

Fundraising report 2008/09
Overall total raised through active fundraising at 24th April: £127,214

Total raised through Trusts: £92,380
Total raised through Events: £20,791
Total raised through Corporate: £14,043

Trusts:

Trust fundraising has been fairly successful this year, with £92,380 raised to date. We are currently awaiting a decision for £117,000 over three years from Children in Need, to use for a Development Officer for Schools and Youth in the North West and South England.

- Average success rate of applications to previous donors: around 1 in 3 applications to previous donors was successful in 2008/09
- Number of prospects who donated: 16 trusts donated who had never given to us before. These donations totalled £18,380 – this is an excellent result that I am pleased with, as it is often very difficult to activate prospects who are cold to an organisation
- Number of unsolicited donations received: 4. This low number is an indicator that DSUK has a low profile and that many trusts (and indeed other kinds of potential donor) are unaware of our charity.

Below is a breakdown of the trust donations by restriction:



Trust donations by project:

S&Y gen - £8,800

S&Y Cairngorm - £14,500

Central Belt 2010 - £750

Volunteer support - £1,950

Local groups - £1,930

Equipment - £21,225

BDST - £5000

Overseas holidays - £1,500

Van - £10,000

Other (including costs for a holiday to Cairngorm that may have to be returned as the holiday didn't happen, subsidies for Chill Factor and donations to be restricted to learning difficulties) - £6,400

Unrestricted - £20,325

Events:

In 2008/09 events that took place were the Santa Run and Skiathon. The Santa Run raised a total income of £11,713 (at time of writing, the Skiathon is yet to take place so income is unknown).

Santa Run 2008. The event sold out, which was fantastic but there was a significant decrease in the amount we raised through sponsorship. This could be for a number of reasons – at the time when we were marketing the Run was when the recession was first being forecast in the media and there was a lot of financial gloom. Did people have a reluctance to ask their friends and family to fork out (especially in the city) when the media was forecasting financial disaster? This year we're hoping to do it over two days, which won't cost us any more but should hopefully increase the amounts brought in. As in other years, we will try to ensure that people are aware of us as a charity when they register to take part, and encourage them to raise sponsorship wherever we can.

We are also in the process of setting up another run in Manchester for this year, again using 209 events. This will be 'retro' themed, i.e. people will be encouraged to come along in neon and retro fitness gear from the 80s. This will take place in October in South Manchester. We hope to raise between 5k and 10k from this initial event, with the intention to grow it over coming years like the Santa Run.

We have places in various runs throughout the year, 15 in the Great North Run, 4 in the Edinburgh Marathon and 3 in the Royal Parks Half Marathon. Based on minimum sponsorships, we should raise around £5,000 from these events.

There has been an increase in the number of people wishing to fundraise for us, for example I've had a quite a few people with places in runs who wish to fundraise for us. We have also signed up to be a part of Skyline, a company who run challenge events (such as climb Kilimanjaro) with half the money raise by participants to come to us. As of yet, there is no-one signed up to raise money for us via this route.

In September we will be holding a reception at the House of Lords to introduce new potential donors to our charity and raise awareness in the run up to Vancouver.

Corporate:

Susan Harrison has been working hard to build up corporate relationships over the year, but with the economic situation, we have raised a lot less than we had aimed to. It is very difficult to forge relationships with potential new donors at the best of times, let alone in a recession when donating to charity is the last thing that most companies are thinking about. We did well to get the amount of funding we did, a total of £14,043. Susan's absence as of December 2008 has inevitably affected the amount we are raising from corporates, another factor contributing to the small amount raised from this stream.

Other:

We are signed up to various online fundraising tools, such as Easy Fundraising (whereby online shoppers can raise funds for us while they spend), an e-lottery scheme and Charity Greetings (an e-card site). None of these schemes raise significant amounts of funding. We are also selling DSUK branded trolley tokens at the Chill Factore, which we hope will bring in small regular amounts.

With Kirsty leaving, no-one has as yet been looking at community fundraising, such as rotary clubs, schools and local fetes etc. Sophie will begin to look at these avenues of funding after the Skiathon in June, as well as setting up an ebay site to sell donated items.

How will the recession affect us?

As we don't rely too much on money from corporates, we may not be as badly affected as other charities. However, a lot of the trusts that I have spoken to are cautious about the coming years (as many funds are based on investments and income from companies) and some are limiting applications to once every two years and taking other precautions. It does also mean that we are unable to make the developments in fundraising we would like to, such as growing our corporate income and working on fundraising streams such as legacies and major donors.

In terms of community/events fundraising, the recession does not seem to be affecting participation (evidenced by the much increased entry into the Santa Run and a high number of people wishing to take part in running events to raise sponsorship). It may be that this is something that we will look to concentrate more on, especially as this raises much needed unrestricted funding.

At this stage, it is difficult to tell exactly what will happen, and as such we need to ensure that fundraising is high on the list of priorities for DSUK to continue to run our services without interruption and save to prepare for worst.