

ALEXANDRA PARK AND PALACE **CHARITABLE TRUST BOARD**

18 JULY 2017

Report Title: Fundraising Update Report

Report of: James Atkinson, Director of Fundraising, APPCT

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Purpose: To update on the fundraising campaign to support the East Wing Restoration Project and wider charitable objectives.

Local Government (Access to Information) Act 1985

N/A

1. Recommendations

To note the content.

2. Introduction

As part of the Heritage Lottery Funding (HLF) agreement for the East Wing Restoration Project Alexandra Park and Palace Charitable Trust must raise £1 million. The Charity is also developing a long term fundraising strategy, to support its aim to become financially sustainable.

3. Where we are now

- 3.1 The Theatre 'Back to Life' campaign continues to secure support. We now have over 150 seats secured but with 600 available there is a way to go. We are looking at how our communications strategy can support this campaign.

- 3.2 The public campaign for the Television Studios has been put on hold due to deferment of this element of the project. In line with our fundraising policy (see separate document), all donors were contacted directly and asked if they would like to have their donation returned as there had been a material change to the project. Only one donor asked us to do this, but also said that he was impressed by our honest and timely communication.
- 3.3 We are looking at how fundraising can support the revised plan for the Television Studios.
- 3.4 Tottenham Grammar School Foundation are supporting our Big Schools project on 20 June. This is a local charitable trust that supports educational activities and we are delighted to have their support. Smaller trust applications have been made to support further Learning & Participation activity and the maintenance of the building.
- 3.5 Discussions are taking place with a number of larger charitable foundations about the project.
- 3.6 Meetings have been held with prospective Development Board members and we hope to host the first meeting soon.
- 3.7 We are looking at potential fundraising events to be hosted at Alexandra Palace during 2017.
- 3.8 We have raised a little over £200,000 in cash so far, plus in kind support.

4. Risks

- 4.1 If funding is not achieved the Charity risks damaging the good relationship built with our HLF partners and Haringey Council.

5. Legal Implications

- 5.1 There are no legal implications but failure to meet the agreed target of £1m may affect our ability to attract major funding in the future and from a range of sources

6. Financial Implications

- 6.1 We are making every possible effort to come close to £1 million fundraising target but in case this is not achieved the Council have agreed to underwrite it.

7. Comments from the Corporate Trustee

- 7.1 The Council's Chief Financial Officer has been consulted in the preparation of this report, and notes that in support of the restoration project the Council has an earmarked reserve of £1m. The fundraising has generated £200k so far and it is

anticipated that further fundraising efforts, including the restoration levy, will reduce the potential call on Council resources.”

8. Appendices - None