

Report Title: **Fundraising Update**

Report of: **Lucy Ward, Fundraising Manager, Alexandra Palace Charitable Trust**

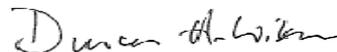
**1. Purpose**

1.1 Update on fundraising to date and future plans

**2. Recommendations**

2.1 To be noted by the Board.

Report Authorised by: **Duncan Wilson, Chief Executive, Alexandra Park and Palace**



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**3. Executive Summary**

3.1 The total fundraising target in support of the HLF project is £1,094,000 which we have committed to raise by the end of 2016. Initial focus has been placed on Trusts and Foundations with plans now in place to launch a public fundraising campaign in May. We have so far raised £50,000.

**4. Reasons for any change in policy or for new policy development (if applicable)**

4.1 N/A

**5. Local Government (Access to Information) Act 1985**

5.1 N/A

**6. Background**

6.1 It has been agreed with the Heritage Lottery Fund that Alexandra Park and Palace Charitable Trust's target is to have raised £1,094,000 from private sources by the end of 2016.

6.2 Initial focus has been placed on Trusts and Foundations with a grant of £50,000 received from the J Paul Getty Jr Charitable Trust in December 2014.

- 6.3 The Wolfson Foundation and Garfield Weston Foundation did not award grants however, Wolfson have advised that we can reapply in 12 months' time (Oct - Dec 2015), and now that the HLF grant has been confirmed we should stand a better chance of success.
- 6.4 The Trusts and Foundations pipeline has been developed to identify a number of Trusts / Foundations for applications to be submitted throughout the year.
- 6.5 In addition to this, we are designing (see 7 below) a public fundraising campaign to launch in May 2015.

## **7. Public Fundraising Campaign**

- 7.1 The main focus of the campaign is to raise awareness of the fundraising target and to provide donation opportunities both on-site and online.
- 7.2 The campaign will launch in mid-May 2015 with clear messaging placed around the site and online about the HLF project and fundraising campaign.
- 7.3 The campaign will include a 'Buy a Brick' scheme. Donors will have the opportunity to buy a brick, paving stone or theatre seat (priced at different tiers) to be engraved with their name.
- 7.4 Donation opportunities on-site will include collection cans at till points, donation asks at history and open house tours, text to donate messaging at events.
- 7.5 On-line donation opportunities will include an optional donation added to event ticket purchases and donating via JustGiving.
- 7.6 We may look to run a small crowdfunding campaign if required towards the end of the campaign. Crowdfunding is resource heavy and relatively risky to rely too heavily on at this stage.

## **8. Legal Implications**

- 8.1 The Council's Assistant Director Corporate Governance has been consulted in the preparation of this report and has no comments.

## **9. Financial Implications**

- 9.1 The Council's Chief Financial Officer has been consulted in the preparation of this report and notes the plans outlined to work towards achieving the challenging target of £1.094m. Regular updates on progress should be received by the Board.

## **10. Use of Appendices**

- 10.1 There are none.