**Presentation at Beaumond House APM by Joanna Parlby – Chair of Fundraising and Marketing Sub-Committee**

Good evening everyone. It is my privilege this evening, as chair of the Fundraising and Marketing Sub-committee, to talk through our fundraising successes for 2016.

I will also be talking a little about the challenges we are facing *this* year and what our key plans are for …. *next* year.

So, I will begin with the

**SUCCESSES**

Last year was a tremendous year for fundraising and this was due to a mixture of *different* things:

* the local community responded hugely to our pleas for support
* our fund-raising team produced the biggest events we have ever had
* we had more events organised for us by volunteers out in the community than ever before
* and the Southwell shop’s income in particular broke all records

Here is just a little more detail about some of those highlights:

**Chase the Rainbow (photo throwing paint)**

First up is Chase the Rainbow. Don’t you just LOVE that picture!

This was all about the *numbers* though:

750 people ran, jogged and walked around Newark Showground, whilst being showered with a selection of vividly coloured paint as you can see here.

It raised a fantastic total of almost **£27k.** *It is interesting to note that the previous year’s total back in 2015 was £8,500 which demonstrates a great increase.*

**30th Anniversary Ball (photo of Flipside Party Band)**

Undoubtedly, THE most successful event of the year was our 30th Anniversary Ball. This was the third annual ball we have organised and the biggest and most successful to date, raising more than **£38,000**. We were absolutely blown away by its success. *Again, interestingly, the previous year’s total was £7,500. What an increase this was!*

It was at this event where we launched our Beaumond House video - kindly put together by Benoy of Newark. And this gave us a valuable resource we would not otherwise have been able to develop internally.

**Sahara Challenge** **(photo sitting on a sand dune)**

Next up is the Sahara Trek. And here you see our 12 trekkers sitting on a sand dune. These intrepid folk walked an incredible journey across approximately 100km of baking sand to raise, near enough, a massive **£29,500.**

On the presentation night you could absolutely feel the sheer emotion that those trekkers were going through. *What* an experience!

**Newark Half Marathon (photo of BH shirt)**

Next – the Newark Half Marathon. Beaumond House was named the official partner for the return of this exciting event. We helped to organise it, manage the finances, recruit volunteers and set up the event ………and raised over **£15,000** for our efforts.

**Southwell Shop (photo of refurbishment)**

Another success last year was the much-needed upgrade to the Southwell shop.

Those of you who have visited our Southwell shop will know how quirky it was: but it had gone beyond quirky and our landlords agreed to carry out the work to make sure it was safe for all our customers, volunteers and staff.

So, if you go in now, you will see these improvements, resulting in a better, brighter and bigger space to shop.

**Regular Giving (photo of parcel with red ribbon)**

Another success on which we can build substantially is the concept of Regular Giving.

This important aspect of our fundraising continues to grow slowly. But it gives us the greatest security of income of all - as it’s a source of revenue we can predict.

So, if there is one thing that we urge supporters to do therefore, it’s to sign up to a monthly donation.

Following our big push in the Advertiser two years ago, we now have **262** people who have signed up and this produced a total income last year of almost **£40,500**.

**The community**

Our community income worked well for us last year too. A whole host of activities and challenges took place during the course of the year. We had all sorts of people doing their thing such as haircuts, football matches, cake sales and coffee mornings – so so many, and of course every penny helps.

Just a couple of examples here:

We say all too often that it’s not always about raising the largest amount, but actually I would just like to highlight a couple of *pretty amazing* examples here.

Local supporter **Vicky Buckland** raised **£4,180** by selling raffle tickets for a draw, for which she sourced all of the prizes herself.

**Newark Golf Club** raised an incredible **£12,481** last year at their Men’s Captains’ charity, and through their Seniors’ section fundraising – which was also matched by Barclays Bank to the tune of **£3,000**.

And they continue to support us: we have just received another **£3,138**, which we also hope will be matched once again by Barclays.

Now we come to the **CHALLENGES**

Our biggest challenge of all is to replicate the 2016 successes and do it all over again.

As you can see, our catchment area represents a 15-mile radius only, which means there is a limited number of people who we ask time and time again for their support.

As an aside though, we do feel guilty about asking the same people …………… *until* we are reminded that we are not asking for *ourselves* ……….we are asking so that we can continue to provide a valuable service to the local community.

It is their very own local hospice …… and yours ladies and gentlemen.

**Regular Giving (photo of gift with ribbon again)**

I spoke earlier about Regular Giving having been a great success, but it is also a great challenge for us too. And this is because …… *we still need more*.

We’ve forecasted a figure for this year of just over **£41k**, but wouldn’t it be just great if we could raise **£100,000** through this channel? I actually don’t think this is beyond the realms of possibility.

Let us not forget that a small ‘latte to take out’ costs us £2.35 and this amount …….per month ……. every month …….. for a year - could fund an hour of ‘hospice at home’ care. It’s as simple as that.

**Countering the decline in legacy income (picture of ink pen)**

Another major challenge for us is the need to grow our legacy income. This valuable source of income has diminished greatly in recent years - most probably due to the fact that people are living longer generally speaking.

And it is the case that very often people have to pay for their own care as they grow older. But there is still great potential to grow this valuable source of revenue.

So, we need to make more people aware of just how important this source of revenue is for us, so that, once people have taken care of their family and loved ones, they also think about leaving a gift to Beaumond House – however big or small. And whilst we cannot budget for it, we can certainly build a strategy around that for sure.

**Finding the next big event** (**photo of Bubble rush)**

Now here is something completely different! I spoke earlier about the challenge of replicating last year’s successful programme.

It’s tricky to find the next ‘big event’ that is going to inspire participation and support. And we wondered about something like a Bubble Rush to spark the imagination. It certainly looks like a lot of fun here and clearly quite appealing to some!

**Wider Community (Sunshine Bear)**

We currently have tremendous support and enthusiasm out in the community already, but, as I mentioned earlier, it comes primarily from Newark and the immediate area.

So, in order to counter the problem, we have to reach out to the *wider* community – with a particular emphasis on Southwell and, as youcan see here, Sunshine Bear is making a jolly good start here at the Minster!

Our challenge is to raise awareness, not only in Southwell, but also in Collingham, Long Bennington and ALL the other villages in our catchment area.

**Recruiting volunteers (picture of lady on phone)**

Talking of volunteers, we have some *fabulous* people already (and I know I am speaking to many of them here).

They get on and do the jobs we ask of them - to help us in fundraising, in the office, in the shops and at our events, not to mention in the house itself and in numerous other ways too.

But if only we had more we could:

* say yes to all the fetes, and village and school fairs we are invited to.
* have someone handing out posters or hosting small events such as an annual coffee morning.
* have someone who could actively offer talks and presentations to groups and schools that we know raises awareness for us and usually results in fundraising too.

As I am sure you have read in our newsletters or in the Advertiser that even *one* hour a week, a month, or even a year, in the office or in the community will help us enormously. And this is what we need. This leads me on nicely then to our

**PLANS FOR NEXT YEAR**

**Corporate Fundraising (photo of phone box-like objects)**

We know there is a huge amount of passion for Beaumond House – and within the business community too. We know this because we hear it on a daily basis.

Our plans next year include tapping into some of that passion and encouraging some of the local business leaders across the area to support us as part of their investment in the community in which they operate (call it moral duty or, perhaps better known today, as …. “Corporate Social Responsibility.”)

We plan to start having more meaningful conversations with these business leaders about how they can help to sustain Beaumond House now and into the future ……….as it’s very much about sustainability for years to come.

As for our original Beaumond House Business Club, we want to continue working with current members, offering the usual benefits. But we need to re-launch it - positioning it more around this social and moral responsibility which is particularly front of mind for us at the moment.

**A third retail outlet (picture of a generic shop?)**

Our *shops* currently deliver a really valuable source of income four us, which doesn’t mean people putting their hands in their pockets to make a physical donation.

People LOVE shopping, and we need to make the most we can of this by expanding our retail offering. We are not too sure what this might look like yet as there are so many options these days, but we are looking into a third retail outlet for the organisation – in whatever form that might be.

**Virtual Memory Tree (photo of tree with falling leaves)**

Now, here is something new. We are delighted to announce that we have recently developed a new way of way of making a *lasting* tribute in memory of a loved one.

We have created a virtual *online* memory tree where people can make a donation in memory of a loved one: but can also encourage others to make donations via the site and to return to the site in the future - perhaps on significant dates such as anniversaries and birthdays.

And once all of the content is finalised we will launch this across all our social media platforms for maximum impact.

**Growth of Legacy Income** **(photo of ink pen)**

And finally, I would like to finish on one of the things we need to focus on most – and that is - how to address the decline in legacy giving.

Our *ask* is that, once our supporters have given consideration to family and loved ones, they think about leaving a gift to Beaumond House in their will.

By doing this they are providing us with a gift that goes way beyond their own lifetime.

So, our plans are to build a strategy around legacy giving that will make a difference to us so that we begin to recoup some of the revenue lost – revenue that enables us to build valuable reserves.

Actually, we would love to hear *your* thoughts on how you feel about this type of gift, and we would be more than happy to speak to anyone who has questions, suggestions or, indeed, any sort of feedback for us.

We will be launching some new materials regarding legacies in the very near future so please do look out for them and perhaps help us to distribute them in the most cost-effective way possible.

……………………………………………………

Well ……I think that brings me to the end of my presentation ladies and gentlemen but, on behalf of the directors and trustees at Beaumond House, I would like to say a huge ‘thank you’ to Cathy and her fundraising team for the tremendously hard work they do in facing this challenge.

They are doing *more* with *less* people now, and this is challenging in itself. But still we need more to keep Beaumond House sustainable next year, the year after and in years to come.

So, a big thank-you to you, the fundraisers, and to all the staff at Beaumond House who promote that fundraising during the course of their everyday work.

Thank you.