Colchester & Ipswich Hospitals Charity

NHS
East Suffolk and North Essex
NHS Foundation Trust

NHS Charities Together

Rocky Roads – Succeeding With Your Appeal Despite The Challenges

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Introduction

Colchester & Ipswich Hospitals Charity

- Changing Environment and Local Priorities (Trust/STP/ICS/Mergers)
- Corporate Trustee Charity
- Small - Mid Sized Charity with high growth rate
- Fundraising Team
- Multitude of funds and historic challenges with fund holders
- 5 multi million £££ appeals in less than 5 years plus smaller asks
- Why choose us to talk about this subject?

Woolverstone Macmillan Cancer Centre

£3.7m Appeal

Colchester & Ipswich Hospitals Charity

- Background
- Changing Scope
- From Launch of Appeal to Build
- Donations Handling in a partnership
- Governance and Project Management
- Branding
- Successful – Appeal target raised mainly through community fundraising. Centre opened June 2016 on time and on budget

0300 770 1369
www.colchesteripswichcharity.org.uk

The Sunrise Appeal

Inaugural Ipswich Hospital Appeal
Neonatal £150k

- Background
- Scope
- Donations Handling
- Governance and Project Management
- Branding
- Successful – appeal target raised

The Blossom Appeal

New Breast Centre at Ipswich Hospital
Initial request £500k contribution

Colchester & Ipswich Hospitals Charity

- Scope
- Why we didn't commission a feasibility study?
- Why a community appeal vs major gifts?
- Our fundraising success
- BUT…clinical landscape and capital changes
- How did we respond - managing messaging
- Next steps for the appeal – major donor phase post public phase!!!

The Children's Appeal

New Children's Centre at Ipswich Hospital
Initial Request £500k contribution

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- Initial Scope
- Why a community appeal vs major gifts?
- The effects of escalating costs from scope changes and reduction in capital

  (costs risen from £2.5m to £5.6m – capital available now zero)
- A new trust with different clinical priorities
- Next steps

The Children's Appeal Ipswich Hospital

The Cancer Centre Campaign

New Cancer & Wellbeing Centre at Colchester Hospital
Initially £3.2 million solely funded from charity appeal

Colchester & Ipswich Hospitals Charity

The Cancer Centre Campaign
transforming cancer care

- Scope and history
- Major donor appeal
- Campaign executive committee structure
- Trust Merger
- Challenges as build costs escalate
- How did we respond?
- Next steps

Children's Urgent Treatment Centre / ED

New Children's UTC & ED at Ipswich Hospital –
£3.5 million appeal request from Trust against overall £69m project

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- Scope and history
- Feasibility Study
- Core service or charity ?
- When the figures don't add up ?
- Next steps

5 Top Tips (aka learnings from experience)

Colchester & Ipswich Hospitals Charity

- Case for Support
- Governance & Project Team
- Appeal Manager
- Charity Brand
- Donor Choice
- Ask for support from peers – NHS Charites Together Regional Groups, Facebook, Pick up the phone

Any Questions?