



Fundraising Report for AGM 2010

Fundraising Past

The thrust of all fundraising was focused on the Arts Therapy Project, until this project was formally brought to a close in November 2010. It is wonderful to be able to report that the £87,000 stated as needed at the last AGM has indeed been raised.

The Funding Trust strategy of finding organisations with a known Trustee, where we could get a personal introduction, proved fruitful and grants were awarded by Henry Smith, Clore Duffield, Hedley Foundation and St James Foundation. Lady Jane Ancram has been absolutely brilliant with her introductions and has been very supportive of the applications made. Last year's target of £60,000 was thereby exceeded.

The strategy for events was to limit the number of events for each target audience to give the regular wealthier supporters "a break" to prevent "giving fatigue". All events were hugely successful, well attended and very enjoyable including:

Regular Events: Garden Fair (approx £10,000), Bath Antiques Fair (£1,800), Maggie Moore's Great North Run (c £1,000), Cherhill Stroll About Supper (c £1,000)

New Events: Ladies Lunch and Hat Parade (£1,500) and Winter Wonderland (£7,500).

Not only have events raised funds but they continue to raise awareness about the Charity further afield in Wiltshire with the result of generating unsolicited donations, support through buying Christmas cards and putting money in cash collecting tins.

Finding a "way in" to local businesses continues to prove difficult but most continue to support the Charity through the Garden Fair programme and have not been pushed for more than that.

The relationship with Mark Wilkinson has been extremely valuable. Mark has provided a sympathetic, personal voice on behalf of the Charity, access to publicity as well as his generosity in letting the Charity invade his home for the Winter Wonderland for which we were extremely grateful.

In November it was agreed to start fundraising for the newly proposed project, the Vocational Centre. Winter Wonderland was the first event to go towards this project.

Fundraising Future

After such an enormous project as the Arts Therapy Centre the Charity needs to sustain momentum:

- Once the project has been defined, identify the appropriate Funding Trusts that are "hot prospects" and respond rapidly to those that show interest.
- Continue to limit the number of events per target group. Events for 2011 currently include Garden Fair and Country Fair.
- Evaluate the approach to businesses in respect of the Vocational Centre.
- Continue with the "cash cows" of Christmas Cards, cash collection, personal sponsorship and donations.
- Claim outstanding Gift Aid.

Conclusion

Every Fundraising objective from last year was met through the generous support of the Patrons, Trustees, regular supporters and the school who gave their energy, time and enthusiasm (as well as financial contributions). Rowdeford Charity Trust has increased its reach and has further enhanced its reputation as a viable, practical and quality organisation that genuinely makes a real and sustainable difference to children with special needs in Wiltshire.

Registered Charity No: 1088605

Patron: Lady Jane Ancram

Arts Centre Project Patron: Mark Wilkinson

Trustees: Mike Bowden (President), Lambert Courth, Nemmy Elliott, John Gaca, Jonathan Grew (Chairman), Elizabeth Frearson (Charity Correspondent), Maggie Moore, Neil Patterson

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