

Report Title: **Fundraising for the Heritage Lottery Funded Restoration Project**

Report of: **Tot Brill, Interim Regeneration Director, Alexandra Park and Palace Charitable Trust**

1. Purpose

1.1 To seek the Board's agreement to support the fundraising programme.

2. Recommendations

2.1 The Board of APPCT are asked to agree the fundraising commitment in Sections 8 and 9 of the report and the recommendation at paragraph 9.3

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3. Executive Summary

3.1 This paper informs the Board about the fundraising programme for the HLF project and seeks the Trustee's commitment to the campaign.

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 The £26.64m Re-claiming the People's Palace project has a budgeted shortfall of £1.04m which we will meet by fundraising from trusts, foundations, individual donors, and companies. The £1.04m fundraising target has been agreed by the Board of APPCT and by the Heritage Lottery Fund, our main funder.
- 6.2 At the middle of June we had raised £51K against that 3 to 4 year target of £1.04m.

7. The Strands of the Strategy

- 7.1 The Fundraising Strategy has 3 strands:
- Trusts and Foundations
 - Individual Donors and Companies
 - Community Fundraising

Trusts and Foundations

- 7.2 We have made 14 applications to trusts and foundations, with a single successful outcome of a grant of £50,000. Trusts and foundations are the main route for cultural organisations to raise funds, so we were initially disappointed at our lack of success. We have had feedback from one of the charitable trusts that they decided not to fund our project because in comparison to other projects and organisations applying "we didn't really need the money" as we had received a substantial lottery grant. While the glory of Alexandra Palace is that it has been a place of entertainment since the nineteenth century, we might be seen as lacking in sufficient cultural gravitas to be the beneficiary of trust and charitable funding. Following the Art Council's strategic decision to focus funding outside of London, some trusts and foundations appear to be following their lead and prioritising outside-of-London applications
- 7.3 We haven't given up on charitable trusts and foundations. We are still waiting to hear the outcome from 4 previously submitted applications. We have another 2 large applications to submit and will make up to 348 smaller applications this year. We still hope to raise £140,000 in this strand over 3 years. Successful applications are more likely when a Trust is warm to the project through their Trustees, personal introductions and existing relationships. This is an area where we will need the help of the Board of APPCT, Senior Management and supporters to increase our chances of success.

Individual Donors and Companies

- 7.4 We will start our campaign for individual donors of significant sums and for companies with a cultivation event in September this year. We are open to companies donating through their corporate giving or social responsibility programmes or by buying naming rights and other benefits.

7.5 We will set up a small steering group of well-connected people to advise the Individual Donors and Companies programme. Our target for this strand is £550,000 with £17K to be raised in this financial year.

Community Giving- Make a Future Memory

7.6 We have already started a low key community giving programme and will kick it off at the Summer Festival in July followed by an official public launch in September. We will be contacting community groups, friends' groups, and supporters' groups to fundraise for the project and provide them with fundraising packs. We will also promote giving by individuals and families with a sponsors' roll of gratitude, the opportunity to have your name painted around the East Court floor and the opportunity to name a gallery theatre seat.

7.7 A presentation on the visuals and scope of the Make a Future Memory campaign will be presented to this meeting

7.8 At the PR launch in September we will announce the patron of the campaign, and launch the programme. The launch is our opportunity to demonstrate our commitment to the future of Alexandra Palace and bring the public to stand beside us in supporting Ally Pally.

7.9 Our target for this strand is £260.95K with £35.85K to be raised in this financial year.

8. Setting an example

- 8.1 It is received wisdom in charitable fundraising that those with the greatest commitment to the organisation should demonstrate that commitment by leading the fundraising campaign. For why should the public put their hands in their pockets to support a cause when the leaders and senior staff who work for it do not?
- 8.2 It is important then, that the Board of APPCT, the people responsible for looking after Alexandra Palace, should be visible as leading the fundraising campaign by making their own individual donations to the campaign.
- 8.3 The Senior Staff at Alexandra Palace, too, should set an example to other staff and to the public and make donations to the campaign.
- 8.4 We have set up a JustGiving page to encourage public donations to the Reclaiming the People's Palace fundraising target. JustGiving is the recognised portal for charitable giving and is popular, easy to use and well-liked by users and charities.
- 8.5 By the time of the PR launch in September we aim to have the name of every Board Member, and staff Executive Team member listed on our JustGiving page as having made a donation to the future of Alexandra Palace. We will then use that proof of commitment to ask the public to join hands with us to raise the rest of the £1million and ensure the full restoration of the BBC Studios, the East Court and the Victorian Theatre.
- 8.6 By January 2016 we aim to have added the names of Alexandra Palace's Senior Management Team, the contractors and designers employed on the HLF project and our key supporters to the list on our JustGiving page.
- 8.7 While the amount of any individual donations can be kept private, we need our primary supporters to be proud of their commitment and have their names visible on our JustGiving page. Those who are happy to have the amount of their donation public are welcome, as it sets benchmarks for others' donations.

9. The Role of APPCT Trustees in Relation to the Fundraising Campaign

- 9.1 The Board of Trustees of APPCT has not, in the past, been seen as responsible for actively fundraising for the organisation. While this is common now in most charitable trusts, the unique position of APPCT where the local authority is the Trustee has meant that the Board have not been asked to take a hands on approach to fundraising.
- 9.2 The Institute of Fundraising, in its leaflet "The Trustee's Guide to Fundraising" says

“Whatever level of involvement you decide upon, there are a number of ways in which you and your fellow trustees can contribute to fundraising success. They include:

- *Sharing your address book with the charity and helping raise funds from those contacts*
- *Hosting an event*
- *Offering your skills and expertise in finance, PR, law, government relations, mentoring developing business plans*
- ***Making a donation yourself and, if you’re a taxpayer, donating through Gift Aid or using the other tax reliefs***
- *Helping your charity obtain access to local companies whose employees could contribute via Payroll Giving*
- *Keeping abreast of changes in external fundraising sources”*

9.3 The Board of Trustees are asked to collectively support the Fundraising campaign and, individually, make financial contributions to the campaign through the campaign’s JustGiving website at <https://www.justgiving.com/alexandrapalace>

10. Legal Implications

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

11. Financial Implications

- 11.1 The Council's Chief Financial Officer has been consulted in the preparation of this report and notes the fundraising strategy as set out. Further, the Chief Financial Officer notes that the progress of the fundraising activities will require careful monitoring and reporting to the Board; potential shortfalls being highlighted at the earliest opportunity to ensure sufficient time to allow a revision to the strategy should that be necessary.

12. Appendices

- 12.1 There are none.