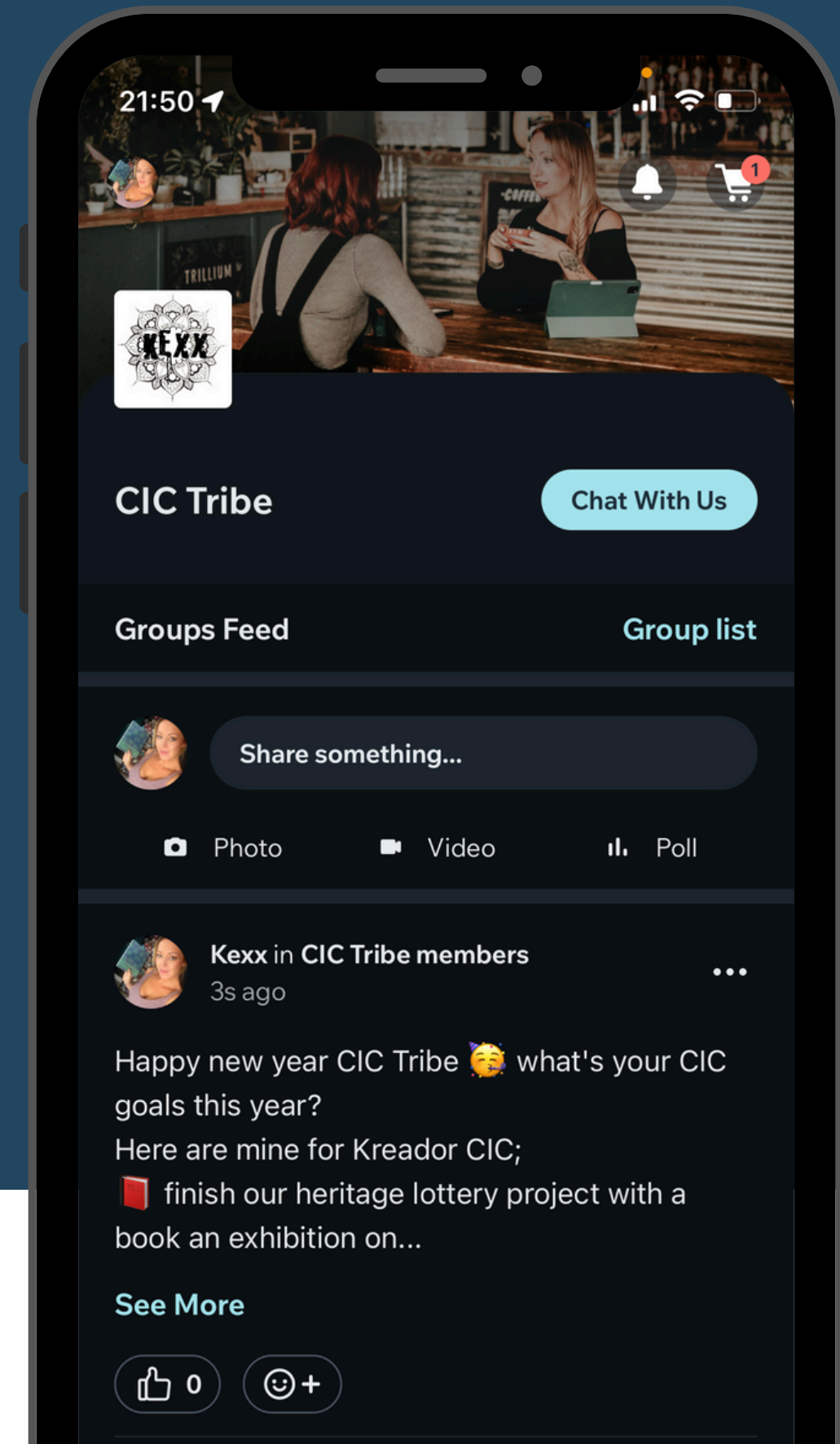
BUY NOW JUST £297

CIC Tribe
£33pm
Cancel anytime

You will need ongoing support!

- ✓ Live training x3 per week
- ✓ Community of CIC's
- ✓ x2 Marterclasses pm
- ✓ Reasorce Library

The app



Costa Rica

Jan 27th - 3rd

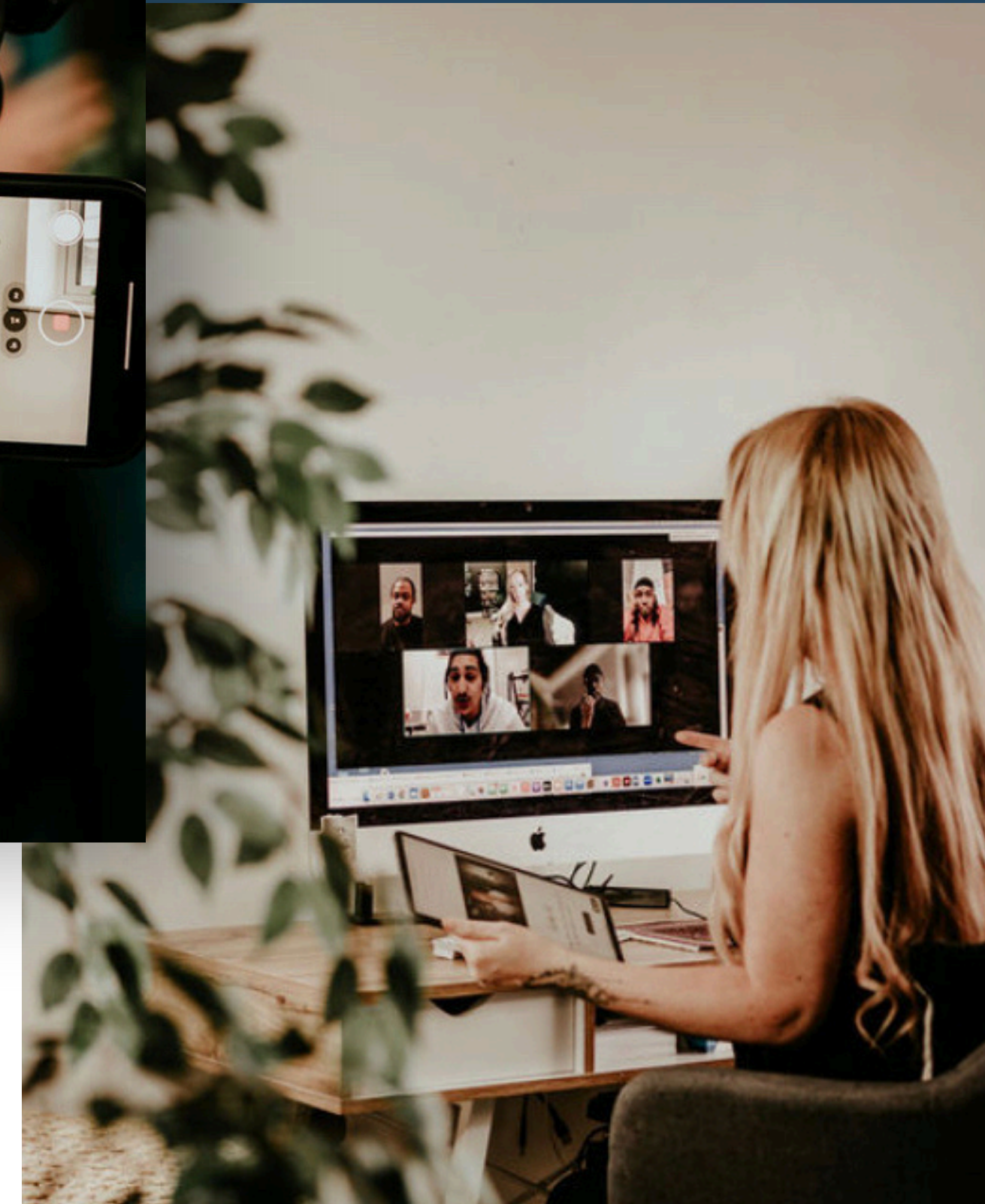
Feb 2026

Just £650



Link with me online **kexx_communityartist**

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



Thank You

for watching





BONUS

Grant & Pay Calculator





Step 1 choose your grants year 1

Lottery Community fund £20k

Sports England £15k

Active Partnership £10k

Local Council funding £10k

Arts council main grant £30k

Heritage Lottery £30k

Alan Lane £5k

UNLTD £8k

Another national grant £10k

.... add up the total





Step 1 choose your grants year 2

Lottery Reaching Communities up to £500k

Sports England £15k

Children in need £15k

Local Council funding £20k

Arts council main grant £60k

Heritage Lottery £100k

Paul Hameln Foundation £150k

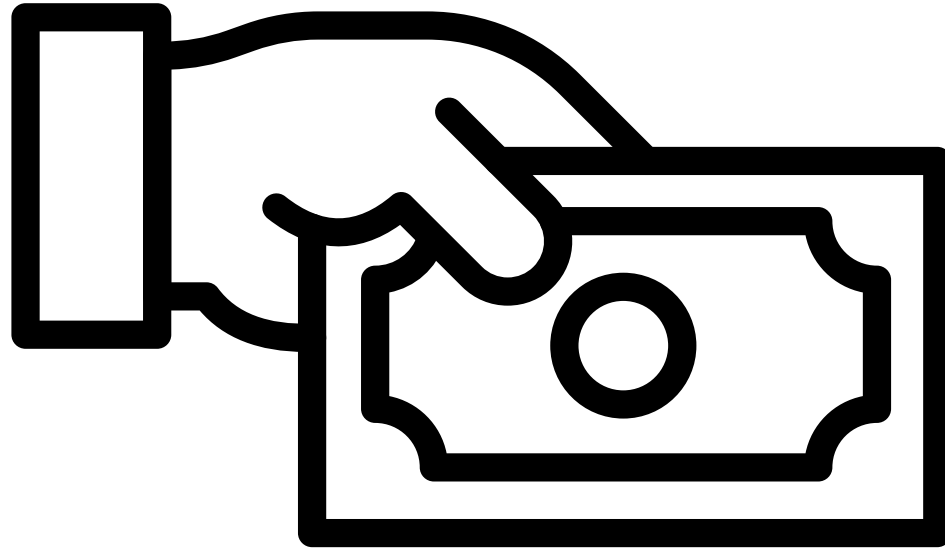
Esme Fairbank £50k

UNLTD £18k

Another national grant £10k

.... add up the total





**Grants under £20k pay your self
up to £75%**

**Grants over 20K-£100k pay no
more than £50k max**

**Grant over £100k you will need
to hire more than three staff
and can pay yourself a salary of
£50-80k max for all CIC work**

**Tip... you can get more money to yourself by
applying for multiple small grants as a
freelancer self employed person rather than
going to large grants with an employee salary.**



**Year one aim for £100k grants
Pay yourself £75k but you will do
alot of the work**

**Year two you could go for a large
grant that will cover three years
and pay yourself a salary of £80k
and hire more people to help with
the work**