



Why we should welcome new regulations

With new fundraising regulations on the way, Andrew Day explains why there's never been a better time to focus on what breathes life into successful major gift strategies. It's all about the people you know and your ability to reach them.

One of the universal laws of major gift fundraising is that people give to people. They rarely give to causes. Understanding this fundamental principle enables us to cut through much of the hype around potentially restrictive, new fundraising regulations; inviting us to think again about the best approach to major gift philanthropy. There seems to be a curious level of anxiety across the sector about possible changes to data protection rules, making it difficult for fundraisers to wealth-screen mailing lists and pick off big givers. From our perspective, the new direction is a healthy one. A change in policy that encourages more thoughtful fundraising and champions best practice in person-centred philanthropy, is something we should all be in favour of.

Do you really know your prospects?

In our experience, the most meaningful prospect evaluations are unlikely to come from a flimsy 'rich-list' with no connection to your organisation or project. Knowing your constituency as individuals and carefully assessing their commitment, is at the heart of any sustainable major gift strategy. You need to have a solid understanding of each

key prospect's capacity to give, their inclination to give and their anticipated interest in the project or programme you're embarking upon.

Access is everything

But generating long-term fundraising success, depends on the most important ingredient of all; an identifiable route to the prospects you've highlighted. Whether it's your trustees, governors, or fundraising team members - there needs to be personal access to the individuals on your list of potential major givers. Simply churning out the stats and knowing how wealthy people are, won't be enough. After all, there are lots of well-off people who give nothing. And plenty of those who aren't so wealthy still make major gifts, often through their Wills.

So, yes there may be change ahead, but the new regulations could provide a timely reminder that major gift fundraising is inherently personal. It works on the basis of trust and the strength of relationships that exist between people. Major gift fundraisers should have little to fear from tighter controls on mining the data of strangers.



Marylebone Cricket Club

Working for the good of the game

Owner of cricket's most iconic stadium, Lord's, and the custodian of the game's Laws, Marylebone Cricket Club's mission is to be 'the finest cricket club in the world, working for the good of the game'. It's a noble aim with historic roots that go back to the club's beginnings in 1789. Since then, MCC has been at the forefront of promoting cricket around the world and safeguarding its spirit of great sportsmanship.

In keeping with the club's vision, its charitable foundation was set up to encourage the playing of cricket both at home and overseas. Its ambition is to inspire sporting excellence, as well as to develop young people's self-esteem and resilience. Working with players from diverse backgrounds, cultures and

countries, the Foundation is uniquely placed to represent the club's interest in spreading the joy of cricket.

Planning for the future

In 2011, the Cricket Hub initiative was launched, which now supports 41 regional centres and provides professional coaching to talented athletes from state secondary schools. The Foundation is also committed to strengthening the work of MCC abroad and building exciting partnerships with charities in countries as far afield as, Sri Lanka, Afghanistan and Rwanda. Improving the reach of these inspirational programmes, will require a team of dedicated coaches, enthusiastic volunteer leaders and on-going philanthropic investment. It will also demand careful

planning and strategic fundraising that aims to build a sustainable future for the Foundation and its beneficiaries.

The value of a Fundraising Review

To help the Foundation fulfil its undoubted potential, primarily as a fundraising organisation, MCC commissioned Gifted to conduct a full review of the its activities. The Review findings will form the basis of a five-year fundraising strategy, to ensure that the Foundation can deliver the philanthropic income required to fund its ground-breaking initiatives.

The Review marks an important moment for the organisation and provides an



Leave a legacy and make history in Rome

For over a century, the British School at Rome has fostered a unique community of researchers and scholars. The faculty's work continues to push creative boundaries in a variety of academic disciplines relating to Roman and Italian studies, including the visual arts, humanities and social sciences. This vibrant, interdisciplinary environment is supported by the School's world-class library which houses an extraordinary collection and welcomes scholars and students from all over the world.

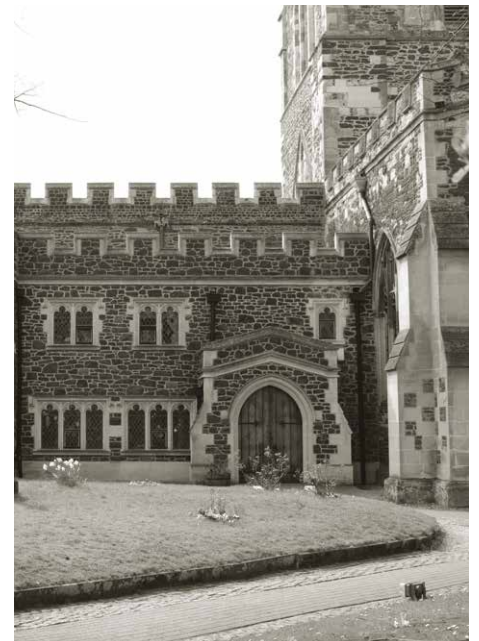
Restoring and revitalising historic church buildings in Bedfordshire and Hertfordshire

The United Kingdom is blessed with a unique collection of historic churches, all of them requiring regular and careful stewardship. As places of worship and centres for diverse social and cultural activities, they often provide a focal point for the communities they serve. There are 39 Historic Churches Trusts, nationwide, whose shared mission is to raise and manage the funds needed to restore and repair these ancient buildings.

£3m endowment fund

Earlier this year, The Bedfordshire and Hertfordshire Historic Churches Trust engaged Gifted, to assist with the planning for a £3 million endowment fund, aimed at securing the Trust's future financial sustainability. The first step was to undertake a Feasibility Study which examined the Trust's scope for support and recommended an outline action plan for raising the money. Trustees have now had time to consider the report's recommendations and have invited Gifted to manage its milestone endowment campaign. It's both a confident and timely decision, given the Heritage Lottery Fund's recent announcement that their Grants for Places of Worship programme will close in September, this year.

'The shape of grant-making may be evolving,' says Gifted's Chris Goldie, 'but churches will continue to attract support as long we persistently remind people why they matter to us. In Bedfordshire and Hertfordshire, as with other parts of the country, they matter because they remain places of architectural beauty, spiritual well-being and social cohesion. They also move us because they're such a striking feature of the heritage we cherish.'



opportunity to take stock before making critical decisions about the next big steps. As the cricket world continues to explore new boundaries, involve more people and provide life-changing experiences, the Foundation has an opportunity to play an increasingly significant role in looking after the game's future. Having gauged Members' interests through one-to-one personal interviews and an online survey, we've been able to gather the views of more than 300 people. We hope to use our report, which is now being considered by MCC and the Foundation, to form the basis of a far-reaching fundraising strategy that will secure more consistent philanthropic support for the most famous of all cricket club's charitable arm.

A legacy campaign for the next hundred years

In March this year, Gifted completed a Feasibility Study, which highlighted the potential for a transformative legacy giving programme. The Study revealed widespread support for engaging the BSR community in making their own, enduring piece of history; whether through funding Awards, maintaining the outstanding library or giving to on-going refurbishment projects. And, crucially, it provided a road map for the next phase of planning which will focus on securing strong leadership and undertaking a thorough evaluation of prospective givers.

As the British School at Rome prepares itself for a second century of excellence in research-led, creative practice, together with the next set of fundraising challenges, the team at Gifted are looking forward to working alongside the School to deliver the Legacy Programme during its first year.

"The BSR is a global leader and a pioneer in its field," says Gifted's Amy Stevens. "The ethos and energy of the institution are remarkable and we have no doubt that it has the power to attract impactful giving from those who care deeply about the institution's work."

Dippy on tour

In the North of England there's a definite buzz about a bid that's set to put the town of Rochdale firmly on the Natural History map. Last Autumn, Rochdale Borough Council and their culture and leisure trust, Link4Life, heard they'd been successful in securing an extended visit from the Natural History Museum's famous dinosaur, Dippy. Between February and June 2020, the diplodocus will be installed in the town centre's Number One Riverside building, as part of a ground-breaking national tour.

It's a historic project with huge potential for engaging young people, especially, in a range of STEM activities. Gifted is excited to be partnering Dippy's North West hosts, in delivering the most effective fundraising strategy to attract major grants, corporate sponsorship and public support. Liaising with schools, wildlife organisations and museums, we'll also be capitalising on the opportunity to link fundraising with a wide range of local heritage initiatives.



Understanding the Heritage Lottery Fund

In March and April, Gifted's directors ran a series of workshops aimed at getting the most out of the HLF process. Participants in Bristol, Manchester and Cambridge represented organisations from across the third sector and gained

valuable insights into their HLF potential. If your organisation is considering an HLF bid, or looking for targeted support with its fundraising, please get in touch to arrange a no-obligation discussion with one of our directors.

"The whole HLF process can be daunting, but the guidance given was extremely helpful in planning our future project and application"

Stephen Dawson, Oxford Preservation Trust

Warwick Independent Schools Foundation



In September last year, Governors announced its exciting plans for Project One Campus; a collaborative vision dedicated to enhancing and developing the educational experience of every pupil in the Foundation, by 2020. Gifted has been engaged to undertake a Feasibility Study, aimed at assessing the potential for a major capital campaign to help fund the £40 million project. The plan for one outstanding campus, marks a defining moment in the Schools' shared histories and presents a compelling fundraising story to the communities they serve. It's a privilege to be working with the Foundation as it takes its next significant step in fostering all-round educational excellence.

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