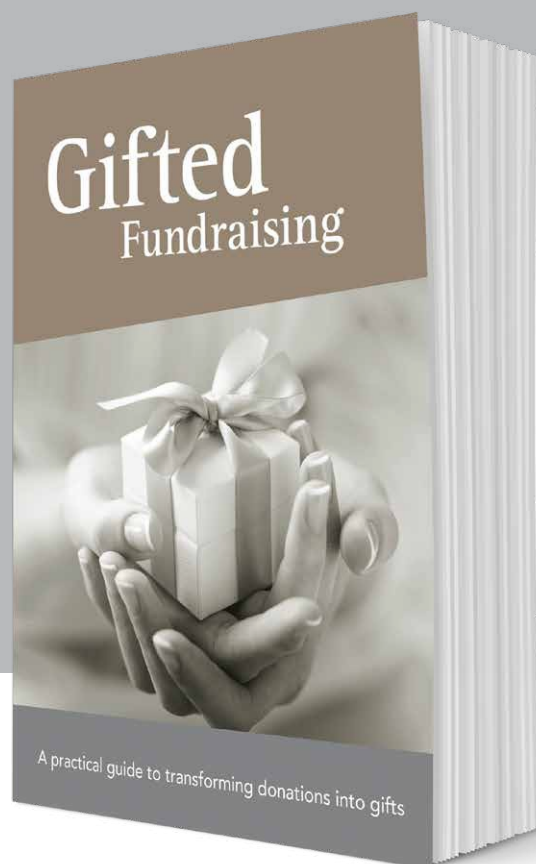


# gifted®

Exceptional fundraising partnerships

“An indispensable guide, whatever size of charity you are and whatever your goals.”

Professor Christopher Smith, The British School at Rome



Building the kind of partnerships that generate transformational philanthropy is the subject of a new book, co-authored by Gifted's directors, Andrew Day, Chris Goldie and Amy Stevens.

If you've ever wondered when to conduct a fundraising review, how best to undertake a feasibility study or what needs to happen to launch a successful capital campaign, *Gifted Fundraising* promises to walk you through the all-important next steps. Drawn from decades of collective experience in the Third Sector, each chapter offers pragmatic, jargon-free advice that's tried and tested. 'Working as a professional fundraiser or volunteer leader is more challenging, relevant and exciting than it's ever been,' says Andrew Day. 'This book aims to foster better professional understanding and promote the highest standards of fundraising practice. It's also a humbling tribute to the people and partnerships that never cease to inspire us and we hope it demonstrates why anyone can be a philanthropist.'

**Order your copy** Visit [www.giftedphilanthropy.com](http://www.giftedphilanthropy.com) Ebook available at [www.amazon.com](http://www.amazon.com).

## Teaming up with professional partners

In September, the Association of Fundraising Consultants hosted a day of discussions focusing on the challenges of growing your own consultancy. 'The Soho Fundraising Sessions were an excellent mix of best-practice presentations and lively feedback,' says Gifted's Chris Goldie, who led a dedicated workshop on the value consultants add to the design and delivery of a fundraising strategy.

This Autumn also saw the first of our Gifted Conversations workshops take place, in association with James Hambro & Partners. *The Endowment Conundrum: building and*

*maintaining a fund that will generate sustainable income in an age of low interest rates*, was the theme of facilitated discussions with Third Sector leaders and Trustees. The sessions were designed to highlight the importance of planned giving and legacy programmes in creating a capital fund, capable of sustaining a charity's operational costs.



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# Campaign for music at Canterbury Cathedral

The origins of Canterbury Cathedral go back as far as the 6th century, when St Augustine arrived on the coast of Kent as a missionary. From here, he went on to build the country's very first Cathedral and a world-famous centre of pilgrimage. Not surprisingly, Canterbury has often been described as 'England in stone' and richly deserves its UNESCO World Heritage site recognition.

'When the Cathedral Trust invited us to advise on establishing a sustainable fundraising programme for music, we were overjoyed,' says Andrew Day. 'The Cathedral has always been dedicated to celebrating music and honouring the intrinsic role it plays in Christian worship. It's very exciting to be working with Trustees to make sure that music is championed and cherished for centuries to come.'

Initially, Gifted has been engaged to assess the feasibility of raising significant capital funding to keep this proud tradition

of music safe for the future. The study will investigate potential levels of support for conserving, restoring and re-siting the Quire organ, ahead of the Lambeth Conference in 2020. It will also examine the scope for building an endowment to provide perpetual funding for the Choirs and to create dynamic community outreach opportunities, alongside scholarship, bursary and legacy programmes.

'Canterbury has a tremendous reputation for building relationships with philanthropic partners who understand the beating heart of this Cathedral,' says Sarah Frankland, Chief Executive of the Trust. 'From large organisations, such as the HLF to our biggest fans, the Cathedral Friends, we have been blessed to receive the most incredible generosity and support. Knowing how much our local, nationwide and global communities value Canterbury Cathedral as the spiritual home for choral music, we are looking forward to the next fundraising challenge.'

## Rochdale Town Hall



For some time, Rochdale Development Agency has been working on solutions for the Borough Council to restore and revive the iconic Town Hall. Built in 1871, this wonderful Grade I Listed Building is in need of careful conservation if its splendour is to be preserved for the benefit of the people it serves. The Town Hall's architectural and artistic strengths also honour the region's contribution to trade and

# Ullswater Yacht Club



Set against some of the most beautiful scenery on the planet, Ullswater Yacht Club attracts sailors and sports lovers from all over the world. But the Cumbrian Lake District is no stranger to inclement weather and in December 2015, Ullswater experienced some of the worst flooding in living memory. Club members worked tirelessly to get the Club re-opened, but unfortunately the risk of further flooding has rendered the existing facilities uninsurable.

With this in mind, the Club engaged Gifted to undertake a feasibility study, testing the potential of raising as much as £1 million towards the cost of a new clubhouse and upgraded facilities. Over the summer, study interviews and further research highlighted a tide of enthusiastic support for the project, which promises to strengthen the Club's reputation for world-class eventing, excellence in coaching and for providing a valued community resource. As the Royal Yachting Association's '2017 Club of the Year', Ullswater is ideally positioned to gather the support of the sailing community, regional businesses and local families as they strive to build their sustainable future on the lake shores.

## Milestone for the British School at Rome



Photo by Sophie Hay

In July this year, the BSR launched its very first Legacy Campaign to fund a range of scholarship awards and urgent capital projects. Following a period of preparation, working closely with the BSR Council and the outgoing Director, Professor Christopher Smith, we're really pleased to report the Campaign has already topped its first major milestone, with close to £1.5 million now raised. As Professor Smith hands over the baton to the new Director, Professor Stephen Milner, the BSR has its sights firmly set on attracting further philanthropic support for its creative-led research and practice.

industry, revealing a history that many of Rochdale's diverse communities have helped to shape.

The proposed project provides an opportunity to boost the local economy and support community cohesion with the development of a range of multi-use spaces. The plan to reinvigorate the venue and engage local people in its

heritage story, is a fitting tribute to the achievements of Rochdale's celebrated Victorian visionaries.

We're delighted to be supporting Rochdale Development Agency with their strategy during this critical time, as they work to identify sources of philanthropic funding that might be available to the project.

# HLF hopes for Warwick's Lord Leycester Hospital

In the centre of Warwick stands the magnificent Grade I Listed, Lord Leycester Hospital. Originally home to the former Guilds of Warwick, this 700 year old medieval building is one of the town's historic gems. Since the Elizabethan era it has accommodated retired servicemen, who share their beautiful Guildhall, courtyard and gardens with visitors throughout the year. Master, Heidi Meyer has engaged Gifted to support her with a major HLF application and to assess the potential for securing additional philanthropic funding. Mindful of the opportunity to improve the site's unique architecture and boost its appeal as a heritage attraction, a two-staged development scheme focusing on the main buildings and the Master's Garden has been proposed. The fundraising project, if successful, will honour the work of Warwick's original Guildsmen who made philanthropy a striking feature of the way they did business.



## Three schools with grand designs for shaping young minds



The Warwick Independent Schools Foundation has appointed Gifted to oversee the fundraising element of its £40 million investment in one outstanding campus for its four affiliated schools. The £4 million Project One Campus Campaign will support the Foundation's overarching vision to serve 21st century learners with first class facilities and a firmly collaborative approach to educational excellence.

In Yorkshire, another grand design is developing at Wakefield Grammar Schools Foundation, where Gifted is delighted to be assisting with the exploratory stages of a major HLF application to expand both school and public facilities on site. We're also really pleased to be advising Wimbledon High School with its ambitious plans to improve facilities for students of all ages. As a high-performing, Beacon School within the Girls Day School Trust, Wimbledon High is recognised as an exceptional establishment. In partnership with the Head and her Senior Management Team, Gifted is continuing to support the School in clarifying its fundraising potential.

## Seacombe URC

This gothic style Church in Seacombe, Merseyside is a fine example of faith in action. Members have worked hard to preserve a proud history of worship ever since the Church was dedicated in 1912. Sadly, though, rising maintenance costs meant they were forced to close the building in 2016. From its new base in the adjacent hall, the congregation continued to come together in fellowship and eventually forged an ambitious plan to resurrect and redevelop their beloved Church. 'We are delighted to be supporting Seacombe URC in their goal to secure substantial funding for the project from grant-making Trusts and Foundations,' says Gifted's Amy Stevens. 'This is a very exciting venture that promises to deliver huge benefits for the local community. With increasing reductions in Council-run public services, this reinvigorated place of worship will become a vibrant hub for a whole range of important services and facilities, supporting the disadvantaged and vulnerable in the area.'



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