



FUNDRAISING REPORT 2011

FUNDRAISING STRATEGY

As we get into the depths of a recession we are seeing people's spending falling rapidly and therefore the Charity needs to put on events that provide value for money in order to continue to attract visitors. In addition, we are now targeting advertising and marketing further afield than Devizes covering Chippenham, Corsham, Calne, Melksham, Marlborough and Pewsey in the hope of increasing visitor numbers.

The strategy remains to:

- Continue with the Garden Fair
- Put on an event for families targeting a different population from the Garden Fair
- Running an event in the Arts Centre for about 70 adults
- Getting people to invite sponsorship for Rowdeford
- Approach Funding Trusts for major projects when these arise
- Identify business opportunities
- Cash collecting boxes, Christmas Cards as stalwarts

This approach means that the same people are not targeted on every occasion hopefully spreading the load and reducing giving fatigue.

ACTIVITIES OVER THE LAST YEAR

The Garden Fair on May 22nd was again was a great success under the new direction of Mike Bowden and his team. The Fair raised a record amount of money for a Trust event of £14,000. This event is marketed through a personalised mail shot and prompts many supporters to give their annual donation to the Charity in lieu of attending the event itself. The event is also used to target local businesses and it attracts sponsorship and advertisements on a regular basis.

The family event this year was the Country Fair on September 11 was challenged by the weather on the day and the local choice for activities was strong. It was not as financially successful as the first fair, making just £5,500, however lots of people had a great time and it was a very memorable day and provided valuable exposure to the Trust and the School. Interestingly, more visitors came from the 01249 area than 01380 demonstrating that our wider marketing was bearing fruit. A special thanks to Elizabeth Frearson and her team for the many hours of hard work that they put into the day.

The adult event was a French Jazz Evening on 15th October. It was a sell out event and great entertainment was provided by the Gaulois Brothers. The Coq Au Vin was deliciously cooked by Maggie, Elizabeth and Rosie Berry. The Auctioning of the table decorations at the end of the evening meant that some families have ample supplies of onions and garlic. Just over £1,500 was raised.

In terms of **sponsorship for events** run by other people:

- **The Bath Antiques Fair** organised by former Trustee, Robin Coleman, again allowed us to be the Charity for their Charity night, thanks to Maggie Moore who did the day stint followed by the Grews.
- **The Royal Parks Half Marathon** Mark Wilkinson kindly donated 4 tickets for the half marathon and our four runners managed really commendable times of 2:12 (Emily), 2:13 (Adam), 2:17 (Fran) and 2:28 (Pop) respectively – a difference of just 15 and a half minutes. To date they have raised over £1,600 which is absolutely fantastic.
- **The Great North Run.** Maggie once again completed this challenging event to raise over £600.
- Stalwart fundraiser Maggie always organises a **Safari Supper in Cherhill** to raise funds for the charity from a completely different audience which makes over £1,000.

For **business opportunities** we were delighted to be designated the Sainsbury's in Chippenham Charity of the Year which has given the Charity a lot of extra exposure in a broader geographical area. The link was used to promote the Country Fair amongst a scheduled series of activities to capitalise on this opportunity. There are collecting boxes on the tills, Trustees attended dress up day to sell Halloween gifts and the School will be bag packing.

There are collecting tins at a number of other locations and Christmas Cards are on sale, including at the school's Christmas Fair and today's AGM.

FUTURE PLANS

Campaign to Funding Trusts for Project Director's salary and to build Eco Learning Centre.

Jubilee Walk 22nd April 2012

Garden Fair 22nd May 2012

Winter Wonderland or Country Fair