

gifted®

Exceptional fundraising partnerships



Standing up for Heritage



The long-awaited changes to the distribution of lottery funds for heritage projects begins with a change of name. The Heritage Lottery Fund (or HLF) has become the National Lottery Heritage Fund, a subtle change designed to give more prominence to the role of lottery players in the funding of great heritage causes and hopefully an encouragement to the British public to continue to buy lottery tickets.

So, HLF is no more but the Heritage Fund (as it will almost certainly become known) is very much alive and remains the most obvious source of significant funding for heritage projects.

To help our clients understand the new 'Strategic Funding Framework 2019-2024', we've carefully examined the guidelines and produced a detailed summary, which you can also request via our website.

Here, we offer a sample of the headline changes, so that you can decide whether an application for Lottery funding is right for your project.

'A wider range of people will be involved in heritage'

Perhaps the most significant change is that the Heritage Fund is now very clearly focused on outcomes for people rather than for buildings. Every application must demonstrate how a grant from the Heritage Fund will engage more people than before. Your building may well be 'at risk' but its restoration alone is not enough to secure funding, however historically significant it may be.

Inclusion is now all-important. The Heritage Fund will have a particular focus on reaching people who are 'typically under-represented in heritage or who face barriers to being involved'. To be successful, applicants must seek to include disabled people, young people, those from minority ethnic and LGBT+ communities and people from lower socio-economic backgrounds.

Meeting specific outcomes remains at the core of lottery funding for heritage projects but the number of specified outcomes has reduced from 14 to 9. Skills development, learning and wellbeing are all vital as is the condition of heritage, its interpretation, its social and economic contribution to its local community and the resilience of the funded organisation.

To win lottery funding your project must address at least one or more of these key objectives.

Priorities for Heritage funding

Whilst the Heritage Fund will continue to support the most diverse range of heritage projects across the UK, it has also declared two priority areas for funding: Landscapes



Small churches with strong ambitions



& Nature and Community Heritage. It is therefore hugely important to consider whether your project can deliver clear benefits in these key areas.

A simplified system

Applying for HLF funding previously was both complicated and time-consuming. The new Heritage Fund offers a far more streamlined route to success with single-round applications for any grant up to £250,000 and an expression of interest stage introduced for any application higher than £250,000. Smaller grant applications (up to £100,000) will no longer have to go through a committee and therefore decisions should be reached within 8 weeks. By insisting that all higher applications must be preceded by an expression of interest, which will result in a decision within 20 days, the Fund is in effect only going to be inviting applications from projects which have a realistic chance of success.

Devolution

All decisions, for applications up to £5 million, will now be taken at regional level. Up to £100,000, the decision will be made at executive level and for higher amounts, applications

will be taken to a quarterly committee.

There will be six decision making committees – one each for Scotland, Wales and Northern Ireland and three in England (North, Midlands & East, London & South). This enables more awards to be made in line with national or regional priorities.

A UK-wide committee will take decisions on applications over £5 million and these will only be accepted in two cycles 2020-21 and 22-23.

Should you apply?

There is of course far more detail for you to consider before you decide to approach the National Lottery Heritage Fund. If you want to find out whether this is the right step for you, we recommend that you visit the Heritage Fund's website at heritagefund.org.uk or contact us for a personal discussion about your project. Over the years, our Directors have helped many clients secure lottery funding and you might find our expertise and understanding just what you need to make a powerful application.

Throughout the UK, small churches are facing an ongoing challenge. Whether in an isolated rural area, or an inner-city community the challenge remains the same - how do they raise the critical funds to support both the fabric of the building and the vital activity that takes place within?

More and more frequently we are being approached by small church communities for help to realise their restoration, re-ordering or regeneration visions. Often, the architectural plans are in place, but the church simply doesn't have the skills or capacity to raise the £200,000 - £500,000 necessary to take the project forwards. The critical point is understanding what level of professional support the organisation can pay for, balanced with the manpower required to take ambitions forward. So, how can consultancy support be a project enabler for smaller churches?

Our response, as with all clients, is to develop a tailored approach to the challenge, weighing up whether the fundraising vision is inspiring enough and assessing the level of community and volunteer support that can be harnessed. Often, small church communities have a committed group of volunteers who are happy to place all hands-on-deck, yet feel they lack the skills to deliver the specialist fundraising activity required. That's where a bespoke enablement fundraising package can work fantastically.

St Paul's Witherslack

Nestled in the Cumbrian countryside, one of our clients, St Paul's Witherslack, is a fine example of a small rural church seeking just this sort of support. The first phase of their £400,000 project involves essential restoration to the crumbling Gothic tower, so that a second phase of works can address the need for a more versatile internal space and modern facilities. With historic links to St Paul's Cathedral and as a local centre for not just worship, but village meetings and school activities, the Church has an important and urgent story to tell.

It's worth remembering, though, that raising £200,000 for one organisation can be as difficult as raising £2 million for another. But up-skilling volunteer leadership and investing in professional fundraising guidance at key times, can be the solution to a seemingly insurmountable church fundraising challenge.

Sharing the pleasures of our heritage assets

Britain is blessed with an astounding array of heritage assets that tell rich and engaging stories to millions of visitors every year. But, sharing their pleasures can sometimes feel like a daunting task unless there's a clear fundraising strategy to guide the way. Two of our heritage clients, Dr Johnson's House and Vintage Trains Charitable Trust, have sought exactly this kind of direction as they prepare to take the next important steps with their development plans.

New appointment

Vintage Trains Charitable Trust (VTCT)

With big dreams for steam in the Heart of England, VTCT has appointed Gifted to devise a Fundraising Action Plan that will keep gleaming heritage engines and ambitious site development plans, firmly on track for the benefit of future generations.

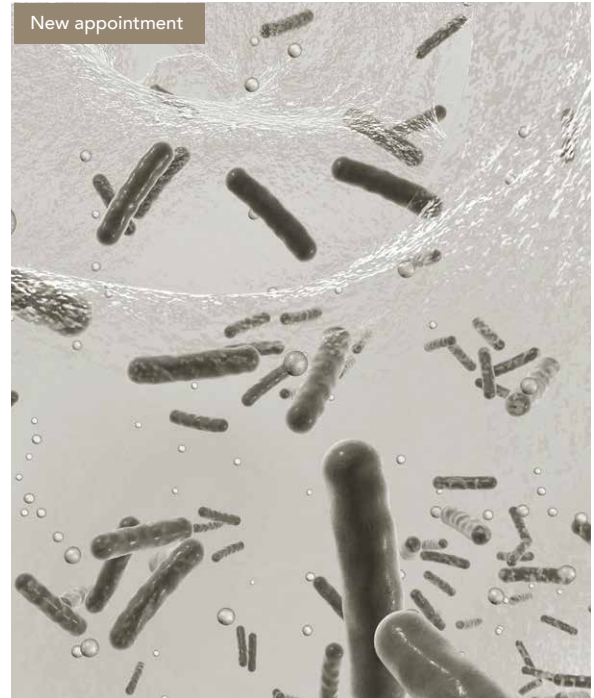
With a focus on both endowment and capital funding opportunities, the Charity is keen to introduce the pleasures of steam to families across the region and bring the richness of Birmingham's industrial past to visitors from around the world. Based in one of the most socially deprived areas of the city, the Charity is also keen to expand its apprenticeship programme for young engineers and use the joy of steam railways to strengthen relationships with the local community.

New appointment

Dr Johnson's House

In 1755, Dr Samuel Johnson completed the gargantuan task of compiling the very first *Dictionary of the English Language*. His home at number 17 Gough Square where he worked on the project has since been reimagined as a hotel, a printers' workshop and a Fire Service canteen. Remarkably, the house survived the devastating impact of the Blitz and today, sits within a maze of courts and alleys in the historic City of London.

Since 1912 Dr Johnson's House has been open to the public and continues to delight more than 25,000 visitors a year. Gifted has been engaged to devise a fundraising plan that will shore up major refurbishments and deliver significant benefits to students, historians and linguistics enthusiasts.



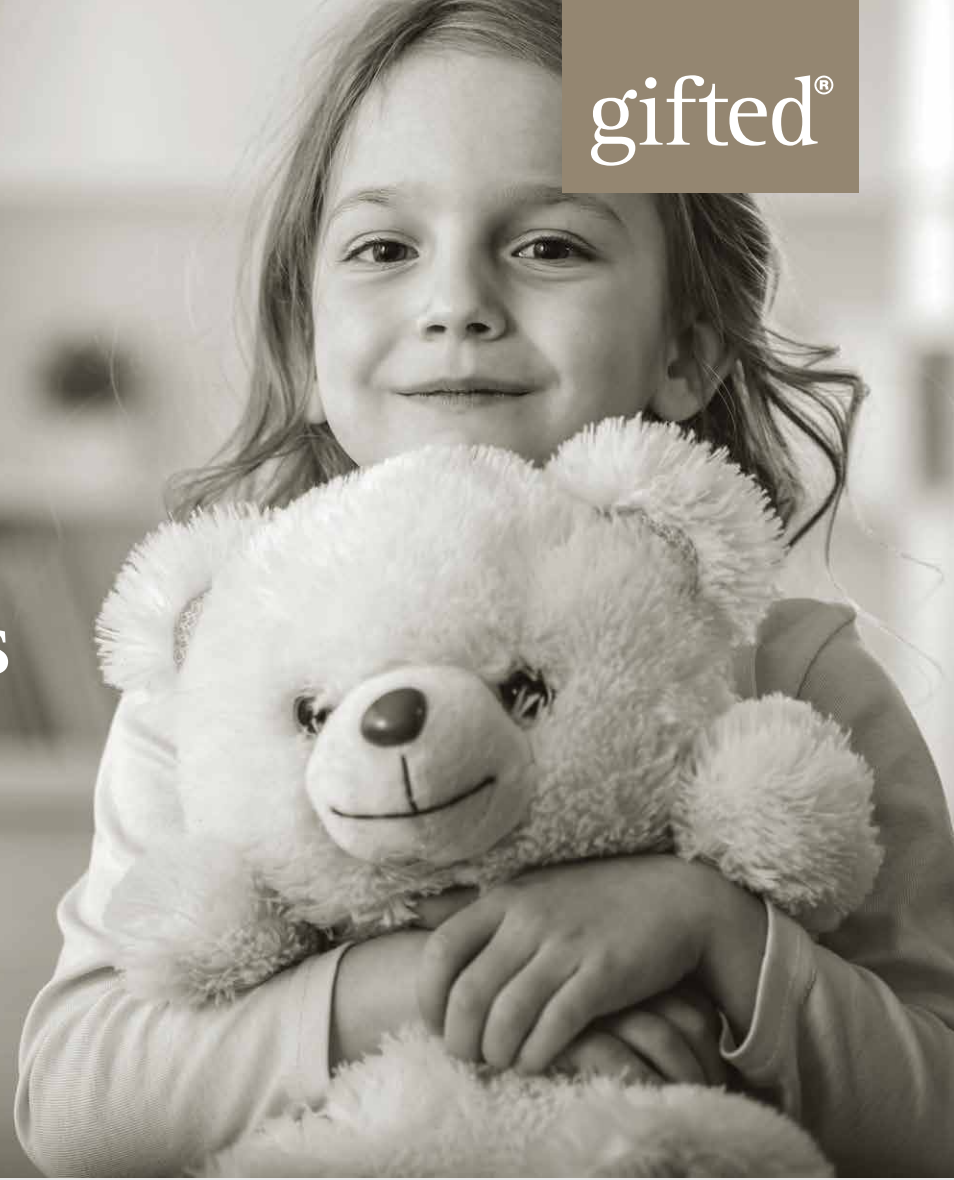
Excellence Fund at Peninsula Medical Foundation

Whilst not as widely recognised as other medical research centres across the UK, Plymouth is rapidly building an international reputation for excellence in a several fields. In October 2017, the £17m Derriford Research Facility was opened by the University of Plymouth as the new home for the Institute of Translational and Stratified Medicine.

The centre provides a state-of-the-art home for a number of internationally significant research teams which are conducting vital work into the prevention, diagnosis and treatment of various forms of cancer. Pioneering work around such areas as infection, immunity and inflammation is also recognised as among the best in the UK with a particular focus on developing new and sustainable antibiotics.

The Peninsula Medical Foundation is an independent charity dedicated to supporting the excellence of this work in an increasingly challenging fundraising climate – which is why trustees have engaged Gifted to conduct a thorough review of its operations and future requirements. Determined to raise at least £2 million in the next few years, the Foundation has recognised the need to appoint an external consultancy to guide it through the challenges ahead and we are delighted to be able to lend our experience and knowledge to this incredibly important mission. Our aim is to help the Foundation develop a sustainable, balanced and effective fundraising strategy which will enable more life-saving research to take place.

A world-class Children's Hospital for the East of England



For many years, the East of England has felt the absence of a dedicated Children's Hospital. Since 2005, this has been a key priority for local healthcare providers and after years of negotiation, they have now received the go ahead for a world-class facility, at the Addenbrooke's site in Cambridge.

Thanks to a step-change injection of funds from NHS England, the project is now being defined as a cutting-edge hospital, designed to embrace a radical new approach to caring for the region's children and adolescents. The facility will combine ground-breaking science and research with a

fully integrated approach to treating physical and mental health conditions. By intrinsically linking these two clinical areas, the hospital will be superbly positioned to become a global leader in paediatric care.

New appointment

An Action Plan to generate major philanthropic investment

Gifted has been engaged to develop a robust Action Plan to support ACT's ambition of attracting major philanthropic investment in the £350 million project. Amy Stevens, who managed ACT's successful £3.5 million campaign for the Rosie Hospital said, 'this is a wonderful opportunity for Gifted to be part of an extraordinary vision for paediatric and young adult care. We couldn't be more thrilled to be advising ACT on how to secure funding for a Children's Hospital that will deliver pioneering diagnostic research and exciting new models of care.'





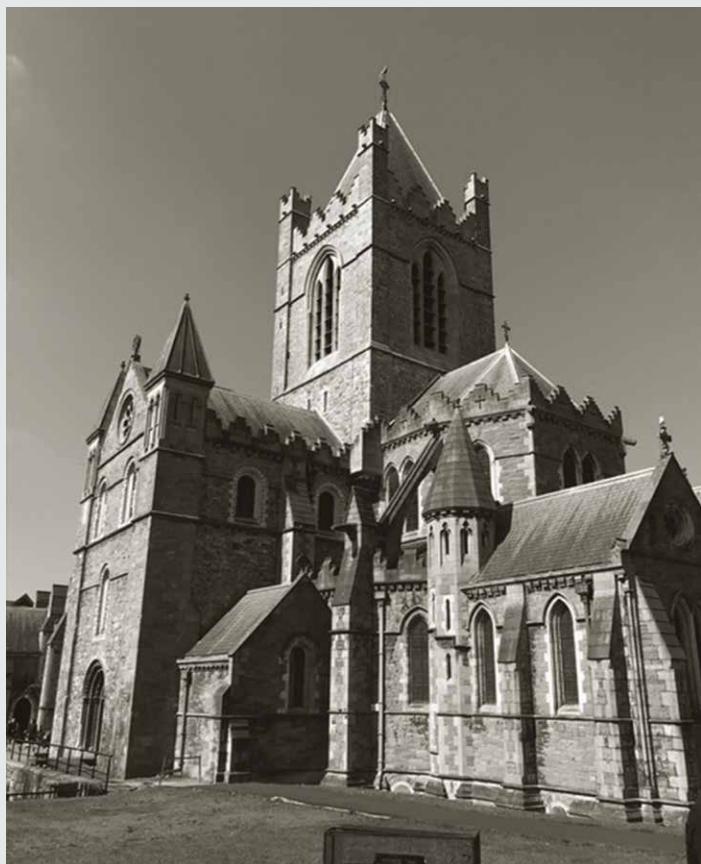
Celebrating the heart and soul of Dublin

Located right at the centre of a bustling and dynamic city, Christ Church Cathedral is loved by many as the spiritual heart of Dublin.

The Cathedral's mission focuses on transcending boundaries, by welcoming those of all faiths and none to regular worship, civic occasions and cultural events. Its appeal, as a solid presence in a changing Ireland, is also growing - with visitor numbers increasing from 174,000 in 2015, to 270,000 in 2018.

In 2030, both Christ Church and the City of Dublin will jointly celebrate 1,000 years of shared history. The Cathedral, which is also custodian of the ancient and sacred heart of Dublin's Patron Saint, Laurence O'Toole, plans to mark the anniversary by setting up a €10m Millennium Fund. Achieving this goal, will make it possible to protect the building's fabric for the next generation and secure a more resilient future for the Cathedral's internationally recognised Choir. The Millennium Fund will also help to foster cultural partnerships that bring the treasures and traditions of Christ Church to new audiences.

'The stone-encased heart of St Laurence is a potent symbol of the enduring ministry at Christ Church,' says Andrew Day. 'The Saint was well known for reaching out to the poor and the vulnerable - and for building a community based on service and compassion. It's a joy to be working with the Cathedral as it takes these values into a new millennium and continues to serve such a vibrant, well-loved city.'



New appointment

Brightening even more young lives

Since 1911, Leeds Children's Charity has been providing respite breaks to thousands of vulnerable and disadvantaged children in the local area. Focusing on young people between the ages of 7 and 11, the organisation currently provides holidays for more than 400 children each year and continually campaigns for those suffering from abuse, neglect and poverty or the demands of being a young carer.

'Living in Leeds, this is a Charity that's especially close to my heart,' says Amy Stevens. 'We're really excited about the vision being shaped by trustees and the opportunity to work with an inspirational team doing all they can to lighten the load for children faced with the most oppressive life circumstances.'

Gifted has been engaged to conduct a Strategy Review and create a long-term plan for raising as much as £3 million to fund a range of innovative projects and programmes at the Charity's new home at Lineham Farm.



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Amy Stevens - Director, Gifted





Let partnerships power your School's development plans



As a Corporate Partner, we've been really impressed by the organisational strength of IDPE's regional networks. Over the past few months, our directors at Gifted have had the chance to learn from those working in all kinds of schools and hear about big visions that come with a variety of fundraising challenges.

'The opportunity to navigate obstacles and find guidance in the experience of someone who's been there before you, are real benefits of the IDPE regional meetings,' says Gifted's Chris Goldie. 'At the Thames group meeting in Aylesbury, we considered the reluctance of some school leaders to invest in external support for feasibility studies. Together, we were able to identify the benefits of engaging an independent eye and seeking advice drawn from wide experience both inside and outside the School sector.'

Leading a Webinar session on a similar theme, 'Fundraising Feasibility Studies: Preparing for success', Amy Stevens guided participants from across the country on how to achieve the very best outcomes during the early stages of a project or programme. 'Getting it right from the word go is what schools should be clearly focused on,' says Amy. 'A well-organised study that properly identifies your landscape of support and helps to secure the leadership you'll need, can make all the difference to your chances of success down the track.'

Legacy potential

In March, the benefits of legacies in securing long term financial sustainability was the topic of two further regional meetings in Exeter and Salisbury. Gifted's directors were invited to share their insights on how to set up a dynamic legacy programme focusing on life, not death - and creatively engaging donors with initiatives aimed at strengthening their relationship with the school community.

Cutting your teeth on a capital campaign

We are also looking forward to partnering with Jo Joyce from Wimbledon High School at this year's IDPE Conference in June. Chris Goldie will be joining Jo to lead a 'How To' session on *Delivering Your First Major Capital Campaign*. Having worked together on Wimbledon's Project Ex-Humilibus for over a year now, Chris and Jo plan to tell it like it is, giving those new to the capital fundraising world a tried and tested road map for taking big ambitions forward.

NHS Charities Conference

Gifted's directors are delighted to support the NHS Charities New Horizons Conference this Autumn, with a special presentation on the subject of 'Planning your Major Campaign', followed by a series of 20 minute 'speed advice' sessions for members. 'We're mindful that taking time out to attend a conference is a commitment, so these sessions have been designed to ensure all attendees take away practical guidance for boosting their fundraising programmes', said Andrew Day, Gifted Chief Executive.

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