

gifted®

Exceptional fundraising partnerships



What can fundraisers do to let the light in?

As we all adjust to new ways of living and working, many of us are witnessing how generosity and kindness have the power to pierce through the gloom. Here, we explore how fundraisers can be part of that process, shining a light on new opportunities for giving and staying positive, even in the most testing of times.

‘There is a crack, a crack in everything – that’s how the light gets in.’

Leonard Cohen’s message of hope in the song *Anthem*, recorded almost thirty years ago, might just as easily describe the extraordinary response we’re seeing to the Covid-19 epidemic. From the tens of millions raised by centenarian, ‘Captain Tom’ Moore to the small, but significant acts of kindness between friends and neighbours, the UK is experiencing a national outpouring of compassion and philanthropy. And, whilst there’s no downplaying the hardship or tragedy in this situation, it’s also important that, as fundraisers, we remain positive and use this period of far-reaching change to plan wisely.

Whether this means seizing the opportunity to sharpen our fundraising strategy, recalibrate activities or build important new partnerships, there are things we can do to minimise the impact of the virus. By thinking creatively and working collaboratively, we’re more likely to make a full recovery

and emerge feeling ready for whatever comes next. Because, when our lives do return to normal, the need to fundraise will be more urgent and compelling than it’s ever been.

What we can do now

Right now, it’s understandable that many charities are feeling cautious about proceeding with projects and are worried about asking high net worth individuals to consider making large personal gifts. Some grant-makers are also taking stock, deciding what they can do to help and delaying or postponing the processing of applications and awards. However, there are new funds opening up all the time and major organisations like the Arts Council, the National Lottery Community Fund, National Heritage Lottery Fund and Sport England are doing all that they can to help charities stay afloat.

So, this temporary pause could be the time to re-examine your trust and foundation strategy, identifying who your future targets will be and reflecting more thoroughly on how best to approach them down the track. You could also invest in research, uncover new networks and establish where future funding is likely to come from. After all, social distancing

restrictions have little impact on talking to prospects and seeking their advice, if not their support. Whilst the temptation may be to shy away from meaningful contact, we'd argue that now is the moment to engage and connect, rather than to step back. Tactful communications with your supporters will continue to grow your existing relationships, rather than letting them go stale and then expecting to be able to pick up where you left off.

Making sure that good things continue to happen

When this is all over, charitable institutions will need to be ready to fundraise. If we can overcome our fears and maintain our focus during this period of change, the organisations we cherish will inevitably bounce back. Those vital capital projects will go ahead and life-changing activities will be reinvigorated. Above all, the fundraising profession will be well placed to resume its fundamental role of making sure that good things continue to happen and that society recovers.

Webinar support

To support charities in riding the tide of uncertainty and finding light in the many cracks caused by Covid-19, we recently launched our Gifted Webinar series, now available to watch at www.giftedphilanthropy.com/resources

Here, we emphasise that whilst none of us would choose the present circumstances as motivation for change, they may just remind us that we're not alone and that a little positivity can go a very long way.

New appointment

Dublin Bay Biosphere | Protecting nature



Despite lockdown, Dublin City Council is preparing to test its vision for a world-class Discovery Centre at the UNESCO recognised Dublin Bay Biosphere. The project, which is expected to cost around €15 million, will focus on education, research and events that demonstrate the significance of the Biosphere in this part of Ireland. It's an ambitious plan which, as the country recovers, will be key to improving people's physical and mental well-being through the provision of outdoor space, whilst making an important contribution to the development of a resilient local economy. "We're really excited about the Council's vision for this unique environment; home to seals, oystercatchers and a myriad of mudflat animals and plants," says Amy Stevens. "The feasibility study is not about asking for gifts, but about seeking opinions at a really critical time."



Update

National Lottery Heritage Fund Update May 2020



The NLHF is not accepting any new applications for funding until October 2020 at the very earliest. And, if the example of Arts Council England is anything to go by, it's very likely that this moratorium on new applications could be extended into 2021. Whilst this is frustrating and unfortunate, it doesn't mean that your organisation should stop planning your approach to the NLHF, so that you are ready to apply as soon as you possibly can. Inevitably, there will be a plethora of applications descending on the NLHF when it reopens for normal business, making it more important than ever for your project to be well-developed.

Our key recommendations are:

1. Be as thorough as you can in your preparation. Focus hard on the activities you are planning and how they might be impacted or delivered differently if social distancing becomes the norm for the foreseeable future. Make sure that you have a clear understanding of what you want to do, how much you will need and what the outcomes of your project will be.
2. Use this additional planning time to consult as widely as possible with those who will benefit from your project. Applications that can demonstrate broad consultation are more likely to catch the eye of the NLHF.
3. Develop your strategy for securing partnership funding early. Applications supported by a clear fundraising vision will be at an advantage.

Client Focus

New appointment

Peterborough Cathedral | Touching History



Peterborough Cathedral is one of the greatest Norman churches in England, a national treasure and a monument of international significance. Within this majestic building and the collection of properties that make up its Precincts, those of all faiths and none are welcomed and encouraged to find a sense of belonging.

For some, the touch-points include the Cathedral's breath-taking architecture and the enduring message of continuity it embodies. For others, connection comes through worship, music, learning and the opportunity to be of service to others. Whilst combatting Covid-19 presents its own set of challenges in each of these areas, the Cathedral is committed to carrying its traditions forward, reinvigorating and reinterpreting them for a new generation.



A history of giving

Historically, the Cathedral has been blessed with an extraordinary level of philanthropic support. Over the years, tens of millions of pounds have been

raised to conserve the fabric of the building and strengthen its religious, cultural and educational activity. Gifted's Directors, Amy Stevens and Andrew Day have enjoyed close professional relationships with the Cathedral for nearly two decades and are delighted to have been engaged to help develop the fundraising strategy for the Touching History project. "It means a lot to us to have been invited back to Peterborough," says Andrew Day, "and it's really inspiring to see the Cathedral, especially in the current climate, taking positive steps and using its resources to plan for a sustainable future."

Update

Lord Williams's School | Undertaking vital feasibility work

Lord Williams's School in Thame is an historic and high-performing comprehensive state school which has an ambitious masterplan of capital developments. Like many state schools, Lord Williams's is a relative newcomer to fundraising and has therefore decided that experienced, professional advice is needed to examine its potential for a capital campaign and to guide its strategy. Gifted has been appointed to work with the school through a comprehensive feasibility study that will not only engage with key stakeholders on a confidential, one-to-one basis but will also seek the views of the broader constituencies of alumni and parents through online surveys.



New appointment

Malvern St James | Learning, achieving and giving back

Since the late 19th century when Malvern St James's (MSJ) founding schools first began, the aim has always been to foster a lifelong appetite for learning, achieving and giving back. Then, as now, the School continues to nurture independent and empathetic young women, confidently equipped to spread their wings and share their skills with the wider world. As part of its new strategic vision, MSJ is now looking to the future with plans to modernise its extensive library, install SMART technology throughout the School and upgrade its sports facilities. The extra level of investment also includes expanding MSJ's bursary provision at all levels of entry. Gifted has been appointed to lead the fundraising feasibility work, helping school governors and senior leaders to identify which elements of the strategic vision are most likely to attract philanthropic support from parents, alumnae and other grant-makers.



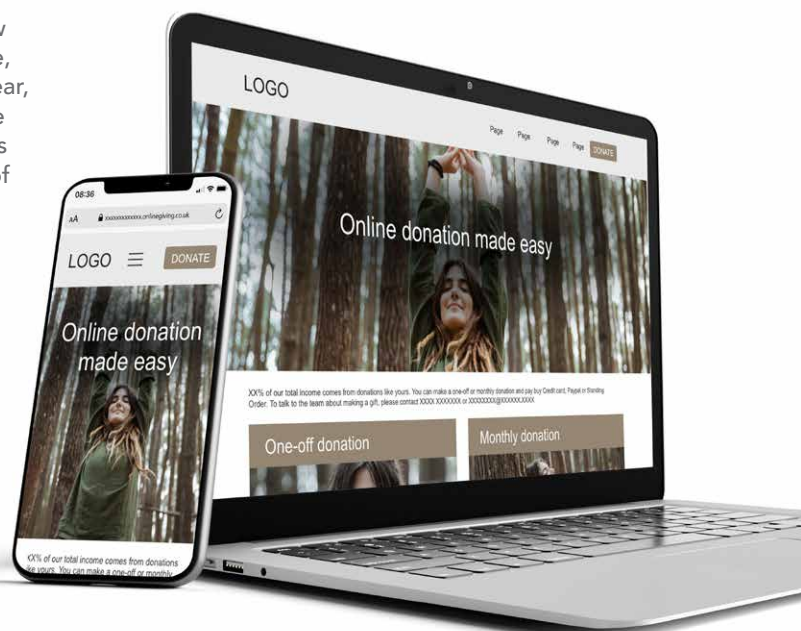
Are you getting the most out of online giving?

No matter what size you are, making sure that givers have a safe, convenient and flexible way to support your organisation, is key to building long-term sustainability.

We understand that for smaller organisations, investing in a new online giving system when funds may already be under pressure, can be a difficult decision. But, having the capacity to offer a clear, reliable and user-friendly way of giving online could make all the difference to surviving and thriving beyond the impact of a crisis like Covid-19. Whether you're a church suffering from the loss of weekly plate giving, or a charity running an emergency appeal, now is exactly the right time to build your regular individual giving and foster lasting relationships with your supporters.

Affordable online giving

As part of our suite of Communications services, we've introduced a professional, affordable online giving system for charities and not-for-profits. The Gifted system seamlessly links with your existing website and is custom designed to match your individual branding styles. We know that some of our clients have been quoted expensive fees to upgrade their online giving facilities. That's why we've been keen to develop a system that not only provides a first-rate platform for building your regular giving programmes, but is competitively priced and allows you to pay in monthly instalments, if that's what you prefer.



Giving made easy

You can find out more about the features of the Gifted system by taking a look at our video explainer and demo site which can both be found on our website at the below address.

Its key benefits include;

- Custom design across desktop, tablet and mobile, creating a system with your logo, branding and opening message. Gift value options can be decided by you, encouraging and making it easier for supporters to give.
- Simple, secure and remote method of making monthly or one-off gifts for existing and new supporters.
- Credibility and confidence. Donors can trust that gifts are being processed efficiently and payment data is safe.
- GDPR compliant data capture of all givers so that you can issue appropriate thank you responses, track which donors are giving to you through multiple methods or campaigns and grow your database.
- Gift Aid check box, removing the need for Gift Aid declarations that need downloading, completing and returning.
- Online payment by Paypal, Credit Card or Standing Order, giving credibility to your organisation and confidence to donors that gifts are being processed efficiently and payment data is safe.
- Confirmation and Thank You screen, providing reassurance to donors and letting them know how much their gift means.
- Seamless connection to your existing website, achieving both branding and technical synergy.

Watch a video preview

You'll find more information including a video preview on our website.

Design demo

Take a walk through, page by page via our website.

Get in touch

To find out more contact Julie.day@giftedphilanthropy.com

www.giftedphilanthropy.com/online-donation-system

Find out more

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

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