Item 7: Fundraising Update

1. Purpose of Report

To provide members with an update on fundraising activities and progress towards the Authority’s fundraising targets for the period to 30th September 2018.

2. Recommendations

Members are asked to note the progress made towards the Authority’s fundraising targets.

3. Implications

   a. Financial

   The Sill fundraising target is key to the budget because it match funds the project as a whole. In terms of the other fundraising targets, expenditure will only be agreed upon receipt of income and as such if the targets are not achieved there is not an impact on the Authority’s net budget. The impact of currently underachieving The Sill Fundraising target is discussed in Item 6 on this Agenda.

   b. Equalities: None

4. Achieved in 2017/18 and progress to date in 2018/19

   a. Income Achieved (only applicable to 2017/18)

   The fundraising targets for The Sill project were met in 2015/16 and 2016/17 with income raised of £395,500 and £250,240 respectively. In 2017/18, only £23,439 was raised against The Sill target of £240,000 and the outstanding target rolled forward into 18/19 and 19/20.

   The £150,000 target for additional projects was surpassed in 2017/2018. The Foundation received £200,000 to carry out scoping for a project in the Breamish Valley which meant the target was exceeded by £50,000.

   The target of £15,000 towards the Hadrian’s Wall Trail Path was partly met in 2017/2018. The profile of the path was raised through BBC Breakfast coverage about the Hadrian’s Wall Trail Path alongside online giving adverts which ran to encourage donations to the upkeep of the Hadrian’s Wall National Trail Path. A total of £211 plus eligible gift aid via online giving was secured. Since that we have raised £15,000 see below.

   b. Income Achieved to 30 September in 2018/19

   A revised target of £335,911 was set for 2018/2019 for The Sill. Of this a total of £89,661 has been received by the Authority, with a further £22,990 received by the Foundation, giving a total for the first half year of £112,651. Against the full project target of £1,341,000 there is still £559,170 to raise by 2020.

   Although our overall fundraising target for The Sill was £1.341m, only £900,500 of this was budgeted over the life of the project as match funding. The Authority agreed to take a prudent approach and £440,500 was underwritten by the long term loan drawn down. The remainder of this fundraising target is included in the 2018/19 budget and currently £119,000 remains to be achieved to balance the overall project budget.

   Against the £150,000 additional projects target, £55,000 has been received. This donation is earmarked to improve signage across the National Park and towards the Boarder Uplands Demonstrator Initiative.

   The Hadrians Wall National Trail Path has a target of £15,000 for the year. As detailed above £15,000 has been donation towards improving signage on the Trail.
5. **Fundraising Activity**

Staffing over the past year has seen the Head of Business Development promoted to Director of Business Development. The departure of The Sill Manager and official lead of The Sill has meant that much of the Directors time has been focused on The Sill. A new of Head of Business Development has been recruited and will start on the 10 December 2018.

a. **Trusts and Foundations**

The remaining fundraising target will be made through a selection of Trust and Foundation bids, corporate sponsorships and individual donations. We currently have 20 live prospects identified across all fundraising sectors and several applications that are in process. Please see list a list of applications since April 2018 below.

<table>
<thead>
<tr>
<th>Name of funder</th>
<th>Amount</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>MG Northumbria</td>
<td>£350</td>
<td>Successful</td>
</tr>
<tr>
<td>Hadrian Trust</td>
<td>£500</td>
<td>Successful</td>
</tr>
<tr>
<td>Leech Trust</td>
<td>£2,000</td>
<td>Unsuccessful</td>
</tr>
<tr>
<td>Northumbrian Water Ltd</td>
<td>£25,000</td>
<td>Unsuccessful</td>
</tr>
<tr>
<td>Northumbrian Water Ltd</td>
<td>£20,000</td>
<td>Successful</td>
</tr>
<tr>
<td>Earnest Cook Trust</td>
<td>£5,410</td>
<td>Successful</td>
</tr>
<tr>
<td>Greggs Environmental Trust</td>
<td>£1,890</td>
<td>Unsuccessful</td>
</tr>
<tr>
<td>RDPE Growth Programme</td>
<td>£89,029.12</td>
<td>Pending decision</td>
</tr>
<tr>
<td>RDPE Growth Programme</td>
<td>£415,000</td>
<td>Application in development</td>
</tr>
<tr>
<td>Skipton Building Society Charitable Foundation</td>
<td>Up to £3,000</td>
<td>Application in development</td>
</tr>
<tr>
<td>Tarmac</td>
<td>£50,000</td>
<td>Application in development</td>
</tr>
<tr>
<td>March Fitch Fund</td>
<td>Up to £20,000</td>
<td>Application in development</td>
</tr>
<tr>
<td>Trust House Charitable Foundation</td>
<td>Up to £20,000</td>
<td>Application in development</td>
</tr>
</tbody>
</table>

b. **Partnership working**

We are delighted to have brokered a partnership with AkzoNobel. As a result of this they chose the Northumberland National Park as their charity of the year. A number of their staff volunteered on Wednesdays over the summer months doing maintenance, conservation and improvements on the Hadrian’s Wall Path Trail. They also supplied preparation materials prior to painting, specialist paints and repainted 33 picnic benches and 35 boundary plaques across the Park. They have agreed to continue to gift the Authority AkzoNoble products in the future.

We have also developed a relationship with Sage PLC and a number of staff members chose to volunteer over the summer at the Digital Landscapes exhibition. We will build on growing this relationship for future projects.
c. **Donation boxes**

There have been a donation boxes at The Sill since the start of the Digital Landscapes exhibition at the start of the summer. Donations through the donation boxes or through the Sill tills since opening at The Sill come to £510. An additional interactive box which will accept coins, notes and contactless card donations will available at start of the tourist season.

d. **Website donation capability**

The Northumberland National Park web pages have actively taken online donations. The online donations campaign has been for the Hadrian’s Wall National Trail.

e. **Stewardship**

A busy programme of stewardship has continued over the year. A number of individuals were invited and attended our first ‘meet the maker’ event to which we had very positive feedback. With Digital Landscapes exhibition opening a number of key supporters and donors were invited to the opening event to which we received some fantastic feedback.

The official opening of The Sill by HRH the Prince of Wales was also another event by which key stakeholders and donors were re-engaged and updated on developments at the National Park and The Sill.

We have continued to hold regular meetings with existing donors. Reporting responsibility for many of our existing donors has been completed but we have continued to send regular updates on the programme to maintain interest and engagement with The Sill and its programmes.

f. **Sponsorship**

Our work with the National Parks Partnership continues delivering on the Columbia sportswear deal, providing information for their bids including Cliff Bar and potential vehicles sponsorship. As well as Columbia they have created successful sponsorships with Forest Holidays (£1,363 donation to the Education Programme) and Sykes Cottages (NNPA not benefiting).

A sponsorship package to a major business for the temporary exhibition space for £25,000 was unsuccessful. We are in active discussions with three other businesses looking to secure partnerships. In addition HLF are considering approved budget for use in the temporary exhibition space.

g. **Northumberland National Park Foundation**

The Trustees of the Foundation continue to work as ambassadors and fundraisers promoting and sharing the work of the Authority. They have begun the task of recruiting additional Trustees from fundraising backgrounds.

A significant legacy bequest has been made to the Northumberland National Park which will be managed by the Northumberland National Park Foundation.

5. **Fundraising Strategy for 2018/2019**

During 2018/2019 fundraising strategy focuses on delivering the fundraising strategy:

a. Developing a resilient and varied programme of fundraising and stakeholder engagement with a high ROI using expertise and experience of Fundraising Team.

b. Create sustainable fundraising across multiple sectors of fundraising (Trusts and Foundations, Corporate Support, Major Donors, Individual Giving Campaigns, Memberships).
c. Manage stakeholders and donors, run stakeholder events, process Gift Aid, launch a membership scheme, promote legacy giving opportunities, create a corporate giving strategy and develop income generating events and programmes at The Sill.

d. Continue a high standard of stewardship to encourage donor retention and reinvestment.

e. Work on the development of public giving campaigns

f. The development of high profile fundraising events.

g. The development of a Corporate Partnership programme and Individual Membership programme.

6. Conclusion

Since September 2017 our fundraising activities have:

a. Achieved just over 49.9% of the overall £1.341m target for The Sill.

b. Exceeded the year’s target for additional projects by 33 %.

c. Seen the introduction of sponsorship from companies at both a national and local level

d. Seen the infrastructure for lower level giving schemes and individual fundraising in the form of online giving and customer relationship management progressed which will help with future sustainability across all fundraising sectors.

e. Secured a significant legacy pledge.

f. Moving forward, we have a clear fundraising strategy that will for the new Head of Business Development to implement on arrival on December 10.

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Background papers: None