

A large, high-contrast photograph of a mountain range with snow-capped peaks and dark, rocky slopes. A large, dark blue geometric shape, resembling a stylized mountain peak, is overlaid on the left side of the image.

# 9 MOUNTAINS

HELPING CHARITIES REACH NEW HEIGHTS



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# WELCOME TO 9 MOUNTAINS

Our mountain metaphor perfectly reflects our approach—providing a structured, scalable path to success, tailored to your organisation's size and goals.

## WHY 9 MOUNTAINS

Your charity exists to solve a problem. Once it's solved, the journey is complete. Without a clear goal, you can't map the best path.

Like a Sherpa leading climbers, 9 Mountains guides charities toward your ultimate destination—the 9th Mountain.



## THE FIRST 8 MOUNTAINS

Your charity needs a solid foundation to reach its full potential. Our eight mountains provide the key services your charity needs to succeed.

SERVICE  
DELIVERY

FINANCE

FUNDRAISING

IT

MARKETING

LEGAL

HUMAN  
RESOURCES

STRATEGIC  
PLANNING



## LEADING YOU TO THE 9TH MOUNTAIN

Mastering these areas leads to the 9th Mountain—your ultimate goal, whether scaling impact, solving a major issue, or driving lasting change. We provide the strategy, expertise, and hands-on guidance to help you reach the peak.



# BEHIND 9 MOUNTAINS

## THE TEAM THAT WANTS TO SEE YOU SUCCEED



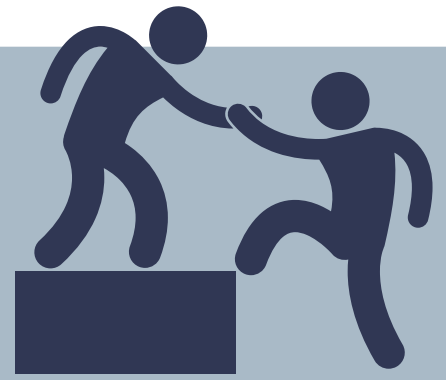
Nick Ryan and Tim Hammett founded 9 Mountains to give small and medium-sized charities the same opportunities as larger ones, ensuring they get the support they deserve. With expertise in all aspects of charity management and operations, they are committed to creating real impact. To provide the best for your charity, we have handpicked teams of experts to support your journey.



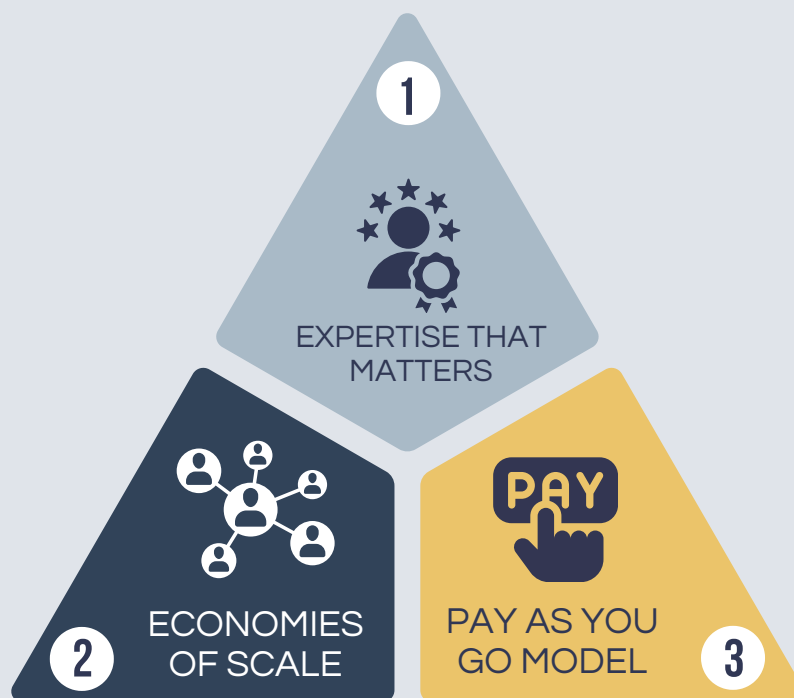


# OUR PRINCIPLES

## WHAT SETS 9 MOUNTAINS APART



9 Mountains was founded to help charities achieve the success they deserve. Years of experience enables us to see innovative ways forward. We reject one-size-fits-all solutions as every charity will have a unique path to their summit. This is why our work is guided by our three core principles:



### EXPERTISE THAT MATTERS

- 1 We use our knowledge to work alongside you and take some of the strain off your shoulders. We don't just advise, we do the work for you.

### ECONOMIES OF SCALE

- 2 You won't have to rely on one person with limits in skill, time, and efficiency—you'll get a full team of experts, maximising impact.

### PAY AS YOU GO MODEL

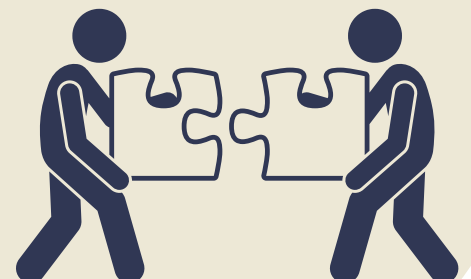
- 3 You only pay for the services you need, offering flexibility, cost control, and scalable support without long-term commitments.

## MEETING YOUR EXACT NEEDS

### BESPOKE SUPPORT FOR YOUR PATH

Not every climb requires top-of-the-line equipment—we'll equip you with the right tools for the terrain ahead.

We tailor our support to your charity's unique journey. You won't be sold an expensive, unnecessary setup—instead, we provide precisely what you need to reach your next peak efficiently and sustainably.





# A BETTER ROUTE TO SUCCESS FOR SMALLER CHARITIES



## WHY ECONOMIES OF SCALE WILL HELP

Smaller organisations often struggle to match the productivity of bigger charities as they lack size. Often, one person is responsible for a entire function, like marketing or fundraising.



Small and medium-sized charities spend 35-38% of their income on grant applications and other admin tasks, compared to big charities who only have to spend 16%.\*

The scales are not tipped in your favour.

\*Barnard, H. 2022, 'Giving pains: The cost of grant-making Assessing the cost of foundation funding applications'

## WHY PAY-AS-YOU-GO BENEFITS YOU

Our pay-as-you-go model gives you expert access without overheads. As a virtual team, we offer specialist support without full-time costs. Pay only for what you need—no hidden fees, no waste. Scale up or down easily for expert guidance within budget.



Only 5%\*\* of charities manage to grow beyond a million pounds worth of revenue, despite vastly more having a 9th Mountain goal that would cost much more than a million.

\*\*Charity Commission





## HOW OUR EXPERTISE HELPS

Smaller charities struggle to attract and afford top talent, and sector experts often hesitate to join them.

We give you access to our knowledge and expertise on your terms, so you can focus on creating real change.



65% of small charities struggled to recruit volunteers in the past year—up from 58% the year before.

In contrast, only 42% of large charities faced the same challenge, a decrease from 51% the previous year.\*

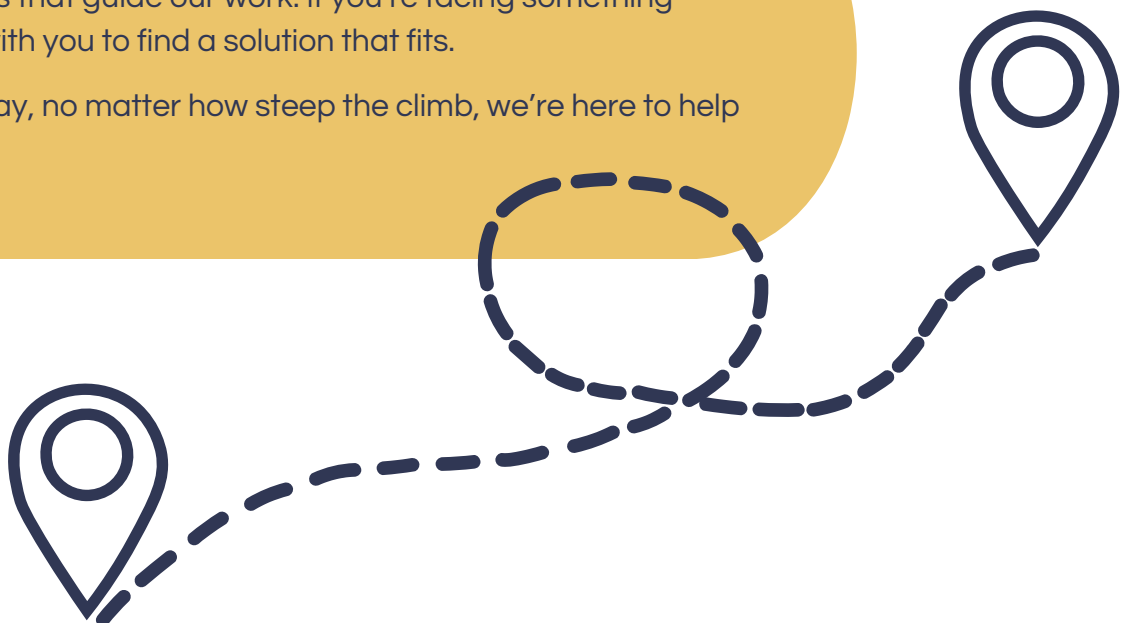
\*Kitson, B. 2024, 'Adapting for success: Flexibility could hold the key to volunteer recruitment and retention', (ProBono Economics)



## WHEREVER YOU'RE STUCK, WE'LL FIND A SOLUTION

Over time, we've developed solutions to the most common roadblocks, shaping the principles that guide our work. If you're facing something different, we'll work with you to find a solution that fits.

Whatever's in your way, no matter how steep the climb, we're here to help you move forward.





# WHAT'S GOING WRONG?

## COMMON PROBLEMS



### YOU'RE STUCK IN A LOOP BECAUSE YOU LACK CLEAR DIRECTION

9 Mountains helps you define your ultimate goal—the 9th Mountain—and map a clear path to get there. With expert guidance and tailored support, we break the cycle and set you on track for success.



### YOU HAVE BIG AMBITIONS BUT A TIGHT BUDGET

Many charities can't afford costly consultants who vanish after giving advice. That's not us. We provide a team around your needs, giving you expert support without wasting resources.



### YOU'RE TAKING ON TOO MUCH, AND IT'S STARTING TO TAKE A TOLL

We provide expert support you can trust—ensuring tasks are handled professionally, efficiently, and to the standard you expect. By sharing the load, you free up time to focus on strategy, leadership, and making an even bigger impact.

### YOU'RE ON THE RIGHT TRACK, BUT PROGRESS IS TOO SLOW

We quickly identify what's holding you back and put expert hands on the problem—removing roadblocks, adding resources, and getting things done. No endless strategising, just real action to keep your charity moving.





# OUR MOUNTAIN RANGES

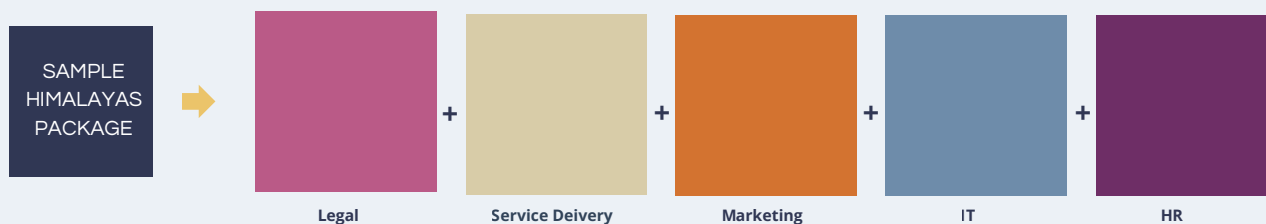
## MIX & MATCH SERVICES: TAILORED TO YOUR CHARITY'S SIZE



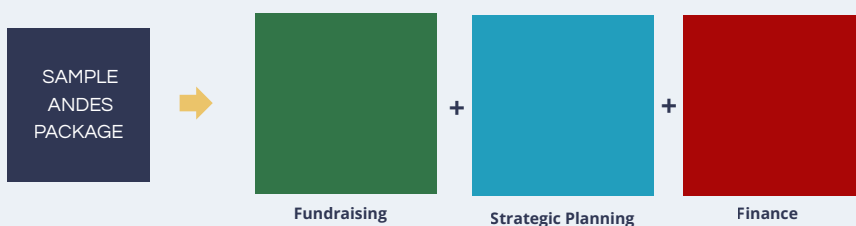
Our flexible block system allows you to mix and match services from any of our Mountain offerings.

Below are examples of three package options, each tailored to one of our Mountain ranges: the Himalayas, Andes, and Alps. These ranges group charities by size and turnover, allowing us to provide support that matches their specific needs.

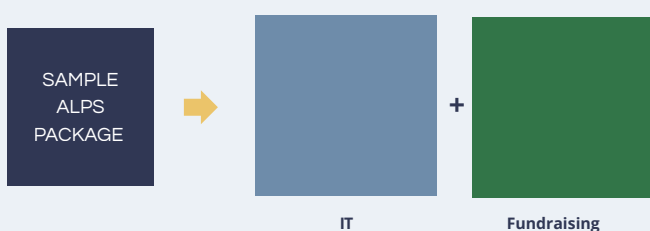
**THE HYMALAYAS:** Designed for charities with turnovers exceeding £10 million, where the focus shifts to leveraging scale for maximum impact, governance excellence, and pioneering initiatives.



**THE ANDES:** For charities with turnovers between £1 million and £10 million, emphasising optimising operations, strategic investments, and preparing for the complexities ahead.



**THE ALPS:** Tailored for charities with a turnover below £1 million, focusing on essential investments, scalability, and cultivating an ambitious growth strategy.





# THE MOUNTAINS

## THE SERVICES EXPLAINED



A BREAKDOWN OF OUR SERVICES - EVERYTHING YOU NEED TO SUCCEED



### SERVICE DELIVERY

- Beneficiary Engagement
- Recruitment
- Safeguarding & Compliance
- Quality Standards & Accreditation
- Monitoring & Evaluation
- Service Innovation & Development
- Crisis Management
- Risk Planning



### FINANCE

- Automation Tools, Software
- Budgeting & Forecasting
- Bookkeeping & Payroll
- Financial Audit
- Gift Aid
- Internal Process Reviews
- Management Accounts
- Timely Reporting



### FUNDRAISING

- Appeals
- Community Fundraising
- Corporate Fundraising
- Digital Donations
- Legacies
- Major Donors
- Trust Fundraising





## IT

- Cloud Services & Backups
- CRM System
- Cybersecurity
- Free IT Resources Maximised
- Proactive IT Support
- Strategic IT Support



## MARKETING

- Branding
- Email Marketing
- Google Ads
- Marketing Metrics
- Marketing Strategy
- Public Relations
- Search Engine Optimisation (SEO)
- Social Media Management
- Website Design & Build



## LEGAL

- Charity Registration
- Governance
- Contracts
- Intellectual Property
- Employment Law
- Policies



## HUMAN RESOURCES

- HR Consultancy
- HR Documents Review
- HR Support
- HR Training
- Outsourced HR Director
- Virtual CEO





## STRATEGIC PLANNING

- Measurement Against Targets
- Strategic Reviews
- Vision, Mission & Strategic Objectives
- Business Plan
- Evaluation of Services
- Performance Metrics
- Spreading Best Practice
- Virtual CEO

**AND ON TO THE 9TH MOUNTAIN - YOUR LEGACY**







# THE 9TH MOUNTAIN

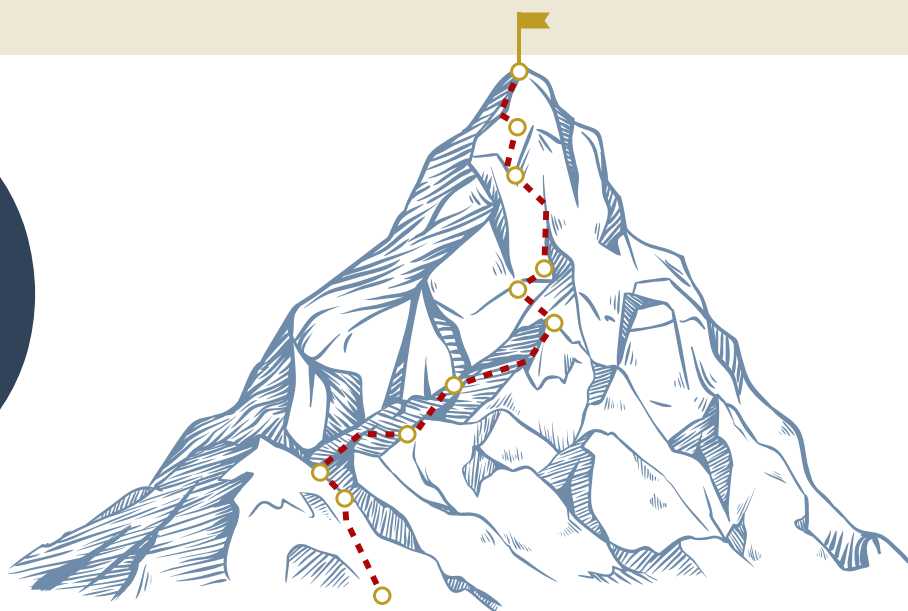


Reaching the fabled 9th Mountain is the very PEAK of your charity's journey—it's where sustainability and mission fulfilment meet. At this summit, every person in need is helped, supported by a steady stream of funding.

When you conquer the 9th Mountain, every element of your charity is operating at an optimal level. Your charity is financially stable and set for success: you have explored all 8 mountains and can withstand any storm.

Your charity is strong, stable, and making a lasting impact. The challenges of growth are behind you, and your vision is now a reality. With a solid foundation in place, you can focus on deepening your impact and ensuring your legacy endures.

Planting your flag at the top of the 9th Mountain is a symbol of your charity's legacy and its commitment to effecting change.





# HOW TO WORK WITH US

## YOUR JOURNEY TO THE SUMMIT STARTS HERE



### BOOK AN EXPLORATORY CHAT

Together, we'll map out the best route for your organisation's ascent, navigating challenges and leveraging our expert support to help you reach your peak goals.



### CUSTOMISED GUIDANCE FOR YOUR CLIMB

Book a 9 Mountains session to explore your charity's challenges or speak with a specialist. Whether you need help with fundraising, IT, marketing, finance, or specific areas like Google Ads or trust fundraising, we'll connect you with the right expert.

## LET'S TALK ABOUT YOUR CHARITY

Get in touch to book your free appointment and take the first step toward elevating your charity to new heights.

Contact Muhanna to talk about what you need and how we can support you:

📞 08000 208 4749 ✉️ [info@9mountains.co.uk](mailto:info@9mountains.co.uk)

🌐 [www.9mountains.co.uk](http://www.9mountains.co.uk)





