



ALEXANDRA PARK AND PALACE CHARITABLE TRUST BOARD

14 December 2020

Report Title: Fundraising Report
Report of: James Atkinson, Development Director
Purpose: To update the Trustee Board on 2020/21 fundraising activity to date.

Government (Access to Information) Act 1985

N/A

1. Recommendations

To consider and note this report.

2. Background

- 2.1 The APPCT fundraising work is guided by the fundraising approach and policy approved by the board. The Trust is registered with the Fundraising Regulator and abides by the Fundraising Code of Practice.
- 2.2 Fundraising is an essential activity for the Charity in delivering its charitable objectives, assisting in the care of the Park and Palace and delivering programmes to benefit people from many different communities. The focus of our activities is on raising funds from Charitable Trusts and Foundation, Public/Government and lottery sources, and donations from the public.
- 2.3 The Fundraising team are set a target each year usually around £400k is felt to be an achievable amount to the amount of investment we make in fundraising. This level of return is in line with general fundraising performance benchmarks.
- 2.4 In 2019/20 APPCT secured donation income of £491,704. Key highlights included,
 - delivery of the Creativity Pavilion (funded entirely via a grant from a charitable trust),
 - securing our first project grant from Arts Council England,
 - the launch of a new public fundraising platform to follow on from the completion of the East Wing Project and Theatre 'Back to Life' campaign
 - the first year of Alexandra Palace 'Wild in the Park' supported by the Charitable Trust of an event client of APTL
 - funding from the GLA for the Park, which included tree planting to restore an avenue of trees and the creation of hedgerows
 - We also worked with RIFT Theatre to help them secure significant ACE funding under their own name to support the production of A Midsummer Night's Dream in the Alexandra Palace basements.

3. The changed landscape for Fundraising activity in 2020/21

- 3.1 It became clear in March 2020 that Covid-19 would have a significant impact on Alexandra Palace. Just one example was the Alexandra Palace Children's Book Awards ceremony, due to take place in the Theatre. All funding partners agreed to continue their support of the event, even though we were no longer able to deliver exactly as intended.
- 3.2 As lockdown was imposed and the crisis unfolded, we knew that Alexandra Palace's relationship with its audience and supporters would be very different this year, and we needed to adapt to a new way of working.
- 3.3 The wider funding landscape also changed dramatically, with many charities launching crisis appeals and even powerhouse organisations such as Royal Albert Hall or The South Bank Centre launching emergency campaigns. Many trusts and foundations prioritised voluntary organisations and charities in imminent danger of failing and normal application processes were suspended.

4. Public Fundraising

- 4.1 Alexandra Palace relies upon third party providers to process and collect donations from the public on our behalf, as we do not have our own merchant account for this purpose. At the start of the East Wing Restoration Project we used Just Giving, and then PayPal, which integrated better with the theatre seating plan.
- 4.2 To facilitate regular giving we adopted Charity Checkout (now rebranded as Enthuse) to facilitate regular giving. The pandemic showed us that we needed to offer as many routes to support Alexandra Palace as possible and this would mean using the best platforms for different types of campaigns. For example,
 - To encourage donations from visitors to the park, we introduced DONR text giving, supported by a poster campaign and social media messaging. This made it easy and convenient for people to donate via their phone.
 - To facilitate re-opening the car parks we adopted GoodBox, which could reliably handle a large volume of card transactions.
- 4.3 Some supporters have continued to support by naming a seat in the Theatre and we have benefited from a number of other initiatives, such as the Custodians for Covid project. (A project led by photographer Joanna Vestey, the project produced stunning images, which were available to purchase, of 20 London theatres in lockdown including Alexandra Palace Theatre).
- 4.4 To date, we have raised around £205,000 in public donations this financial year.

5. Trusts and Foundations

- 5.1 As mentioned above, many Charitable Trusts and Foundations postponed their usual processes during the first months of the pandemic and are only now starting to open to new applications again. We are monitoring this situation and building a pipeline of proposals.

- 5.2 Despite the disruption to our programme, we secured the second pledged payment of £50,000 to support our Creative Learning activity programme Wild in the Park. This was no doubt due to exceeding all targets in the first year of this project.
- 5.3 We have also secured continuation funds from the Rose Foundation and John Thaw Foundation, and hope to secure funding from Tottenham Grammar School Foundation again this year.
- 5.4 We have been awarded c. £13,500 from Children in Need to support our work with young people – again, this is the first time we have received funding from this organisation, so it is very welcome.
- 5.5 In total we have received around £70,000 from trusts and foundations so far this financial year.

6. Public and statutory funding

- 6.1 We managed to secure a £250,000 Emergency Grant from National Lottery Heritage Fund during the summer. We also received an Emergency Grant from the Corporate Trustee, Haringey Council, to support our essential overhead expenditure.
- 6.2 As you can imagine, the Development Team's focus has been on the Culture Recovery Fund (CRF), as this offered the single largest source of potential external grant funding for APPCT this year. An update on the CRF will be provided at the Board meeting.

7. Corporate support and sponsorship

- 7.1 This potential source of income cuts across many aspects of the organisation, from more commercial relationships to corporate social responsibility and 'good neighbour' initiatives. It is not covered by the Fundraising Strategy or policy and falls outside the fundraising regulators scope. However, we follow similar principles and ethics in relation to funds sought and accepted. Examples of more philanthropic corporate relationships include AkzoNobel (Dulux), Tarkett Flooring and Rainbow Furniture, who have all made significant contributions towards the refurbishment of the BBC Transmitter Hall. Sadly, we were unable to hold a celebration event for this project due to the pandemic, but the Development Team is continuing to work with colleagues on identifying other opportunities for support.

8. Table – 2020-21 Fundraising Income Tracker

	2020/21	Future Pledges	Purpose
	£	£	
Donations - Restoration project	5,000		Support towards Theatre
Donations - General	200,000		Public support for Alexandra Palace
Charitable trusts and foundations	13,500		Work with young people
	50,000	50,000	Wild in the Park creative learning project
	7,500		Creative Learning and Building Repair
NLHF Emergency Fund	250,000		Covid-19 response
Total	526,000	50,000	

The total amount of funding currently being actively applied for (bids submitted or about to be submitted) is £250,000.

9. Legal Implications

9.1 The Council's Interim Head of Legal and Governance has been consulted in the preparation of this report, and has no comments.

10. Financial Implications

10.1 Aside from the Culture Recovery Fund and Haringey's continued and very welcome support, we have raised around £525,000 for APPCT so far this financial year. With 'normal' targets being of limited relevance in an abnormal year, we are continuing to work as hard as we can to maximise income.

10.2 The Council's Chief Financial Officer has been consulted in the preparation of this report, and has no comments.

11. Use of Appendices

None

12. Background Papers

None