

# gifted<sup>®</sup>



CASE STUDY

## The Kennel Club charitable Trust

How consultancy support can reinvigorate  
and sustain your fundraising activities

Back in 2020, Gifted's Chief Executive, Amy Stevens, began working with the Kennel Club Charitable Trust (KCCT), one of the UK's largest dog charities. Initially, the brief was to support trustees in creating a comprehensive fundraising strategy which included a complete re-branding exercise. Over time, this has turned into a long-term partnership that we are really proud to be involved in.

As a self-confessed dog lover, it was a fantastic assignment for Amy to lead on. She knew there was an opportunity to guide the Charity in better communicating the brilliant work it does across its priority areas, as well as engaging donors with a much fresher, more functional digital platform.

## Keeping tails wagging

One of the key recommendations to emerge from the Strategy Review we presented to Trustees, focused on the value of creating new fundraising programmes that had the capacity to reinvigorate the Charity. Double the Pawprint, the Trust's first ever matched-giving campaign was launched in December 2021 and raised £66,000 for dogs' welfare projects. This was a really important moment for the Trust. It highlighted the benefits of having a co-ordinated approach to fundraising, underpinned by a brand that now felt modern, warm and inclusive. Importantly, the campaign also secured new givers from outside the Charity's usual donor base, thereby building a new network of supporters.

The new fundraising strategy was about helping the Trust to develop its own income streams, increasing its financial resilience and reducing reliance on donations from the Kennel Club. To increase its grants distribution and keep tails wagging, the Trust introduced further fundraising programmes aimed at building its base of regular donors, strengthening partnerships and boosting its legacy giving.

"We were really pleased with the progress being made," says Amy, "and delighted when the KCCT reappointed us to manage its fundraising activities. As consultants, it was also an opportunity for us to gain more expertise in running public appeals and bring in external expertise when we needed it."

## Making things happen with the right media support

There's no doubt that the Trust's Christmas 2021 Appeal, endorsed by Ricky Wilson of The Kaiser Chiefs, benefited from bespoke media support. Amy advised trustees to engage the services of The Ripple Effect London, an integrated communications, insight and production agency. With the team's help, the Trust not only raised money but enhanced their visibility across different media platforms. Investing in the right kind of support, at the right time, really mattered - and The Ripple Effect remain valued partners as the KCCT continues to become more independent and ambitious in its fundraising.

## Making a difference for dogs

Since its foundation, the Trust has distributed over £12 million towards different dogs' charities and pioneering research projects all over the UK. In fundraising terms, though, nothing could have prepared the Charity for the extraordinary generosity that followed the outbreak of the war in Ukraine.

Thanks to what had been learned from working with The Ripple Effect, the Trust now had some experience of running large scale public appeals - but even so, the level of support it received was jaw-dropping. Launched at Crufts in February 2022 and finally closed at the same event in 2023, the KCCT's Ukraine Appeal raised over £280,000 for dogs caught up in the conflict. This record-breaking campaign, was a powerful testament to the commitment of trustees, staff and overseas partners, as well as the UK's incredible dog-loving public.

## The transformational touch of philanthropic ambassadors

Alongside the introduction of innovative fundraising programmes and special appeals, the strategy we presented to the KCCT emphasised the importance of transformational ambassadors and benefactors. "Telling a compelling story about the Charity's impact in the fields of science and research, support and training and dogs' welfare, was always going to be key to attracting major givers," says Amy. "In the Trust's case, it has helped to bring some remarkable individuals into the KCCT family and ensure that dogs and their owners receive the support they need."

During 2022, the Trust's work also attracted no less than three, six figure donors making it possible for the Charity to fund a variety of life-changing projects and programmes.

"It's been an unbelievably busy three years, but the Charity has blossomed and that has been amazing to witness. It now has a distinct identity, has achieved the financial resilience it set out to achieve – and most importantly, continues to make a phenomenal difference to dogs' health and welfare

Gifted Philanthropy would be delighted to have a no-obligation conversation with you about conducting a feasibility study and how we might help you to achieve your fundraising goals. Either get in touch with one of our directors or contact us via our website.

Amy Stevens - 0113 350 1337

<https://www.giftedphilanthropy.com/amy-stevens>

Chris Goldie - 020 3627 3437

<https://www.giftedphilanthropy.com/chris-goldie>

Andrew Day - 01926 674137

<https://www.giftedphilanthropy.com/andrew-day>