



**St Oswald's
Hospice**

Silver Linings – what Covid taught us about what really matters

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Overview

- New to fundraising – grand plans and how they didn't happen
2018 - 2020
- What did happen in 2020 – and what we learnt
- How the pandemic fundamentally changed how we income generate
- Does the direction of travel resonate with you? What are your thoughts/ideas/doubts?
- Explore some real examples of what we might all do in 2022..
2023.. 2024... 2025

This session's objectives

- By the end of the session I want us to:
 - Understand the key changes we might make to how we fundraise and why
 - Be clear about what this or other directions of travel might mean for our own hospices, and
 - To have had the opportunity to discuss some real-life opportunities



Question...

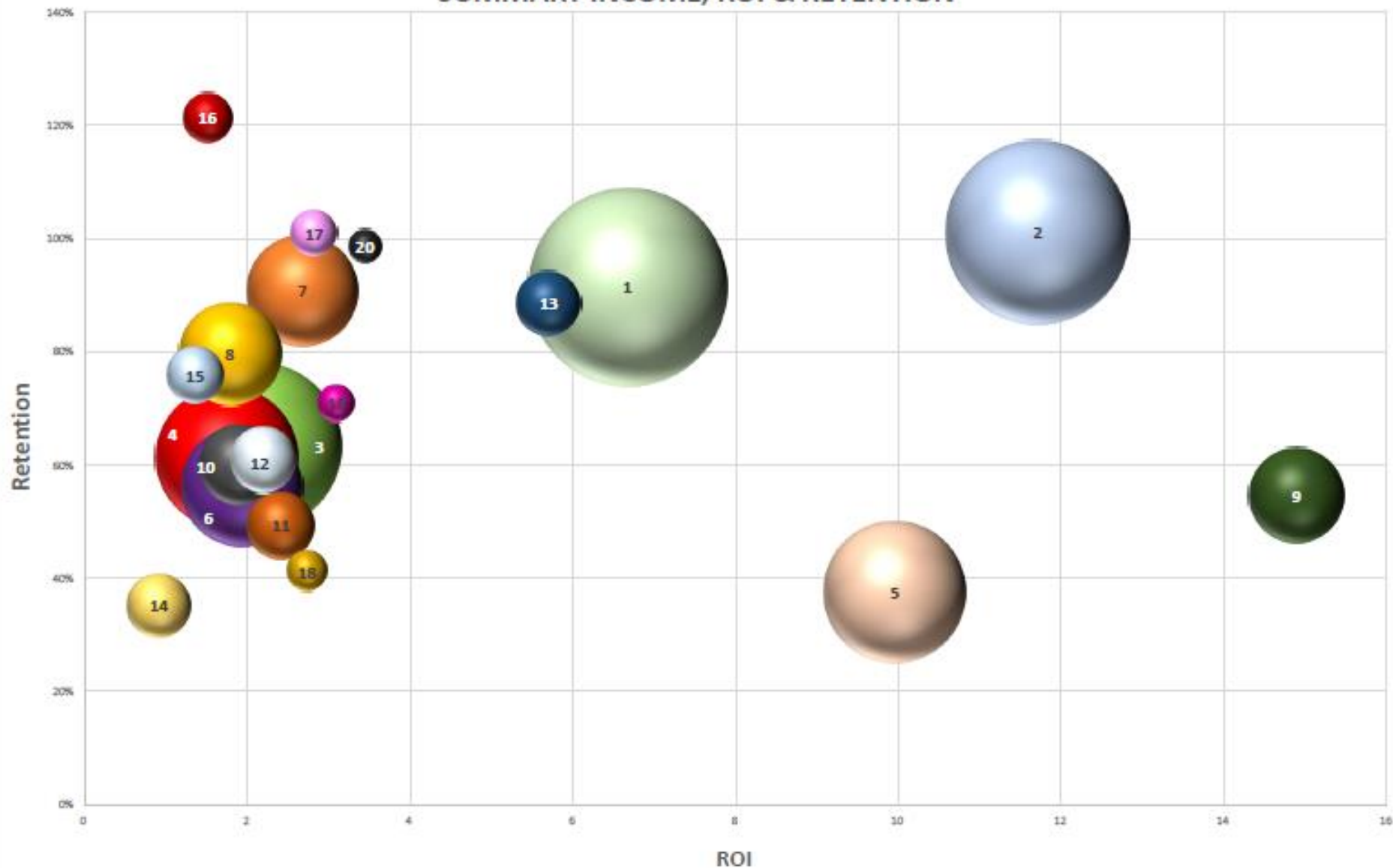
**What does fundraising mean
for us?**



Fundraising at
St Oswald's is the mirror image
of our care
Going the extra mile to make our
supporters feel amazing



SUMMARY INCOME, ROI & RETENTION



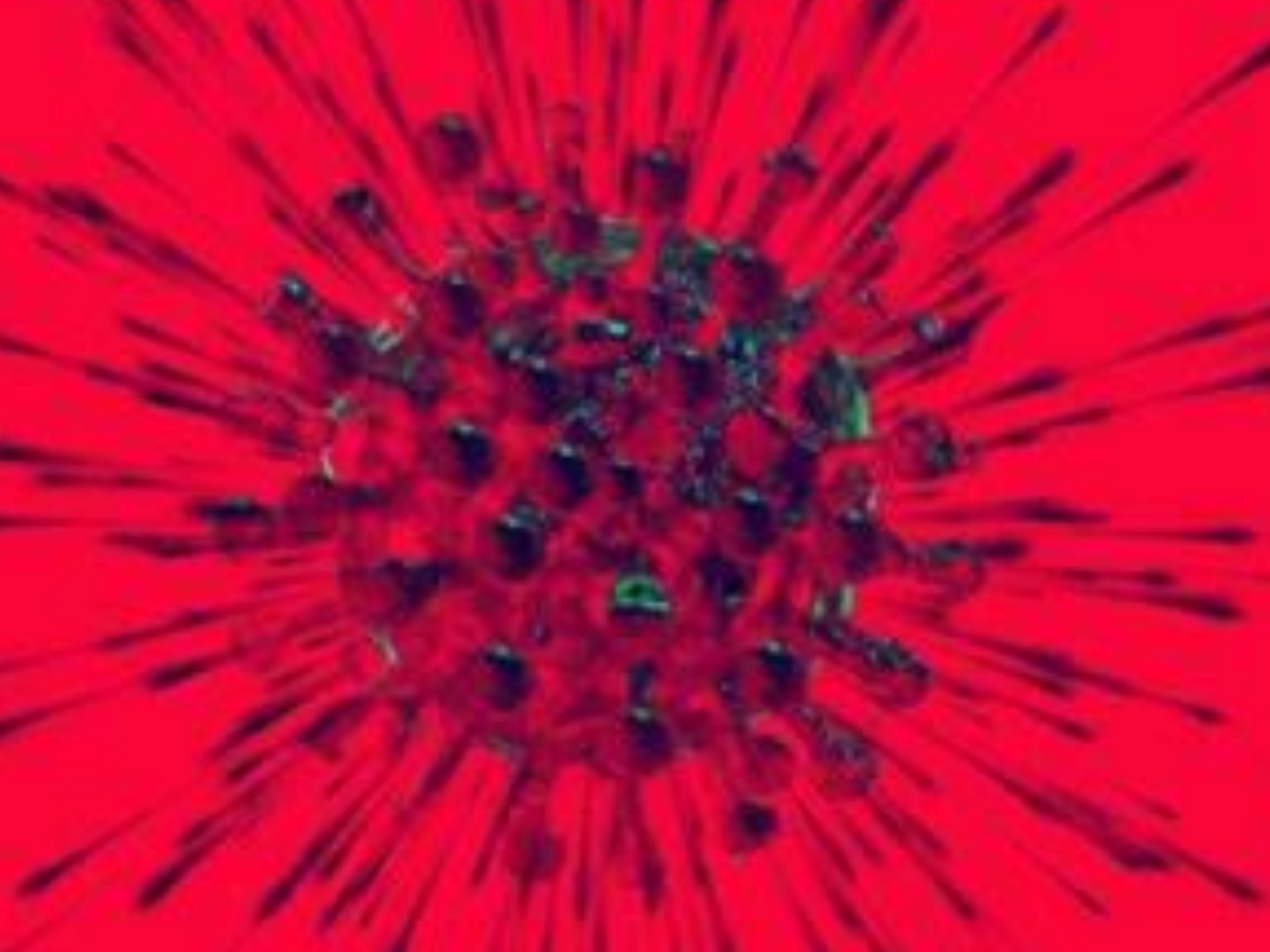
1 Trusts
2 Phil Reg Give
3 COMPAR
4 Ext Events
5 In Memory

6 GNR
7 Light up a Life
8 Trek
9 Major Gifts
10 Ball

11 Youth
12 Raffle (incl don)
13 Coll Box
14 Mass Part
15 Merch

16 Direct Mail
17 Hampers
18 MAWM
19 Xmas Fair
20 Share a Card





Financial Year Forecast 20/21...

Company Participation

↓ **£275k**

External Events

↓ **£155k**

Great North Run

↓ **£135k**

Mass Participation

↓ **£55k**

Ball

↓ **£45k**

What else happened in 2020?



Emergency Appeal
Lottery income



What else happened in 2020?



700 Check-in and chat calls



Light up a Life at Home reached 6,000 families



Everybody shared the load

Direction of Travel 2021 onwards



Supporters First

Focus less on campaigns
and events more on
supporters.



Do Fewer Things, Better

Focus on Net £100k + and
ROI 1:5 or better

Direction of Travel 2021 onwards



Increase direct connections

Between supporters and patients and their families



Invest in Digital

Accelerate our efficiency, reach and ability to individualise comm's



What's your Direction of Travel?

Supporters First
Do fewer things, better
Invest in Digital
Increase direct connections
Something else?

What does that mean on the ground?

Supporters First

New supporter stewardship business plan
Replace letters with calls for first time donors
On-boarding emails
Student project to review thanking process

Do Fewer things, Better

Hampers, ball, merchandise, mass participation all taken out (finally!)
Light up a Life, Christmas market reimagined, higher ROI
Events to 'qualify' to be included

Invest in Digital

Moved two marketing team members from Comm's to Fundraising
New Email Marketing Officer
New CRM (2023)
Power BI dashboards

Increase direct connections

New Content Officer (in Comm's Team)
Appeals all led by service users and supporters
Giving Day March 2023



St Oswald's Hospice



www.stoswaldsuk.org

Registered charity no. 503386