Fundraising & Income Generation Strategy

April 2018-20

Executive Summary

Pioneering Care Partnership was established in 1998 and has over the past 20 years, successfully generated £ xxxx to support health wellbeing and learning for all across County Durham, Teeside and Sunderland. As part of the 20th Anniversary celebrations PCP will be xxxxxx. Going into the new financial year we will be looking for funding for two major facilities. First, the creation of a brand new development trust in the West Area of Newton Aycliffe, and second the complete renovation of our hydrotherapy pool. We will be seeking to maintain existing tenders, and will be developing funding strategies to improve income generation for current core projects which sit within our remit of improving health and reducing inequalities for disadvantaged people. However, we are aiming to expand and enhance our reach to enable support to those who cannot reach their full potential due to issues relating to social and health inequalities. In order for us to achieve this we need to increase our income substantially and diversify potential income streams. This strategy will outline the objectives we will use to work towards this goal.

Fundraising

In order for us to increase our fundraising income we need to both strengthen our brand and increase our capacity and resource. We therefore have included two key objectives within our strategy to support this:

- Diversifying income streams and matching them to projects appropriately
- Strengthening the brand & how it is marketed
- Increasing our organisational capacity and resources

Our targeted fundraising objectives include:

- Community Fundraising
- Fundraising Events
- Corporate Support
- Individual Donations / Regular giving
- Major Donors
- Legacies
- High Profile Supporters

Income Generation

We will increase our income generation activities by having a targeted approach in applying to grants and trusts, and increasing corporate support. The key objectives to support this work include:

- Ensuring consistent horizon scanning is established for new and timely opportunities
- Developing a viability process for all submissions
- Ensuring the continuous monitoring of all submissions
- Developing a service library
- Linking marketing processes to better publicise PCP's work thus increasing likelihood of funding successes and local support
- Creating robust and linked up administrative systems around reporting and finance procedures
- Increasing volunteer involvement for community fundraising

Income Generation & Recording

Goal 1 - Increase and implement a targeted approach to income requests and receipts from grants and trusts

1.1   Ensure consistent horizon scanning is established for new and timely opportunities

Top Line Activity – Establish horizon scanning process					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Develop a timeline to enable capture of funding opportunities.	Alicia	Timeline developed and in use		April 2018	
Transfer all historic income requests, both successful and unsuccessful, into the spreadsheet	Sandra	Internal information incorporated into spreadsheet		April 2018	
Check VONNE/FINE North East guide and transfer all relevant funders into the timeline.	Deborah	Timeline fully populated and in use		ongoing	
Opportunities without specific deadlines to be incorporated into the timeline to fill gaps, and research on appropriate funders linked and saved in appropriate place	Deborah		May 2018	Ongoing	
Register with all funding alerts / volunteer centres to ensure alerts received	Alicia	Alerts received from around the region			
Ensure that relevant opportunities are applied to. • Inappropriate funders to be highlighted not removed • Ensure funding applied for is deliverable before going ahead	Alicia	Minimum of two opportunities applied to each month (inc GAA)	Ongoing		
Develop signoff process / hierarchy for applications	Alicia	Applications proofed before submission.			
		Financial Support required			

1.2 Develop a viability process for all applications

Top Line Activity – Viability and full cost recovery process implemented					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Develop a full cost recovery template to be utilised for all applications	Alicia	Template developed and in use		May 2018	
Create budget template to allow for estimation of part funding etc	Alicia			May 2018	
Develop a viability and signoff process for all applications	Alicia/Carol	All applications will be checked before submission		May 2018	
		Financial Support required			

1.3 Ensure status monitoring of all applications

Top Line Activity – Ensure all application information is maintained, status is monitored and feedback is requested to aid future submissions.					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Develop an income report to record status, successful, Unsuccessful applications and funder feedback.	Sandra/Alicia	Spreadsheet developed and in use		May 2018	
Develop application folder to ensure all information for each application is captured: ■ Final application ■ Internal full cost recovery budget / external budget ■ Any other supporting information provided ■ Other development documents (assumptions / jd's)	Alicia	Each project / development will maintain a thorough history of applications.	April 2018	Ongoing	
		Financial Support required			

1.4 Develop a service library

Top Line Activity – A service library is developed for all current projects, expansion opportunities and new projects to aid submissions and quick turnaround opportunities.					
Activity	Responsibility	Key Performance Indicators	Time scale	Date Completed	Potential Cost Implication
Develop a full cost recovery template for all current projects	Alicia	Service Library is developed and in use		April 2018	
Develop a service model (budget) template for all current projects	Alicia			April 2018	
Meet with current projects to explore expansion requirements / develop expansion service model, if appropriate, and full cost recovery expansion budget	Alicia	Expansion models are developed and agreed.		Ongoing	
As Community Development Trust Strategy develops incorporate new projects / interventions / activities in which grants / trusts are appropriate.	Alicia	Additional projects / interventions etc are incorporated into the service library and funding sought		2019	
Create Income Generator Spectrum for each service model to align to varying income streams in addition to grants / trusts	Alicia	All income streams are utilised appropriately and relevant tools are developed to aid other 'funding asks'		Ongoing	
		Financial Support required			

Strengthening PCP's brand

Goal 1 – *Review the brand and establish continuity across documentation and marketing materials*

1.1 Objective – Review the brand

Top Line Activity – Critically review the current brand to establish guidelines					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost**
Streamline messages across the organisation to heighten awareness of PCP as a charity: • Website • Social Media • Logo/ Font • Literature • Project Briefs	El	Review brand guidelines for across the organisation. Ensure registered charity number is added to all external advertising (e.g. boards outside building, centre materials)	May 2018	June 2018	£0
Develop project information that fundraising team can utilise: • 50 word description • Extended project 'soft sell' (250 words) • Press release format • Photo's /Consent • Case Studies / Successes • General PCP information/factsheet	Alicia Sandra	Harmonised project descriptions in all forums. Project Information Folder to include: Brief; Description (word count);Case studies; FAQs; Press Release template; Project reports; Photos – To be moved by year (consent in line with GDPR)	April 2018	July 2018	
					£0

1.2 Objective – Strengthen brand awareness

Top Line Activity – Improving the awareness of the impact of our work across the region					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Impact report to be used as promotional tool • Corporate engagement • Group & association presentations	**Alicia**	Impact report used to acquire sponsorship etc.			Print costs
For projects and activities ensure we receive: • Impact information • Outcomes • Case Studies / Endorsements • Blog contribution / Photo's	**Project Leads**	We will have more powerful impact information to share	ongoing		£0
PowerPoint developed for volunteer ambassadors	**Donna/Dan**	Tools ready for talks / presentations	Summer 2018		Memory Sticks
Produce marketing campaign	**Ethan/El**	Marketing campaign used by all staff and volunteers to engage with the public	Summer 2018		
Case studies to be created for each project: • Videos • Photo's • Snapshot of each project – 1 line	**Ethan**	Case studies used in meetings/presentations/social media/website	May 2018	June 2018	
All projects & partners to be using current brand guidelines	**Sandra**	Streamline brand association	Ongoing		£0
Social Media/PR Updates • Weekly blogs? • News and events in advance • Seasonal updates • T21- realign to PCP • General Charitable aspects of PCP highlighted- e.g Social aspect/café/fitness/wellbeing	**Project Leads** **El**	Projects staff relating successes/upcoming events and activities to apprentices	May 2018 Ongoing	Ongoing Ongoing	£0

Increasing Organisational Capacity and Resource.

Goal 2 – *To increase organisation's resources to allow implementation of fundraising strategy*

2.1 Objective – To recruit and maintain volunteers to support projects, events and fundraising

Top Line Activity – Establish a team of Volunteers					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Conduct skills audit of current staff and volunteers to identify need	**Dan**	Weaknesses/Gaps in the organisation identified	June 2018	June 2018	Training/DBS costs
Create roles and responsibilities for volunteering opportunities	**Dan**	All volunteer roles identified and created	July 2018	July 2018	
Advertise vacancies • Contact Volunteer Centre • Contact Universities/Colleges • Contact past/existing volunteers for re-engagement • Update website w/volunteer form	**Dan** El	Relevant volunteer roles in the public domain	August 2018 August 2018	October 2018	
Identify suitable candidates for interview	**Dan/Project Leads**	Analyse applications and those with suitable experience short listed to interview stage	Ongoing	Ongoing	
Create interview process	**Dan/Sandra**	Interview process created	July 2018	July 2018	
Conduct interviews with potential candidates	**project leads**	Successful candidates recruited	Ongoing		
		Financial Support required			£0

2.2 Objective – To induct volunteers into organisation

Top Line Activity – Welcome the volunteers as part of the team					
Activity	Responsibility	Key Performance Indicators	Time scale	Date Completed	Potential Cost Implication
Create induction process for volunteers Office induction Charity induction Role induction Identify checks needed (DBS etc)	**Dan/Sandra**	Processes complete	Ongoing		£0
Set induction dates	**Dan**	Induction dates set with recruited volunteers	Ongoing		
Induct volunteers	**Dan/Project Volunteer Supporters**	Volunteers successfully inducted	Ongoing		
		Financial Support required			£0

2.3 Objective – Integration of volunteers into fundraising/projects

Top Line Activity – Accommodate volunteers in the office					
Activity	Responsibility	Key Performance Indicators	Time scale	Date Completed	Potential Cost Implication
Create rota for volunteers input names and roles into shared calendar for project leads/staff	Volunteer supporters	Creation of rota which benefits absence of workforce	Ongoing		£0
Allocation of resources /days/discuss IT/ support requirements	Volunteer supporters		ongoing		
		Financial Support required			£0

2.4 Objective – Retention of Volunteers - Performance Reviews

Top Line Activity – Review performance of volunteers					
Activity	Responsibility	Key Performance Indicators	Time scale	Date Completed	Cost Implication
Informal bi-monthly chats Issues addressed Training needs identified Work satisfaction Aims achieved	**Dan/Volunteer Supporters**	Content volunteers and any issues addressed.	Ongoing	Ongoing	£0
Opportunity for volunteers to interact with each other and SMT • Community volunteer AGM/ feedback forums (biannual?) • Volunteer supervisions?	**Dan**				
		Financial Support required			£0

2.5 Objective – Volunteer Training

Top Line Activity – Develop volunteers					
Activity	Responsibility	Key Performance Indicators	Time scale	Date Completed	Potential Cost Implication
Any further training identified in informal chats	**Supporters**	Training needs identified	Ongoing		£0
Training opportunities offered to volunteers	**Diane**	Volunteers completing training courses	ongoing		
Progression of volunteers monitored Attainment levels created (50 hours/100 hours)/ certificate for personal/professional development proof	**Dan** **Donna**	Volunteers gaining skills as well as organisational gain Acknowledgement of value	ongoing		
		Financial Support required			£0

Community Fundraising Goal 3 – *To increase community giving*

3.1 Objective – To increase revenue through collection tins/ street collections

Top Line Activity – Collection tin audit					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Complete**	**Cost Implication**
Community fundraising volunteers recruited and inducted re collection tin processes and collection protocol re: street/supermarket/theatres etc • In house T21/ Options/Garden • External	**Supporters** **Dan**	Team of volunteers identified across the region to support in the Collection Tin allocation process	July 2018	Ongoing	
Carry out an audit of current collection tins. Ensure numbered and tracking sheet created	**El**	All active tins collected and replaced	May 2018	May 2018	
New sticker to be designed & added	**Ethan**	All tins newly branded	April 2018	Ongoing	
Volunteers to contact new premises and collection tins to be distributed	**Volunteers**	New stream of revenue from collection tins	Ongoing		
Staff member to collect tins after two months (or earlier if premises calls) and replace	**All**	Tins are regularly changed	Ongoing		
		Financial Support required			

3.2   Objective – Increase collections around the region

Top Line Activity – Identify potential dates/venues for collections					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Complete**	**Potential Cost Implication**
Research venues where collections can take place • Local Shops/businesses • Supermarkets/Cafes/Restaurants • Gyms/Bars • Theatres (Xmas)	El	Venues contacted and dates confirmed Volunteers/service users rota'd in and briefed on guidelines	May 2018	Ongoing	

Dates scheduled for collections in City Centres (1 per year minimum) • Council licenses acquired	Deborah	Regular income stream	May 2018	October 2018	
Ad hoc volunteers recruited for collections	Dan	Pool of volunteers available for collections	July 2018	Ongoing	
		Financial Support required		Mileage	

3.3 Objective – To set up fundraising committees around the region

Top Line Activity – To recruit volunteers for fundraising committees					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Volunteer roles sent to Volunteer Centre To be distributed these around the region	Dan	Venues contacted and dates confirmed	August 2018	Ongoing	
Volunteers interviewed and inducted	Dan	Team of volunteers recruited from volunteer centre	September 2018	Ongoing	
Groups and associations contacted by committee	Deborah/Donna	Vols booked in for talks/networking			
		Financial Support required			

3.4 Objective – To increase support from groups and associations

Top Line Activity – To contact groups and associations with updated 'Asks'					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Complete**	**Cost Implication**
Update excel sheet on groups and associations	Deborah	All information is current	April 2018	June 2018	
Letter to be written with current ask.	Alicia	Clear ask			
Letter drop:	Deborah	New income stream			Print cost
Parish Councils /					
Rotary Clubs/ University of the Third Age					

| Women's Institutes / Mother's Union | Placement | Annual givers | | | |
| Revisit annually | Student/Admin Vol | | | | |

3.5 Objective – To Expand Christmas Activities

Top Line Activity – To look at suitable areas to replicate activities in					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
To look at current Christmas activities and organise new income via: • Carol singing • Wrapping • Collections	Alicia	Other feasible areas identified.	May 2018	June 2018	Wrap Materials
Organise Venues: • Shopping Centres • Supermarkets • Corporate Offices	Deborah	Booked and relevant paperwork submitted. COTY for some	June 2018	July 2018 November 2018	
Organise Gifts in kind to reduce costs to fundraising event • Contact shops/supermarkets • Donate to us campaign/corporates & public • Amazon wish list?	Deborah	Materials donated rather than having to be bought			
Organise Volunteer Rotas/ Project staff/service users attendance where appropriate	Dan				
		Financial Support required			

3.6 Objective – To Increase Student Fundraising through campaign (Similar to Take 25)

Top Line Activity – To look feasibility of student entrepreneurial fundraising campaign					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Complete**	**Potential Cost Implication**
Identify Universities/Colleges and research suitable contacts in each	Apprentice/s	A list of suitable contacts collated	April 2018	May 2018	
All promotional material to be designed	Apprentice/s	All promotional material ready for fresher's fairs	June 2018	July 2018	Print Costs
Identify a suitable time scale, taking into account returning dates/exams/holidays.	Apprentice/s	Suitable timescale identified	May 2018	May 2018	
Attract sponsor to cover costs Main Prize / Promotional material	Apprentice/s	All costs covered	July 2018	August 2018	
Run successful Campaign -Students inducted as volunteers? -One term to bring in funds	Apprentice/s	Money raised/publicity incited/ institutions on board for annual repeat	Sept/Oct?	December 2018	

3.8 Objective – To be involved with Student Fundraising committees

Top Line Activity – To be chosen as a selected charity					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Contact Universities/student bodies to be put forward as a potential RAG Charity or COTY Schools that our service users attend to be approached? Partnership fundraising with youth sports groups?	Alicia Donna	PCP/T21/OPTIONS put forward as suggested charity College/School/Uni as supporters	June 2018 Ongoing	July 2018	
		Financial Support required			

Corporate Supporters – Development Plan

Goal 4 – To create more powerful proposals and 'ask' for the corporate market

4.1 Objective – To create Corporate Supporters 'Packages'

Top Line Activity – To research into CSR across the region. Evaluate and explore potential businesses and what could be included in packages					
Activity	**Responsible**	**Key Performance Indicators**	**Time scale**	**Date Complete**	**Cost Implication**
Research into business wants and needs • Create focus group using NECC with key local business people • What can we offer? Volunteer Days/Events/Logos sponsorship • Look at nationals (conglomerates, large businesses e.g Supermarkets) for co-branding/ GIK etc. Research past/existing partnerships and those with synergy to our cause • Collate all past and existing PCP business links – business type, what have they given/how have they engaged, which projects have they supported	Alicia Deborah/ Sandra	Feedback to collate to give ideas of what to include in packages Extensive list of potential businesses	July 2018 June 2018	Sept 2018 July 2018	Travel
Use existing materials to begin to build a 'pack' • Upcoming events/activities PCP general • Project specific • Annual report	Alicia	Background information written, images selected	July 2018	August 2018	
Create corporate packages • Work with Apprentices to design package or take images and design from impact report to do this • Use project reports/briefs/case studies for different packages • Create online engagement campaign for businesses • Create registration forms [online] & collation process • Develop service level agreement documentation	Deborah/ Apprentices	Create tiered package levels of support Follow through documents ready to go	July 2018	August 2018	
Approach businesses, offer packages • Aim for unrestricted but use projects where needed • Highlight fundraising ideas/Employee benefits (BHAWA)	Alicia	Meetings organised/presentations given Increased corporate support income stream	Begin Summer 2018	Ongoing	

4.2 Objective – To create project case studies/library to update corporate ask materials annually

Top Line Activity – Evaluate our current projects to gather information needed					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Contact beneficiaries of our current projects • Feedback/Testimonials	Donna	Collate information from projects	June 2018	Ongoing	
Produce visual tools for presentation • Get project managers to renew consent and update their photo library	Donna	Have a good set of photographs to accompany all case studies	June 2018	ongoing	
Use existing materials to begin to build a 'pack' • Upcoming events/activities PCP general • Project specific • Annual report	Alicia	Pack created and used as a tool to attract support	July 2018	Ongoing	

4.3 Objective – To raise more funds and increase attendance at corporate events

Top Line Activity – Sustaining corporate support and attracting new businesses					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Complete**	**Potential Cost Implication**
Stewardship • Ensuring business relationships are nurtured • Ensuring relevant processes are completed (e.g. reporting, logos, acknowledgements) and are timely	Alicia	Businesses receive annual reports, invites to events etc	Ongoing		
Targeted campaign created to attract new support • Local • National • Include PR	Alicia/Donna Apprentices	New corporate supporters engaged	2019		

4.4 Objective – To create Event Sponsorship Packages

Top Line Activity – Evaluate and assess what could be included in packages					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Cost Implication**
Identify which events need sponsorship • Calculate costings	Alicia	Events pin pointed	Aug 2018	Ongoing	
Create tiered system of sponsorship packages • Financial ask- COTY, annual giving, specific sponsorship/events • Skills donation/ business development need? (e.g. Marketing Graphic design company to donate time)	Alicia	Offering different opportunities tailored to corporate	Aug 2018	Ongoing	
Design events sponsorship pack • Hardcopy plus online links	Apprentice/s	Professionally produced sponsorship packages	Aug 2018		
Ensure SMT are familiar with packages so that they can be discussed at networking events etc	Alicia	Networking at all levels	Sept 2108		
Approach businesses well in advance of event to allow for negotiation etc	Alicia	Events sponsored to reduce PCP's spend & raise more funds	Ongoing		

4.5 Objective – Approach Solicitors to donate residual client balances

Top Line Activity –Gather a list of appropriate solicitors					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Cost Implication**
Gather list of law firms in the North East/County Durham • Split list into small and large law firms	Deborah	Extensive list for approaching	**August 2018**		
Approach smaller family law firms for residual client balances	Deborah	Unrestricted income stream		September 2018	
Give law firms information on PCP so they can advise any clients looking to make charitable donations. NB// Will writing months check March/Oct	Deborah	People including a charitable donation in their wills		September 2018	

4.6 Objective – Approach Funeral Directors to raise awareness of PCP for donations

4.7 Objective – Approach Wealth Managers to raise awareness of PCP for recommendations to clients

Individual Donations

Goal 5 – *To increase organisation's individual giving income stream*

5.1 Objective – New office database

Top Line Activity –Utilise new CRM database					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost Implication**
Cleanse/Audit of current databases in line with GDPR • Corporate Contacts • Volunteers • Individual givers	Donna/Deborah	Relevant and living donors ready to move to new database.	2019	2020	£45,000+
Install new database	Database provider	New working database installed into PCP.	2018-2020		
Staff training for new database	Database provider	All staff fully trained and knowledgeable on the database and all its benefits.			
				Financial Support	

5.2 Objective – To create powerful literature to be distributed to individuals

Top Line Activity – General Flyer to be designed and created					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Potential Cost**
Use impact report produced from the 'Brand Awareness Strategy' • Choose powerful case study • Choose £5 will buy etc	Apprentice	Have text for general newsletter ready for materials			
Regular Giving Leaflet	Apprentice	Powerful well designed leaflet produced			
Create online giving link/website	Apprentice	New income stream created by individual signed up to regular giving			
		Financial Support required			

5.3 Objective – Explore other individual giving Avenues

Top Line Activity – Look at other charities individual giving					
Activity	Responsibility	Key Performance Indicators	Time scale	Date Completed	Potential Cost Implication
Research how other charities engage with individuals • Lottery • Raffles • Online auctions	Donna	List of potential ways to engage with Individuals	July 2018	Ongoing	
		Financial Support required			£0

5.4 Objective – Retaining Individual Givers

Top Line Activity – Explore ways to retain individual support					
Activity	Responsibility	Key Performance Indicators	Time scale	Date Completed	Potential Cost Implication
From initial contact keep engaged with individuals through a number of different methods • Social Media • Packs in the post • Added to mailing list • Make online sponsorship page	Apprentice/s	Engaged regular supporters	October 2018	November 2018	
Set up office calendar indicating when individuals are fundraising so all are aware and can support through social media.	Apprentice/s	Full team and visitors can see all fundraising throughout the year			
Send out thank you letter and certificate when activity is completed	Apprentice/s	Fundraisers feel valued and proud			
		Financial Support required			£0

Major Donors   Goal 6 – Engage with new Major Donors

6.1 Objective – To gain support from major donors in the region – To be populated fully 2019-20

Top Line Activity –					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Cost Implication**
Training Course/Research into major donor engagement	Alicia	Better knowledge on how to engage with major donors		2019	
Research list of high profile potential major donors in the region	Donna	Potential list established for the ask		December 2018	

Goal 7 – Engage with Celebrity Patrons and High Profile Donors   Objective – Engage with Celebrities to support PCP

Top Line Activity – To identify suitable celebrity support					
Activity	**Responsibility**	**Key Performance Indicators**	**Time scale**	**Date Completed**	**Cost Implication**
Research local celebrities, sports stars, local figures, high profile donors	El	Have a list of potential people to approach	April 2018	Ongoing	
Profile each individual: Management Details / Previous Charitable Activities Link to the cause / Any warm contacts	El	Have an attractive ask for celebrity	June 2018	Ongoing	
Decide on appropriate 'ask' for individual: Full patronage – research other patrons contributions to small charities Marketing / Social Media Business Club supporter Celebrity host	Alicia El El				
Once appropriate celebrities are identified make contact with an appropriate ask	Alicia	More than one celebrity/high profile support	Ongoing		

Lauren Laverne, Stephen Miller, Amy Tinkler, Hairy Bikers, Terry Deary, Tracey Beaker, Ferne Cotton, Emmerdale cast (Geordie), Danny Adams and father, Gerald Crasner – Begby's; Matt Ridley – Blagdon Hall & Banks Group, Share Family, Donna Kerr-Foley, Helen McCardle, Jonathan Ruffer, John Hall, Duncan Banatyne, Scarlett Moffatt