

Befrienders Highland Fundraising Strategy 2022

Version 4 (updated March 2022)



Background

Befrienders Highland (BHL) currently relies on much of its funding to come from NHS Highland or large grant funders. It has become evident that this funding stream will become smaller with much more competition over the coming years and so the charity must look to other funding streams to maintain and grow its valuable services. This Strategy sets out the ongoing plan for BHL to build and maintain a funding base.

Jan 2021 the board approved the appointment of a fundraising co-ordinator on a trial basis, the post became permanent in 2022 based on successful results. The fundraising co-ordinator role is to bid for large grant applications and to build and co-ordinate a team of fundraising volunteers.

The “How”

- Befrienders Highland produce an annual plan which details action points for the organisation for the coming year and the annual budget determines the fundraising target for each year.
- The fundraising strategy will be worked on, reviewed and updated by the fundraising sub group annually in line with the BHL annual plan and budget setting.
- A board member will chair a fundraising sub group (FSG) and report to the board every quarter to ensure timescales, targets and plans are adhered to.
- The FSG should comprise of at least one service user and/or carer representative and a volunteer representative.
- A fundraising support group will be established to discuss, encourage and stimulate fundraising ideas and to participate and support at events, and for social contact between fundraisers.
- The board will agree an annual budget allowance for publicity awareness raising and events costs to increase BHL profile with the general public.
- The strategy will be devised and updated to deliver on fundraising targets and actions agreed at FSG meetings and will be informed by ideas and suggestions from the fundraising support group, team and board.

The fundraising strategy aims are to secure funding for BHL to deliver services over multiple years. Grant funding applications will concentrate on securing multi-year grants and in addition to this the fundraising support group will identify opportunities for fundraising activities, donations and gifts which can be used by the organisation without restrictions.

