

gifted®

Exceptional fundraising partnerships



Getting better all the time

Raising money in the Health Sector comes with its own set of challenges. Here we take a look at why better fundraising can be about widening your horizons and giving patients a meaningful way to say thank you.

This autumn, NHS Charities Together made 'New Horizons' the theme of its annual Mutual interest Group (MiG) fundraising conference. The day was focussed on giving professionals in the Sector an opportunity to bring fresh ideas to the table and identify practical strategies for tackling ambitious fundraising goals.

Planning a major campaign

We were delighted to be part of the MiG programme, sharing advice on how best to set up and successfully run a major capital campaign. Amy Stevens, Gifted's Director in the North, also explained how working with Bolton NHS Foundation Trust has sharpened her approach to building a healthy fundraising operation more or less from scratch. 'Developing a strong case for support and sharing this with internal and external stakeholders, has been key to helping Bolton increase their capacity and plan for future campaigns,' says Amy. 'Even if you're a smaller Trust and still finding your feet when it comes to philanthropic giving, there's no substitute for fundraising that focuses on personal engagement.'

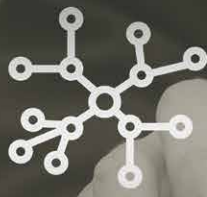
For more information on how to set up a fundraising programme that's right for your organisation, why not get in touch with one of our directors.

Tapping into the gift of gratitude

The benefits of making things personal was also the subject of Gemma Downham's presentation on the impact of Addenbrooke's Grateful Patients Programme. Gemma explained how much the Trust had learned from patients who felt their healing process accelerated when they were given the opportunity to say thank you by making a gift. She also demonstrated how having a means to express gratitude can be a powerful philanthropic trigger, leading to positive conversations about fundraising needs. At Addenbrooke's this has helped to transform what can often feel like a one-way encounter with hospital staff into something more reciprocal and dynamic, which is a great place to form new friendships and foster effective relationship-based fundraising.

Even in the ICU context where, sadly, patients may not get a chance to tell a doctor or nurse what their care has meant, it's still important that family members are able to show their thanks. By widening the circle of gratitude, a hospital's community of givers grows and staff gain a deeper appreciation of the difference their work makes to patients.

Gifted Services



It can sometimes be hard to work out exactly what kind of fundraising support you might need to deliver an important project or programme. Here we give you a snapshot of the services our team provides and the benefits they can bring to your next fundraising challenge.

Feasibility Studies



A Gifted feasibility study is a qualitative research process that usually addresses your organisation's readiness to mount a capital fundraising campaign. It's based on a series of confidential, behind-the-scenes interviews with a cross-section of your organisation's leaders, givers, influential friends, staff members and other prospective supporters. In some respects, the study can be regarded as a visit to your most respected and valued supporters to seek the benefits of their wisdom, before you embark upon any major venture.

- ✓ Helps you to understand just how ready you are to embark on a capital campaign or major fundraising endeavour.
- ✓ Ensures you proceed with an assured, well-mapped plan of action, including an internal communications audit.
- ✓ Identifies whether an alternative course of action might be more suitable.
- ✓ Reveals potential leaders and givers for any future fundraising campaign.

Campaign Management



When you're preparing to do something out of the ordinary, stretching to build facilities or creating new programmes, you may need to embark on a capital fundraising campaign. This is a distinctly different method of fundraising than that used to secure your day-to-day operations. It also requires a very specific skill-set from an experienced campaign manager, able to bring objectivity, focus and persistence to the task of raising large sums of money, as quickly as possible.

- ✓ Raises a significant sum of money in a relatively short period of time.
- ✓ Works to a clear, coherent and comprehensive plan, based on the findings of your feasibility study.
- ✓ Builds relationships with a community of leaders and givers who become more deeply invested with your project and your organisation.

Fundraising Strategy Reviews & Development Audits



Simply put, a fundraising strategy maps what funds you'll need to meet your goals. This includes identifying what you need to do to generate these funds and what you'll require in terms of resources. It provides not just the basis for your ongoing fundraising activity, but also the platform for your board to decide how much investment will be required to make things happen.

- ✓ Guides you in generating additional income when your business plan may be changing or there are new projects on the horizon.
- ✓ Supports you at a time when leadership or management is going through a period of change.
- ✓ Enables you to better understand your position in the marketplace and how best to respond to competitive challenges.
- ✓ Provides insight on tackling declining donor retention which may be because your strategy hasn't been reviewed for some years.

Periodic Consulting



There are many reasons why you might choose to engage us to provide periodic or ad hoc consultancy services. It could be that you already have a large, very experienced in-house fundraising team, able to pick up many of the specialist fundraising tasks that consultants are usually asked to provide. In these cases, we offer a tailored, step-by-step partnership that complements existing strengths and injects clarity or momentum when it's required.

- ✓ Supports your existing fundraising staff with expert advice and guidance when they need it most.
- ✓ Strengthens grant success with major funding bodies like the National Lottery Heritage Fund.
- ✓ Provides short-term additional back-up when planning or delivering a capital fundraising campaign.
- ✓ Helps to ensure that new projects or programmes benefit from wider knowledge and experience.

New appointment

Right on track | North Yorks Moors Railway Trust



Bringing the pleasures of steam engines to passengers of all ages has been the mission of NYMR for just over fifty years. Today, with around 100 members of staff and more

than 1000 volunteers, the Charity is dedicated to preserving the railway's infrastructure, maintaining its stock and enhancing the experience of anyone who hops on board one of its historic engines.

Thanks to the support of the National Lottery Heritage Fund, Local Enterprise Partnership and other statutory grant-makers, the Trust has raised as much as £9 million towards a £10 million target for its Yorkshire's Magnificent Journey Campaign. Gifted has been appointed to follow on from this success, with the overall design and delivery of a new fundraising operation. This will incorporate all methods of fundraising and help the Charity to create a sustainable annual programme that will secure its fantastic heritage assets and core services for the long term.

New appointment

Millennium Campaign | Christ Church Cathedral, Dublin



Having undertaken the initial feasibility work at Christ Church, we're delighted to have been reappointed to advise on the planning and delivery of a €10 million millennium fund. The Campaign, focusing on capital and endowment funding, will put Christ Church at the centre of Dublin's cultural celebrations in 2030. It will also secure investment in a carefully phased programme of capital works, beginning with a clear focus on

sharing the Cathedral's story with visitors of all ages, from around the world.

'It's fantastic to be working with a community that cherishes the Cathedral's unique past and feels equally excited about its future,' says Gifted's Chief Executive, Andrew Day. 'Board members have been quick to appreciate the importance of leadership giving and major gifts have already been received from Failte Ireland and Dublin City Council.'

As the planning phase of the campaign gets underway and fundraising leadership teams are recruited in Dublin, London and the United States, Christ Church is ideally placed to capitalise on the energy surrounding the City's millennium celebrations.



**Christ Church
Cathedral
Dublin**

New appointment

Building community | The Queen Street School Preservation Trust

Situated close to the Humber Bridge near Hull, the Wilderspin School complex is a local heritage success story. Rescued and restored by the Queen Street School Preservation Trust 25 years ago, the former school with unique connections to Samuel Wilderspin who pioneered infant education in the UK, is now a thriving museum and arts venue.

The Trust is looking to build on the success of the Wilderspin School project, by increasing its investment in the Joseph Wright Hall which forms part of the museum complex. Having already secured important grants to improve the fabric of the Hall, trustees are now keen to raise as much as £1.5 million to complete the refurbishment project and generate income that will secure the long-term operation of the museum.

Gifted has been engaged to conduct a feasibility study for this exciting, final phase of the Joseph Wright Hall development scheme. 'It's such a central and critical hub within the community,' says Amy Stevens, 'Making the Hall fully accessible and properly equipped to serve everyone from yoga classes to theatre groups is right at the heart of the Trust's vision for the redeveloped space.'



Wilderspin
National School

A deeper dive into what our directors do when they're away from the desk



Amy Stevens

When Amy's annual leave goes into the Gifted diary, the question on everyone's lips is *where is she diving this year?* The next tentative enquiry is usually framed around how many sharks she'll be swimming with, followed by an enthusiastic discussion about marine conservation. 'Sharks are amongst the most majestic and misunderstood creatures on the planet', she often reminds us, which explains her support of anti-shark finning campaigns and initiatives that encourage cleaning up the world's oceans. 'It's about the small steps, just as much as the big ones,' she says. 'This year we're trying hard to halt the flow of plastic coming in and going out of the house. It's actually been great to ditch the supermarket milk cartons and swap them for glass bottles delivered by the local dairy instead.'

Andrew Day

A dip into Andrew's out of office life would have to include his longstanding interest and involvement in local government. As Leader of Warwick District Council, his spare time is often spent with constituents or colleagues, working through local issues and bringing new plans into fruition. A lesser known example of Andrew's extra-curricular passions involves fruit of a different variety, the humble English apple. Pictured here at the annual village cider pressing weekend, Andrew is clearly looking forward to next year's vintage. 'I love the way Savage's Cider is the outcome of a genuine community enterprise,' he says. 'Neighbours happily share the glut from their gardens ...and just occasionally, we make time to get together and sample the environmentally friendly elixir.'



Chris Goldie

Sport has played a major role in Chris's life with cricket being his lifelong passion and golf a more recent love. Having been lucky enough to have played professional cricket as a young man, Chris carried on appearing for Richmond's 1st XI until well into his late-40's. He remains deeply involved in the game as Chairman of Richmond, a member of Middlesex CCC's Executive Board and most recently as a member of the MCC's Members & General Purposes Committee. Lord's is almost his second home! After eventually hanging up his bat and keeping gloves, he turned his attention to golf. Chris is a regular for the County Cricketers' Golfing Society, the golfing extension of first-class cricket's family. He says, 'It's an absolute honour to play with old friends and new, whilst enjoying competitive hospitality from the finest clubs in the country.'

Susan Lane

Whilst black runs and long hacks may be amongst Susan's favourite downtime pursuits, we all know that if you show Susan a hill, she has to climb it. Usually with a fundraising target in her sights, Gifted's Financial Director is definitely a woman of altitude and loves nothing more than lacing up her boots and bracing the elements. She does, however, admit that the Yorkshire Three Peaks Challenge, completed in under ten hours, nearly killed her. 'It was brilliant and brutal all at the same time,' she says. 'At the end of 24 miles, traversing some of the most stunning hillsides in the North of England, I'd never felt so exhausted or so exhilarated.'



Julie Day

Interestingly, Julie was eager to point out that one activity she doesn't share with husband Andrew, is cider drinking. So, given time to herself she prefers either to be outdoors training for a challenge event or back at the desk indulging her other love, creative writing. 'Whether running, cycling or just walking the dog, the world outside feels like a great partner to the place we inhabit inside our own heads,' says Julie. 'The best ideas can often come from a woodland stroll or the total, bone freezing shock of a Wolf Run. Ideas like, I'm never, ever going to let anyone persuade me to do this again!'



Find out more

To arrange a no obligation discussion of your fundraising plans, please call your nearest Gifted office.

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📞 Leamington Spa 01926 674137

📞 London 020 3627 3437