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T he race to win back trust

Criticism from MPs, regulations to combat aggressive tactics and a slump in public respect adds up to a bad year for charities. But through it all the British still want to give, says Kate Murray

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So how happy are fundraisers? The Guardian ran a survey and found that although fundraisers are under increasing pressure and many think that the changes to the fundraising code will make their jobs harder, 54% are happy in their jobs and for the most part don’t want to leave their roles. Read on to see the full results.

The new Fundraising Service says the changes are an opportunity to get things right – and that charities have been keen to engage positively. “There was certainly a need to bring public trust and confidence back into how charities fundraiser,” he says. “When we spoke to our members, there was strong support for a new system that would be more effective, better resourced, have stronger sanctions and have wider reach across the charity sector. People say ‘turkeys don’t vote for Christmas’, but charities have told us they do want a stronger regulator - they know the importance of getting it right.”

Fluskey says even though it has been a tough time for charities, the early signs are that donors have remained loyal. As he points out, some of the big charities have taken positive steps to ensure their relationship with their supporters remains strong. “One of those taking the lead is the UK’s top fundraising charity, Alzheimer’s Research UK, which has announced an opt-in only policy for its fundraising, meaning supporters will only be contacted if they have given explicit permission. For example, the charity’s executive director of fundraising and marketing, expects the move could cost millions in the short term - but he insists it’s the right thing to do.

An opt-in policy should lead to genuine loyalty in the longer term. There may be fewer people we can contact, but the quality of relationships will be better.”

Aspel says charities will increasingly be looking at a mix of new, innovative ways to engage with their supporters, putting them in control of the process, for example, their own fundraising webpages, to which they can recruit friends. Ultimately, he adds, it’s the way charities engage with donors that will be crucial to their future.

“The key thing through all this is that the generosity of the British public has not changed – we are one of the most generous countries in the world,” he says. “It’s the behaviour of charities, and the way they treat their supporters and respect them that’s going to make the difference.”

Lucy Gower, a former fundraiser at several charities, now a consultant and trainer, says in the new environment, fundraisers need to really focus on people. “We’ve got a big opportunity to innovate, so we make sure we get first-class engagement with supporters. We need to focus on the impact charities are making and the people’s lives that are being changed because of the good work they do – then give our supporters the best possible experience.”

The Guardian | Wednesday 22 June 2016

ABOUT US

The Young Barnet Foundation is a new charity operating within the Borough of Barnet. It has been formed to help build the capacity of universal youth services within the Voluntary & Community Sector (VCS), offer more activities and services to support our children and young people in this North London Borough.

The Need

The figures regarding the extent of the cuts in youth service expenditure across the country are startling. Public spending for teenagers – from youth clubs to support with drug or alcohol addiction – has fallen 36 per cent since 2010, opportunities for young people have significantly diminished. Action is needed to help organisations continue to deliver much needed support services.

At a time when austerity measures are hitting all budgets, does this matter? We believe so. The kind of educational and development opportunities offered by qualified youth workers and their support staff, out of school, on an open access basis, provide many young people with something they can find nowhere else – a relationship with a trusted adult and the chance to develop critical social and emotional skills. Building individual resilience, as well as helping potentially vulnerable young people to work with others, and articulate their own views, are among the great things youth work brings. And for some young people perhaps, just below the radar of the criminal, health or social services - youth work can provide the support that sets them on a positive course, preventing the need for much more costly intervention later on.

The cornerstone of the Foundation will be to raise funds to feed a great pot open to local groups, introduce innovation and provide a platform from which we can help strengthen VCS youth provision. We will support from local VCS providers to deliver good quality services to our children and young people. This is a model well supported and is being rolled out in other London Boroughs and elsewhere across the country.

We aim to work with and support organisations to offer their children and young people.

We, that’s you and I, citizens and part of a community, cannot complain about the rise in anti-social behaviour and a breakdown in community values if we fail to invest in our youth.

Currently the YBF are looking for a Fundraising Manager. Offering a competitive salary and the opportunity to really make a difference on the ground. If you are interested in joining a fun and expanding small team then get in touch for more details or see our advert in the Guardian.

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T he Guardian | Wednesday 22 June 2016

The new Fundraising Service will encourage good practice, but not be afraid to name and shame.

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Charities have got to start doing right by their donors

The new Fundraising Service will encourage best practice, but not be afraid to name and shame.

Kate Murray reports

For Stephen Dunmore, the chance to sort out charity fundraising in the wake of last year’s furore over bad practice was an offer he couldn’t refuse. “I thought this was a real opportunity to do something worthwhile and help address what was clearly an emerging problem for the sector, donors and the public,” he says. Dunmore, interim head of the new Fundraising Service says although not every charity was involved in the aggressive fundraising that hit the headlines, “what affects one clearly affects all in terms of public confidence.”

“Aggressive fundraising that hit the headlines, ‘what affects one clearly affects all in terms of public confidence’

In advance of the new organisation being set up, the FRS has been talking to charities about how the new service will work - and the response has been pretty positive. “When I first arrived in January,” he says, “I think there was still a lot of denial going on, along the lines of: ‘It’s the media, not us’; ‘It’s not my charity, it’s another charity’; or ‘I’m a small charity, why should I pay for what’s been going wrong in the larger charities?’

And there was a lot of alarm about what the new regulator might do. I think we’ve moved on a fair way since then. Charities have been much more engaged with the whole process of setting up the new regulator and we do need to work with their cooperation and collaboration because it’s a voluntary regulation system.

Charities should be very clear, he warns, that it’s in their interests to make the new system a success. “If this doesn’t move forward, the threat of statutory regulation is lurking in the background,” he says. “The Etherington review [into charity fundraising] and ministerial commitment was the much better option to give the charitable sector the opportunity to put its house in order - but I guess that tolerance can only go so far.” The new regulator, Dunmore adds, will not shy away from imposing sanctions where necessary - including naming and shaming and requiring charities to seek approval before they are allowed to fundraise.

But it’s not just a punitive approach. “We want to support change through promoting best practice,” he says. “We need to see a cultural shift in some of the attitudes towards donors and raising money from the public, and a realisation that if you don’t do that in a user-friendly way that really engages the public, rather than making them feel under pressure, there will be long-term negative consequences for your fundraising.

Can charities restore public faith in them? Dunmore is optimistic. “We’ve got a record in this country of charitable success - but charities have got to start doing right by their donors.”

Laura Croudace got into fundraising to give something back. Now it’s her full-time job.

To say that Laura Croudace is enthusiastic about fundraising is an understatement. Her eyes light up in an almost childlike fashion when she talks about her work - but don’t let her enthusiasm fool you. She means business and is known in the sector as a rising star.

“What’s her secret? I have the other in fundraising that I treat everyone like my late great-grandmother,” she says. “So if I write to a donor or call a corporate - whatever it is - I think about what my great-grandmother would have thought about what I’m saying. She’s my moral compass.

And I also like to meet donors as much as possible and find out why they are donating. It’s simply really, the more you communicate with donors in a meaningful way, the more they will care and then donate. I don’t focus on financial targets - I always focus on the impact.”

Croudace’s CV was a patchwork of different jobs until she began her fundraising career. It was actually the doctors who treated her disabled son who first inspired her. “My son was born with a rare muscle condition that is quite severe,” she says. “When he was three, he got pneumonia, he was really sick and we thought we were going to lose him. So afterwards I really wanted to thank the doctors from Birmingham children’s hospital by raising money.”

At the time, she was a makeup artist, as well as working at a marketing agency, so she put her skills to good use by getting involved with an animal fundraising event called the Zombie Walk, helping to raise £35,000.

“Because the event raised a lot more money after I got involved, someone said to me that I should do it as a full-time job. It hadn’t occurred to me that you could be paid to do it,” she says.

Closing Date for applications is Monday 11th July. Interviews will be held in July and August.
Young fundraisers/crowdfunding

You're never too young

Life-changing moments can happen at any time. Claudia Cahalane meets some young people who have used them as a catalyst for good

Claudia Cahalane, so charities should embrace it

There’s unlikely to be a ‘fundraiser in the land who hasn’t heard of Stephen Sutton, the 19-year-old who, following a terminal bowel cancer diagnosis, raised millions for the Teenage Cancer Trust. More than £5m has been pledged in total for the teenager who, sadly, died two years ago.

Real stories of young people are keying in the hearts of peers and supporters, often around the world. Because of the audience that can be reached nowadays, six-figure sums are increasingly possible.

In May, through fundraising, young journalist John Underwood achieved £50,000 for the charity Anthony Nolan as part of his own ongoing mission to recover from a rare late-stage lymphoma.

Meanwhile, 11-year-old Harry Gardner is at the start of a fundraising journey for Alzheimer’s Research UK, after being touched by his grandmother’s dementia diagnosis. “After I went to see my nan and she didn’t recognise me, it really affected me. I went home and just got all my feelings out into song lyrics,” he says.

He uploaded a video to YouTube and released the song on iTunes in March and has about 250,000 views and 2,000 downloads so far. Combining that with money from donations on his Virgin Money page gives a total of more than £5,000. “Donations have come from around the world. I don’t have a target. I just hope the money will help find a cure for Alzheimer’s. The charity has been really supportive and grateful and the whole experience is helping our family come to terms with this more,”

Tim Pare, director of First Give, which works with schools to encourage youth volunteering, believes fundraising works better when young people know more about the charities they are fundraising for. “Previously, they’d just put on a red nose and not really know why they were doing it,” he says.

While fundraising is not an essential part of the First Give initiative, there’s an increasing demand for the programme to include fundraising. Pare says: “Young people do really well with fundraising when they feel connected to a cause. One young girl raised more than £6,500 for a Bexley mental health charity over a summer holiday and got her dad’s workplace to match employee donations. It works best when charities engage with young people, not just their teachers, and respect their potential.”

Looking further afield

Crowdfunding taps into donors across the globe, says Claudia Cahalane, so charities should embrace it

Australian Simon Rowe was profoundly affected by the sight of a homeless man trying to sleep on a hard concrete floor.

The more he researched, the more he realised the benefits of sleep for a person’s physical and mental health.

The chef and entrepreneur looked into how to create a cost-effective, safe night shelter for rough sleepers and their pets - and the idea of the sleepbus was born. He’s set an initial crowdfunding target of £120,000 (£160,000 and opens his first bus this month. There are 22 pods with TVs, communal toilets and space for luggage and it costs about £20 per night for a person to use the bus – less than it costs charities and the government, Rowe believes. He wants to build more than 100 buses in Australia and is keen to help others build sleep buses around the world. “We put the campaign on Go Fund Me because it’s one of the only sites with no upper funding limit and it let’s you keep whatever you raise, even if it’s below target,” he says.

“We’ve raised £80,000 so far, with 10% coming from the UK,”

Although Rowe believes some charities have perhaps felt threatened by his idea, others - as well as governments - have been in contact about working with him.

Fundraisers know that there’s no guaranteed formula for inspiring people to raise big sums of money. But Jesse Ratty, spokeswoman for the Crowdfunder website, says the platform is seeing more charities look to this means of fundraising as a way to reach new audiences and networks.

She points to CoppaFeel! and its own food truck.

There are plenty of creative ideas for charity fundraisers to tap into in the crowdfunding world. Perhaps a charity could send a teenager to make a film of crowdfunding for a homeless bus?

Hallenga says the Boobettes idea came from listening to the plights of women who’d been affected by breast cancer and wanted to help us, so we created the Boobettes.

Their crowdfunding page shows how their supporters love fundraising for their cause. Here you’ll find the power in the people.

The extra smile: teenage fundraiser Bethany Hare, Guizellan

Ethany Hare was just 10 when she started fundraising for her local children’s hospice, putting on performances and running events. She gave the first £30,000 to the local hospice and has raised a further £70,000 for her own charity, Bethany’s Smile, set up to help children with chronic, life threatening and terminal illnesses. The charity has no paid employees.

“I learned about fundraising when I was doing a show for my performing arts school, raising money for Martin House Children’s Hospice,” says Hare. “I read a book written by children and siblings who’d stayed there – I was enthralled.

Then I discovered the hospice cost £3,000 a day to run, and only 12% came from government. I wanted to help.”

The 16-year-old is hoping to raise at least £300,000 to build Smile Cottage, where families can go for holidays. It will be equipped with hot tubs, moveable sinks, lifts and ramps. It will be somewhere they can go to build happy memories when they are told their child has a very short life expectancy,” Hare says.

“Sometimes I have worked hard to organise events and been disappointed in the interest shown, but other times the response from friends and the public has been amazing.”

Hare regularly encourages her peers and others to fundraise. “A lot of my friends at school say that they would love to do it but didn’t know where to start, so I try to help them.”
Where does all the money go? The ins and outs of charities’ accounts

The top 10 fundraisers 2014/15

<table>
<thead>
<tr>
<th>Charity</th>
<th>Income</th>
</tr>
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<tbody>
<tr>
<td>Cancer Research UK</td>
<td>£446.5m</td>
</tr>
<tr>
<td>British Heart Foundation</td>
<td>£263.8m</td>
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<tr>
<td>Macmillan Cancer Support</td>
<td>£214.1m</td>
</tr>
<tr>
<td>Oxfam GB</td>
<td>£192.8m</td>
</tr>
<tr>
<td>Sightsavers International</td>
<td>£184.7m</td>
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<tr>
<td>Royal National Lifeboat Institution</td>
<td>£170.9m</td>
</tr>
<tr>
<td>British Red Cross Society</td>
<td>£139.1m</td>
</tr>
<tr>
<td>Salvation Army Trust</td>
<td>£130m</td>
</tr>
<tr>
<td>Save the Children</td>
<td>£125.3m</td>
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<tr>
<td>NSPCC</td>
<td>£115.3m</td>
</tr>
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The fastest growing charities by fundraising income, 2010-2015

<table>
<thead>
<tr>
<th>Charity</th>
<th>% Rise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation and Friends of Kew</td>
<td>255%</td>
</tr>
<tr>
<td>ABF The Soldiers’ Charity</td>
<td>80%</td>
</tr>
<tr>
<td>MND Association</td>
<td>60%</td>
</tr>
<tr>
<td>Teenage Cancer Trust</td>
<td>51%</td>
</tr>
<tr>
<td>Leonard Cheshire Disability</td>
<td>47%</td>
</tr>
<tr>
<td>Battersea Dogs and Cats Home</td>
<td>40%</td>
</tr>
<tr>
<td>Islamic Relief</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>34%</td>
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Big vs small

The big hitters are increasingly dominating the charity sector. Although charities with an annual income of more than £100m only make up 0.02% of charities by number, they have 18.4% of the sector’s total income.

% rise in charity income in 2013/14

<table>
<thead>
<tr>
<th>Total income of charities</th>
<th>2013/14 %</th>
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<tbody>
<tr>
<td>£100m +</td>
<td>26%</td>
</tr>
<tr>
<td>£10m - £100m</td>
<td>3.7%</td>
</tr>
<tr>
<td>£1m - £100,000</td>
<td>-0.7%</td>
</tr>
<tr>
<td>£10,000 - £100,000</td>
<td>-1.7%</td>
</tr>
<tr>
<td>under £10,000</td>
<td>-3.6%</td>
</tr>
</tbody>
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Sources: Top 100 Fundraising Charities Spotlight, by Cathy Pharoah, Centre for Charitable Giving and Philanthropy, Cass Business School, Charity Financials, February 2016 - National Council for Voluntary Organisations analysis, April 2016
How to attract the best

Good fundraisers get to cherrypick the jobs they want, so charities need to run a tight ship, says Nicola Slawson

In a sector where good employees, particularly fundraisers, are in short supply, charities need to recruit the best and then hang on to them. But what should they bear in mind when a position opens up, or the team is expanding?

Faye Marshall, director of permanent recruitment agency Harris Hill, admits it can be difficult to recruit and retain talented fundraisers. “Demand for fundraisers continues to outstrip supply and this has been the case for a long time; good fundraisers are aware they’re in demand and know they can often earn significantly more by moving.”

How charities spend their money is an important factor that candidates will be considering: they want to know they will be working somewhere that really makes a difference. “Somewhere seen as inefficient or wasteful will put off candidates as well as donors,” Marshall says. “Reputation as an employer is very important too. It’s a relatively small sector where many people know each other, so if a charity, or even an individual, is viewed negatively by people, this can become widely known.

While some fundraisers have their hearts set on particular causes, Marshall finds that many are more open-minded and prefer to go for employers who have a reputation for being good at a particular area of fundraising. “Someone specialising in corporate partnerships will be attracted to a charity with a strong corporate team, whereas organisations best known for successful events will attract candidates in that area.”

Some candidates will want to avoid certain types of charities. “They might feel they wouldn’t be compatible with a faith-based or military charity because of their own views. Or someone with experience of cancer may specifically not want to work in that field because it’s too close to home.”

When it comes to retaining staff, it’s vital they feel valued. “Flexible working hours and options to work part-time or from home are important factors. We know of organisations that have lost good fundraisers by not being prepared to offer any flexibility.

“People generally expect the charity sector to offer a better work-life balance than the commercial sector, as a trade-off for lower salaries.”

Finally, try to be decisive: “In this market, good fundraisers may have several competing offers on the table, if the interviewing and decision-making process is too slow and drawn-out, they may well have accepted another offer by the time you make yours.”

How happy are fundraisers and what are their thoughts on the future?

Fundraisers’ workload and happiness level

Recruitment and retention within fundraising

The impact of the changes in the fundraising code on fundraisers and their ability to do their job

57% of fundraisers say that they are overworked

54% of fundraisers are happy in their job

83% say that contributing to something they care about keeps them happy in their role

83% say that poor pay is the main issue when recruiting new staff

81% say that benefiting society keeps them happy in their role

59% of fundraisers say it is difficult to recruit new staff into the sector

52% say that poor public image is the main reason that it is difficult to recruit new staff

27% say that poor pay is the main issue

62% agree that the fundraising codes of practice need to change

61% think the changes will improve transparency

51% think that these changes will make their job more inefficient

77% of fundraisers are loyal to the sector, saying that they don’t intend to leave

6% say that the fundraising codes of practice need to change

57% say that the fundraising codes of practice need to change

52% say that the fundraising codes of practice need to change

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77% of fundraisers are loyal to the sector, saying that they don’t intend to leave

Digital donations are charities’ future

Tell your story and collect donations via mobile to flourish, says Nicola Slawson

It’s no surprise that technology has had an impact on charities. But how much has the digital revolution already changed fundraising? And how can charities make sure they are not left behind?

Paul de Gregorio, head of mobile at Open Fundraising, an agency which works with big charities such as Unicef and Barnardo’s, believes staying abreast of technology is crucial to keeping up with existing and potential donors.

“If we don’t get what we are looking for, in the format we want it, presented at the speed we demand, we start to look elsewhere,” De Gregorio says.

The past 10 years have seen great changes in fundraising. By removing the need for a physical signature, for example, paperless direct debit has transformed how new monthly donors are recruited via telephone and digital marketing. More recently, in the past four years, there has been a rise in the use of SMS and P2SMS (text donations). It’s a relatively old technology that’s been harnessed by charities to drive response across a range of campaigns, planned, such as Comic Relief, and unplanned, such as #nomakeupselfie.

“If you don’t look good and provide a fantastic experience on mobile, you don’t exist in the eyes of your existing and potential donors,” says De Gregorio.

“They will go somewhere else.”

He says that charities may be brilliant at moving people to take action, but not so good at making the response an easy one for supporters. We need to make the act of giving as frictionless as possible. The future of fundraising and technology is firmly embedded in our phones and how we use them.

De Gregorio says there are three key areas: storytelling; messaging platforms, such as WhatsApp; and the next generation of payment methods, such as Apple Pay.

“Mobile will increase the pace at which stories can be gathered, managed and passed to the donors,” he says.

“Soon, delivery staff for charities will be capturing stories as they deliver the work, via the functions on their mobile phones. These stories will then be collated centrally and dispatched via social, email, SMS and WhatsApp direct to the phones of donors.

“Charities that successfully fuse digital storytelling, next-generation payments and instant messaging will be at the forefront of fundraising in the coming years.”

Charities should engage with donors on their terms for the best results

Alamy