

# Welcome and thank you

- Agenda:
  - Welcome from our new CEO
  - Overview of 2017
  - Fundraising plan for 2018
  - LUNCH
  - Presentations from the team:
    - Community fundraising
    - Talks and awareness
    - National fundraising
    - Communications
  - Summary



# Celebrating 2017

- We couldn't raise the money we do without you all so thank you for your continuing commitment to Canine Partners.
- Some 2017 statistics:
  - Over 300 events took place both nationally and in the community (including Scotland)
  - 635 talks were delivered (including Scotland) from over 150 speakers
  - Over 170 demonstrations delivered
  - 2,326 My Amazing Puppy memberships at the end of the year (10% year on year)
  - We worked with 40 corporates throughout the year
  - Over 50 Charity Of The Year partnerships raising over £120,000
  - 525 trust applications sent in 2017 (including Scotland)
  - Total raised from trust donations over £550,000
  - Total funds raised before any legacy income = £2.3m
  - 8 years ago our trust application success rate was 1 in 13.
  - Now our success rate = 1 in 3



# The fundraising journey



Unaware



Aware



Loving



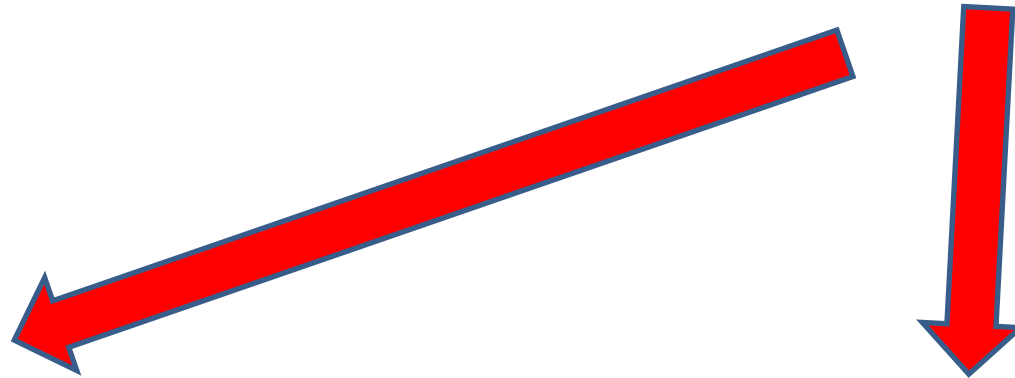
Legacy



Regular gift



Giving



Eventually we will be able to unlock our waiting list to help more disabled people in the UK.

Our target is to create:

80 partnerships in 2018

90 partnerships in 2019

100 partnerships in 2020

Our strategic goal: create *sustainable regular* income and ultimately create *more partnerships*

# Fundraising plan for 2018

- Increase awareness (talks, information sessions)
- Collect data + engage further + say thank you
- Ask for support and 'sell' Canine Partners to raise more money
- Offer our products: My Amazing Puppy, events, COTY, Gift of Independence, challenges, event attendance
- Support community fundraising – community champions, engage with corporates and businesses
- Thank our supporters, fundraisers, volunteers
- Keep everyone informed and supported
- Encourage donors to flow through the fundraising journey



Available from 03 January to 31 March 2018

# my amazing puppy



Snowdrop



Frosty



## my amazing puppy

Which amazing puppy will  
you sponsor?

[myamazingpuppy.org.uk](http://myamazingpuppy.org.uk)

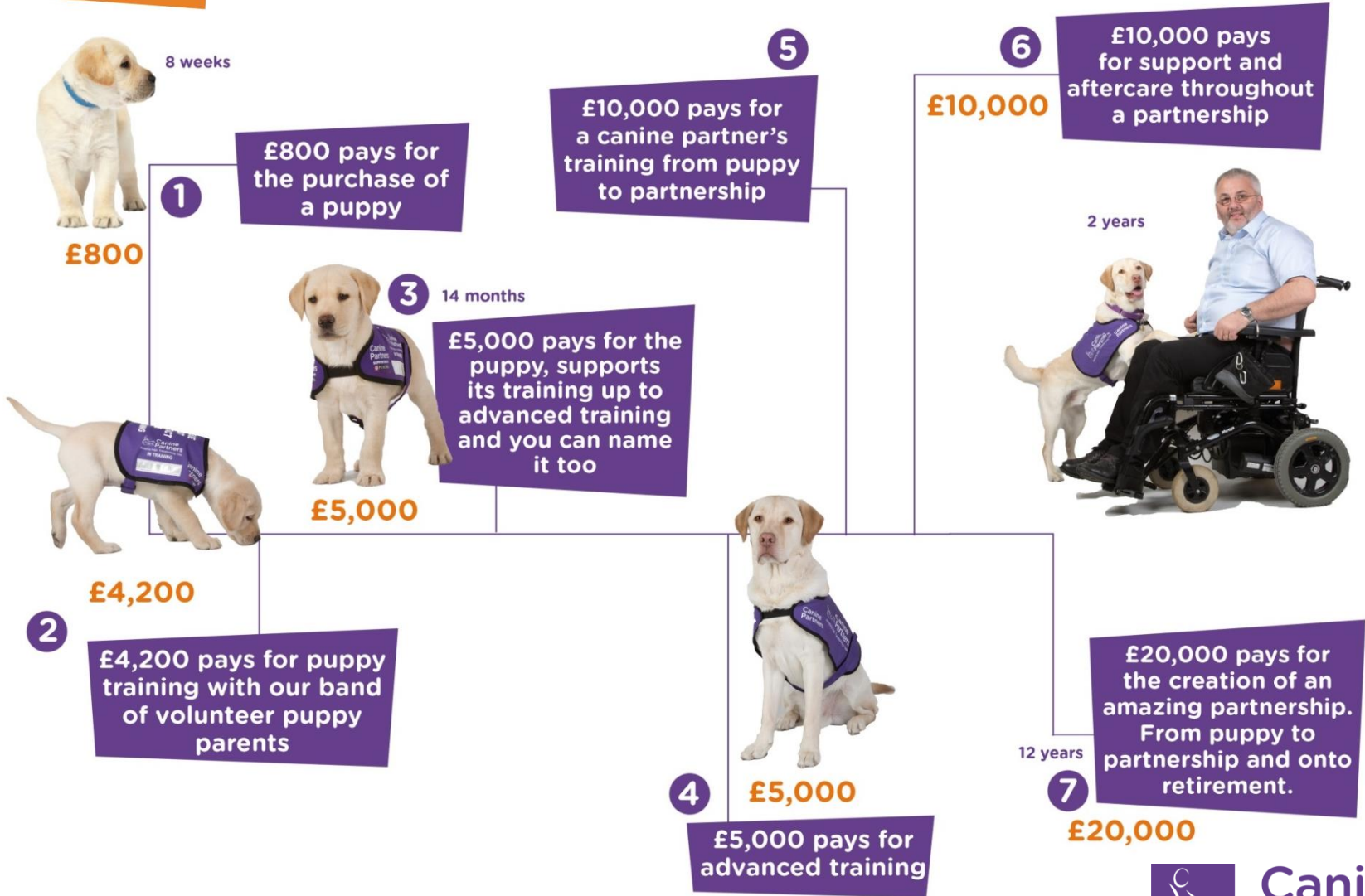


- £4.34 a month via direct debit
- £60 a year as a one-off payment



**Gift  
of  
Independence**

# Give the gift of independence



# Fundraising team



Director of fundraising,  
marketing and communications  
Anne Yendell – full time

Scotland Community  
Manager  
Dale Gormley –  
full time

Corporate  
Officer  
Jane Grant –  
part time

Head of community and  
national fundraising  
Helen Watkinson –  
full time

Head of donor  
development  
Cat Harvey –  
full time

Communications  
manager  
Charlotte Leng –  
full time



# Community fundraising team across the UK



Head of community and national fundraising  
Helen Watkinson – full time

Talks & speaker  
coordinator  
Sarah Bolton –  
part time



Talks and speaker  
administrator  
Sue Mulcaster –  
part time



Community fundraiser  
midlands and north  
Julie Lawrence –  
full time



Community fundraising  
assistant  
Charlotte Jopling –  
part time



Community  
fundraiser south  
VACANT  
(recruitment in  
progress)

Community  
fundraising  
assistant  
VACANT  
(recruitment in  
progress)

National  
fundraising  
coordinator  
Libby Rome –  
part time



National  
fundraising  
administrator  
Julie Graham –  
part time



Community  
fundraiser  
London  
VACANT



# Donor development team



Head of donor development  
Cat Harvey – full time

Trusts and  
Grants officer  
Sara Read –  
full time



Individual giving  
officer  
Emma Johnson  
– part time (new  
staff member  
photo TBC)

Legacy officer  
Jenny Perry –  
part time (new  
staff member  
photo TBC)

Database administrator  
Kay Gilmore and Katie  
Hurst (part time job  
share)



Donor  
development  
assistant  
Christine King  
– part time



# Communications team



Communications manager  
Charlotte Leng – full time

Creative Communications  
Officer  
Jenny Dwyer-Ward – part time



Social media coordinator  
Cat Fyson – part time



Communications Officer  
Elly Fiddy – full time (new  
staff member photo TBC)

# Talks and information sessions

- Over 250 talks already scheduled for 2018 (expect to exceed 2017 numbers)
- 26 information sessions being run at both the Midlands Centre and Southern Centre
- We want to increase our support to you
  - Ensure clarity and consistency: key messages, presentations, materials, FAQs, how to guides, videos
  - Inspire our audiences to raise money for us (convert them from aware and loving to giving)
  - Keep the audiences interested and warm – follow up after events (we usually only get contact details for the organiser of the talk. We'd like more details to reach out further).
  - Ensure our awareness programme raises funds – minimum talk fee of £50 but aware of some circumstances where this may not be possible
  - Confidence to sell and raise money using My Amazing Puppy



# The speaker network

- Over 150 volunteer speakers with a further 30 applicants waiting to be assessed – and this is changing all the time
- We'd love each speaker to try to do one talk per month for us
- How are we going to help you do even more talks for us?
  - Ensure you are branded and have everything you need: name badges, t-shirts, etc.
  - Provide tips and advice and ensure you are confident to be able to inspire our audiences to raise money for us
  - Look at our presentations and provide different versions for different audiences: recognise one size doesn't fit all, these available on a memory stick with films to accompany them
  - Review how we can bring more great speakers in to our amazing network



# Requesting a dog or partnership for a talk or event

I am a community fundraiser and I would like a **puppy** to attend the event I am organising.



Include the request on your event form and speak to your community fundraiser.

I am a puppy parent and want to **take my puppy** with me to the talk I am doing.



Taking your puppy to an event or talk is not the responsibility of the fundraising team. You **MUST** check it's ok with your satellite trainer before you take a puppy along.

I would like a **meet and greet dog** to attend the event or talk I am organising.



Include the request on your talk or event form, speak to your contact at CP or if you are a meet and greet handler, speak to the demo support team.

I would like a **demonstration** at the event or talk I am organising.



Include the request on your talk or event form, speak to your contact at CP or if you are a demo handler, speak to the demo support team.

I would like a **partnership** to come along and attend the event I am organising or the talk I am giving.



Speak to the Communications Team and they will see if anyone is available. They will make contact with the partner.

If you have any questions on the above, please contact Sarah Bolton ([sarahb@caninepartners.org.uk](mailto:sarahb@caninepartners.org.uk)) or Charlotte Leng ([charlottel@caninepartners.org.uk](mailto:charlottel@caninepartners.org.uk)).



# Community Fundraising

## *What is a Community Group/Champion?*

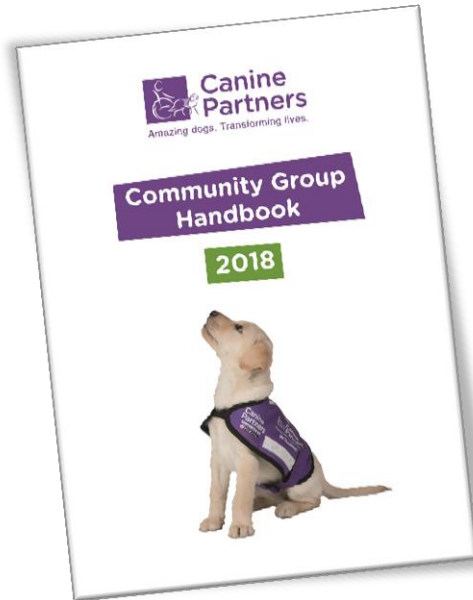
Volunteers in the heart of their local community, raising funds and awareness by:

- telling everyone who we are and what we do
- organising events
- attending events and representing Canine Partners
- sourcing opportunities for talks and demonstrations
- overseeing collection boxes in their community



Community supporters are the ambassadors for Canine Partners – out there on the streets raising awareness and funds.

# Community Group Handbook



- To help you with your fundraising we have created the *Canine Partners Community Group Handbook*.
- This has been designed to guide you through what it means to fundraise for Canine Partners as well as explaining and simplifying the fundraising laws and regulations as laid down by the Fundraising Regulator.
- Hard copies of the Community Group Handbook are available for Community Group leaders to collect from us at the end of this afternoon's session. They will also be available to access on line.
- Business cards that introduce the charity and direct people to our website - these will be available for all fundraisers to collect from us at the end of this afternoon's session.
- Rules surrounding charity collection boxes have tightened and we have a clear process for how this works in the community.

# How can YOU help us?

- Encourage people in your community to support Canine Partners in any way that suits them

*Brenda raised an incredible £2,080 simply by dyeing her hair Canine Partners purple!*

- Promote the opportunities to support us and familiarise yourself with our products
- Take a look at our handbook
- Utilise what is available to you
- Be on the look out for any opportunities for us to raise awareness



# Key events 2018

- Crufts, Birmingham - 6 – 10<sup>th</sup> March
- Swinley Forest Golf Day , Berkshire - 24<sup>th</sup> April
- Tylney Hall lunch, Hampshire - 8<sup>th</sup> June
- Climb the O2, London - June
- London to Paris Cycle - 6<sup>th</sup> – 10<sup>th</sup> September
- Midlands Pedal for Paws, Leicestershire - 23<sup>rd</sup> September
- Southern Pedal for Paws, West Sussex - 30<sup>th</sup> September
- Canary Wharf, London - 23<sup>rd</sup> October





# Major donor events 2018

- Southill Park, Bedfordshire – 10<sup>th</sup> May
- Langford Court, Bristol – 7<sup>th</sup> June
- King John Lodge, East Sussex – 26<sup>th</sup> June
- Drapers' Hall, London – 30<sup>th</sup> October





# Internal communications

Month	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Get It!		2			3			4		
Touch!	1			2			3			4
Fundraising Focus		Spring			Summer			Autumn		
Corporate – TBC			TBC			TBC			TBC	
Let's Go!		Spring						Autumn		
Annual Review					2017					

## Online:

Canine Partners family Facebook group (for all people linked to Canine Partners – TBC May 2018)

Volunteer speaker Facebook group (continuing)

## Important objectives for internal communications:

- Engage with more people, allow them to feel more informed and part of the Canine Partners family.
- Provide a regular platform for engagement amongst volunteers.
- Spread news and information amongst the Canine Partners family readily.
- Improve communication of messages amongst volunteers.
- Have a succinct and organised system for internal communications – a full complement of information covering the whole of Canine Partners.

# Summary and final thank you

- Corporate Fundraising: do you have a personal connection to a company? Share these with us to open up opportunities.
- It doesn't always need to cost money to support us:
  - Gifts in kind
  - Leave a gift in your Will
  - Collect stamps (last 6 months raised £5,000)
  - Raffle prizes and tombola prizes
  - Become a community champion: nominate us as a charity in Waitrose for example, take your read Let's Go and put it in your doctors surgery, put up a poster for us
- Aspirations – raise awareness and know the key facts
- Community awareness and involvement is key
- If people can't support us today can they leave a gift in their will? Leaving a gift in your Will, will make a massive difference to Canine Partners in the future.
- Thank you – fill out your evaluation form and let us know if we can email you the handouts and notes to save costs and printing.
- Help us help more people and unlock our waiting list.

## AND MOST OF ALL THANK YOU

# Questions and answers