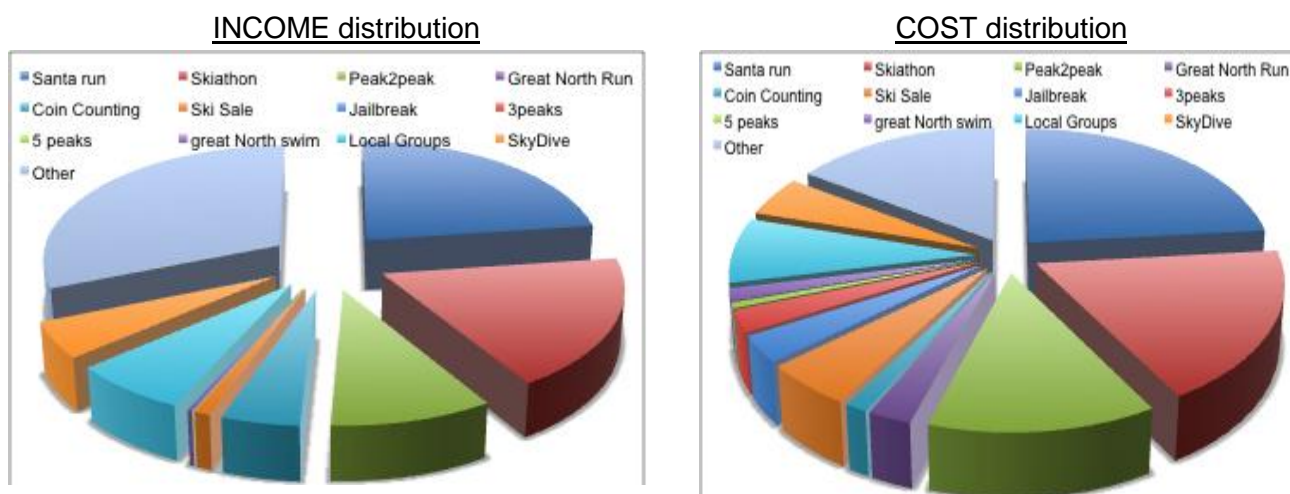


Fundraising Report 2010/11

TOTAL EVENTS FUNDRAISING FROM 1ST JUNE 2010 to 31ST MAY 2011 - £112,361



Events Fundraising 2010/2011

It has been a challenging year for events fundraising. 20/11 saw a year where we developed a portfolio of events to see what type of events were the most successful in order to be able to respond to changes in the economic climate and participant 'fashion'. It has thus been a partly experimental year where our trial investment in certain new events was assessed as high risk, mitigated through the continuation of anticipated income from our more established event calendar. A key question for the event fundraising strategy during 2010/11 was to identify whether a broader portfolio would produce a better return than concentrating on a few larger events. Overall, the amount raised this year was £15k less than last year and £68k less than target, but still with a total Return on Investment (ROI) on events of about 3. As a result of these findings the Events Team have proposed to the Trustees that:

1. Fundraising should be focussed on a smaller number of key events
2. The strategy and forward plan must have capacity to accommodate changes in the economic climate and the current trend throughout the third sector of the decrease of the number of event participants.

Our main fundraising events in 2010/11 have been the Santa Run in its 5th year bringing in just over £25,000, the Skiathon bringing in over £20,000. Together with the Peak2peak we propose that these events should form our main core portfolio and during 2011/12, we will explore how this can be further supplemented with additional high ROI activity, without jeopardising our overall income.

The London Santa Run 2010 encountered some problems this year due to participant numbers being down from 2000 runners to 1500. Not only were we down on participants, but we also had to postpone the event due to the snow and ice conditions that blanketed the south of the country in November and December last year. This had a knock on effect as less than half of the original 1500 runners were able to take part in the rescheduled date. Therefore the amount of participants we could rightfully expect sponsorship from was significantly reduced.

Whilst we cannot predict the weather patterns, we are hoping that the 2011 event will see a rise of participant numbers that we have been used to seeing. Moving forward, we are implementing fundraising incentives for participants to raise more sponsorship this year, we should see a bigger

return in the amount of sponsorship raised. The date for this years' event is Saturday 3rd December at Battersea Park.

The **National Skiathon** was again a great success for DSUK raising over £20,000 with money still coming in. The theme for the event was kept the same as last year – the 666 challenge. Our supporters at Crytal were fantastic and entered a staggering 13 teams for the event – themselves raising over £9,000. Once again the key venues were Manchester Chill Factore, Hemel Hempstead Snow Centre and Milton Keynes Sno!zone. Looking at the event for 2012, we are developing an exciting Olympic themed challenge event on the date of Tuesday 15th May 2012, so keep your eyes peeled for further developments!

The first **Peak 2 Peak** cycle event took part on 11th September 2010 seeing participants cycle from Ben Nevis to Cairngorm Mountain – a total of 70miles. In total we had 32 participants take part in the event including members of BDST and the development squad taking part. In total the event raised £10,000. Resulting from feedback of the event, we decided that for the 2011 Peak 2 Peak we would reverse the route (making it slightly easier) and allow people to enter in different cycling categories. The result of which should be a more compact event with the main bulk of the participants finishing at a similar time. Good luck to all the cyclists who are taking part in the event next week!

We have organised another Red Devils skydives to take place in September with another planned for April 2012.

We have a variety of **running** events we buy into. The Great North Run always proves popular and the appeal of the Brighton Marathon gets bigger each year. In 2012 we are lucky to have received one place for the London Marathon and our place has been awarded to Andy Titley who is the father of one of our development squad skiers.

We are once again to holding a Major Donor event at the **House of Lords** in January 2012 to replicate the success of the event in 2009. We identified the need to have a successful follow up to generate more corporate supporters for the charity and more high net donors.

Whilst this year we are trying to consolidate our events programme and improve upon our existing events, we are still looking at other areas of development. For example we are looking at developing a swimming event in the Aviemore areas to jump on the current trend of open water swimming. This is something that we are looking at implementing for September 2012.

We have seen an increase in the amount of people who raise funds for us by arranging their own exciting events. We will continue to encourage people to do this with our support, as this income stream raises over £15,000 alone.

The struggle to recruit event participants is continual. We hope that with a consolidated refocus on our successful events we should overcome this obstacle. Whilst events fundraising throughout the third sector can often be the lowest return of fundraising, this stream of fundraising is essential to promote the DSUK brand to new audiences.