

gifted®

Exceptional fundraising partnerships



Leading with experience

Andrew Day joins Gifted Philanthropy as Chief Executive.
Directors Amy Stevens and Chris Goldie explain why
Andrew's appointment is such a significant step for the Company.

A creator of powerful partnerships

Thirty years of experience in major gifts fundraising isn't the only reason why we are so excited about welcoming Andrew Day to head-up the team at Gifted. It's the emphasis he places on building genuine partnerships; ones that are driven by clear values and go on to achieve outstanding results, that really matters to us. 'Andrew's ability to lead breakthrough fundraising campaigns for national institutions and regional charities with challenging ambitions, is second to none in the UK,' says Gifted Director, Chris Goldie. 'I've been fortunate enough to work with him on heritage and education projects, as well as campaigns for hospitals and cathedrals. Our clients will benefit enormously from Andrew's breadth of experience and insightful understanding of major givers.'

A proven track-record of success

Andrew was mentored by one of the world's great pioneers in capital fundraising, Australian entrepreneur, Everaldo Compton. It was his methodology of peer-to-peer asking that was the foundation for Andrew's early career success in directing a \$30 million campaign for the Sydney Children's

Hospital. Further milestone campaigns followed in Canada, the United States and the UK, for organisations as diverse as Shakespeare's Globe Theatre, Peterborough Cathedral and Addenbrooke's Hospital in Cambridge. 'Andrew's CV reads like no other,' says Amy Stevens. 'On a personal level, I've learned so much from his decades of experience and dedication to raising professional standards.'

An advocate for professional excellence

Andrew's success in leading major gift and capital fundraising campaigns is well-documented. What doesn't always make the headlines is his commitment to ensuring that fundraising adopts the highest professional standards. Whilst Chair of the Washington DC based, Certified Fund Raising Executive international credentialing Board, Andrew successfully led efforts to bring the CFRE accreditation to the UK. This meant that fundraisers holding the CFRE credential, not only understood how to fundraise responsibly, but could also demonstrate a dependable track record of raising money. 'For these reasons', explains Amy, 'we couldn't be happier that Andrew is leading the team at Gifted.'

www.giftedphilanthropy.com



Peterborough Cathedral – 900 years of mission and ministry

Since 2011, the Peterborough 900 campaign has raised a remarkable £7.5 million towards a target of £10 million, by 2018. We are excited to be partnering the Cathedral and its civic supporters in launching the all-important public phase of fundraising, to secure the remaining £2.5 million that's needed.

Amy Stevens and Chris Goldie have worked closely with Peterborough Cathedral for many years, to ensure that the physical fabric of the building, its education programmes and outreach initiatives, continue to flourish. It has been rewarding to see money already being invested in the Cathedral's education and heritage facilities, alongside providing vital support for its music scholarships and wider mission. The forthcoming community appeal marks the crucial final stage of the campaign and its success will depend on the recruitment of strong, local leadership working with a clear and ambitious fundraising plan.

For 900 years, the Cathedral has been an iconic symbol of faith and friendship within the city of Peterborough. It continues to welcome people from all over the world, with more than 100,000 visitors, worshippers and pilgrims enjoying its facilities and feeling nourished by its ministry, every year. Whilst not many of us may be here to celebrate it reaching its millennial birthday in another hundred years, the Cathedral's future friends and followers will owe a great deal to the generosity of its givers today, and we are honoured to have played a small part in it.



Warwickshire and Northamptonshire Air Ambulance embark on major gifts campaign

The Warwickshire and Northamptonshire Air Ambulance (WNAA) was founded in 2003, to provide a rapid response service to trauma and medical emergencies across the two counties. Within three years its aircraft had completed over 10,000 missions, improving patient access to critical injury centres and in turn, saving hundreds of lives. In 2011 WNAA merged with its sister service in Derbyshire, Leicestershire and Rutland, combining their strengths and increasing the total number of missions to more than 25,000.

The charity itself receives no government funding and is entirely dependent on the generosity of donors and grant making bodies. When we met with the WNAA team earlier this year, they explained their vision for an improved service, with a brand new helicopter capable of carrying more staff, equipment and fuel.

Gifted was engaged to conduct a feasibility study, which highlighted the opportunity for not only raising the £1 million required, but also developing the organisation's confidence in making major gift approaches. The recommendations we put forward involved the formation of county development boards, alongside training leadership volunteers and staff in identifying prospects and asking for the money.

We are excited to have been appointed by WNAA, to partner them in their first, major capital campaign. Whilst community fundraising, lottery grants and revenue from a growing chain of retail outlets is as important as it ever was, we are also looking forward to helping them make major giving a sustainable part of WNAA's future.

Putting great client partnerships first

Andrew Day outlines what clients can expect from the team at Gifted.

Whatever business you're in, I believe that if you lose sight of the core values you started with, you invariably lose your way. An unhealthy focus on the fruits of increased revenue streams, at the expense of real investment in the people and partnerships that keep you thriving, is an all too common trend. It's why I'm so keen to make sure that the future we build at Gifted is grounded in our reason for being – philanthropy.

Walking the talk

If we believe in the principles of philanthropic giving, as a company we must be about more than just creating a transactional relationship with our clients. To successfully help the volunteer leaders we work with, we need to start with an understanding of what's motivating them to fundraise. To do this, the team at Gifted foster a personal history of philanthropy by actively giving time and money to the projects or programmes they care about. It is clear to me that you can't be a partner to not-for-profit leaders and volunteers, if you have little appreciation of the journey they're on and the challenges they face. In my own career, this has inspired friendships with some remarkable individuals in my local community and longstanding relationships with charities as varied as the National Churches Trust, Kissing It Better and World Horse Welfare.

Insight and experience

An exceptional partnership has to begin with an empathy for where our clients are at and a clear vision of what they want to achieve. The team of directors at Gifted share a powerful blend of insight and practical know how. They have delivered step-change fundraising plans for organisations such as the University of St Andrews, the Young Vic Theatre, Shakespeare's Birthplace Trust, Gordonstoun School and now the Air Ambulance Service; in each case working closely with board members and volunteer leaders to bring transformational results.

This only happens when fundraising is personal and gimmicks are put to one side. Philanthropy is inherently person-centred; it flourishes when people are encouraged to give to other people, rather than causes. As we plan for the future at Gifted, this is one truth that will continue to sit right at the heart of the way we do business.



“Philanthropy is inherently person-centred; it flourishes when people are encouraged to give to other people, rather than causes”

Andrew Day - Chief Executive, Gifted

The National Archives unveils its treasures

The National Archives is the guardian of some of our greatest heritage treasures and a world leader in the preservation and conservation of archive material. As custodian of such symbolic and diverse artefacts as The Domesday Book, The Magna Carta, The Treaty of Versailles, Shakespeare's Will, Guy Fawkes' Confession and the Coronation Oath of Elizabeth II, its position is unique amongst our national institutions.

The National Archives has an ambitious plan to engage more deeply with the public and has put together a £12 million project which it is hoped will win HLF approval. The success of this venture will depend on partnership funding, raised philanthropically with the help of professional advisers. Gifted has been engaged to conduct a feasibility study which will establish a future fundraising strategy. We are absolutely delighted to have been appointed to guide this important organisation as it prepares for its first major fundraising campaign.



Gifted Services

As a full-service consultancy, we partner our clients in developing the most appropriate fundraising plan for their particular organisation. An initial conversation may lead

to targeted support with your day-to-day fundraising; assistance with grant applications or a decision to conduct a feasibility study for a capital campaign. Whatever your

fundraising ambitions, a no-obligation discussion with Andrew, Amy or Chris will make the next step a positive one.

EDT; connecting industry, education and young people



EDT (The Engineering Development Trust), is a registered charity and the largest provider of Science, Technology, Engineering and Mathematics (STEM) enrichment activities for young people in the UK. Through taster activities, projects and placements which connect industry, education and young people, EDT delivers life changing experiences for 11-21 year olds nationwide. We are delighted to be working with EDT to develop a fundraising strategy which will secure short, medium and long-term funding. Our initial focus is the EDT's hugely successful Industrial Cadets initiative which links young people with UK employers in a unique and effective way. We hope that, with our support, the work of EDT will continue to thrive and develop, ensuring that more young people will pursue careers in Britain's industrial and technology sectors.

Gifted Philanthropy Ltd
www.giftedphilanthropy.com

Leeds
0113 350 1337

| Leamington Spa
01926 674137

| London
020 3627 3437