



Alder Hey 
CHILDREN'S CHARITY

CORPORATE FUNDRAISING

A PRACTICAL GUIDE



A bit about me

I am privileged to be able to follow my dreams. My passion is to make a difference to the lives of others, and I am currently doing that at the most amazing children's hospital, Alder Hey.



Fun Facts

- I love a challenge I pick a new one every year and then push myself to get the medal! This year I learnt to run and swim front crawl last year and completed my first triathlon
- I don't like public speaking
- I am Queen of reading inspirational self-help books, blogs and Ted Talks!
- I am scared of Crocodiles...



My Career

- BAE Systems
- Event Management
- Shop Owner

- **Made a leap of faith into the Third Sector**

- Sue Ryder
- Action for Children
- Alder Hey Children's Hospital



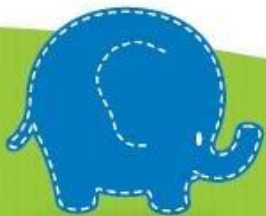
Corporate Fundraising

- Practical Guide
 - Interactive Session
 - Case Studies
 - Questions



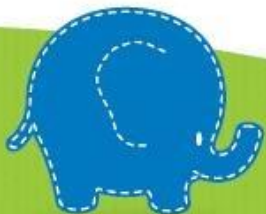
Key Learnings

- Passion
 - Vision
- Get to know your Organisation
 - How well do you really know it?
- Get to know your Supporters
 - How well do you really know them?
 - Stakeholder mapping & stewardship
- Opportunities
- Be the Expert
- 80% of success is being present



Shop Direct - COTY Partnership

- We have history...
- The art of being patient
 - The pitch
 - Employee vote
- **Passion – Vision**
 - Digital Alder Hey
- **Get to know your Organisation**
 - Innovation Team
- **Get to know your Supporters**
 - Stakeholder mapping (Office & DC) / Expertise / Industry
- **Opportunities**
 - Expertise – Introductions
- **Be the expert**
 - Connect people – Strategy Group



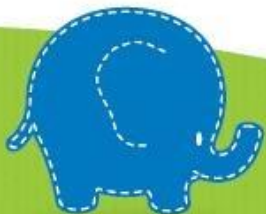


80% of success is being present



QVC- 3 month Partnership

- No history – Employee Sponsor
- **Passion – Vision**
 - Parent Sofa Beds
- **Get to know your Organisation**
 - Health Park Team
- **Get to know your Supporters**
 - Stakeholder mapping (Call Centre/DC) / Expertise
- **Opportunities**
 - Customer base / Expertise
- **Be the expert**
 - Connect – Theatres Team



QVC - Partnership

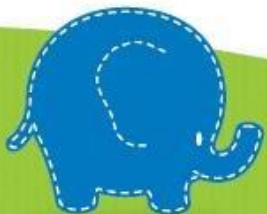
£ 66K + Savings of £500K forecast

80% of success is being present



Santander- COTY Partnership

- No history – Employee driven
- **Passion – Vision**
 - Parent Sofa Beds YR 1 – YR's2/3 Research
- **Get to know your Organisation**
 - Health Park Team and Trust Team
- **Get to know your Supporters**
 - Stakeholder mapping (Branches) / Expertise / Industry
- **Opportunities**
 - Customer base / Global
- **Be the expert**
 - Connect – Individual giving test



Santander – Partnership

£40K + Watch this space

80% of success is being present

Her drive and commitment has been 100% from the day we met in 2013 and her passion for Alder Hey comes across in every interaction I have with her, she is a credit to Alder Hey and is the reason why the Santander Merseyside Region and Alder Hey partnership has stayed fresh for 3 years now



Institute of Travel and Tourism

- New Business Partnership

- No history – Support driven
- **Passion – Vision**
 - Yr 1 – Intensive Care Cots
 - YR2 – Parent Sofa beds
 - YR 3 – Digital Alder Hey
- **Get to know your Organisation**
 - Health Park, Innovation and Trust Teams
- **Get to know your Supporters**
 - Stakeholder mapping / Expertise / Industry
- **Opportunities**
 - Endless.../ Conference / Individual giving
- **Be the expert**
 - Connect – Duncan / Iain, Jo, Simon / Zambezi



ITT – Partnership

It could have just been a raffle!

£1.5 million + watch this space...

80% of success is being present



Matalan – Christmas CRM

- We have history...
 - NSPCC
- Pledge £1.5 Million – 5 years - Research Building
- **Passion – Vision**
 - Yr 1 – Alphabet Scarves
 - Yr 2 – Bobble V Beanie
 - YR 3 – PJ's
- **Get to know your Organisation**
 - Research Team
- **Get to know your Supporters**
 - Stakeholder mapping / Expertise / Industry
- **Opportunities**
 - Customers / Owners / Volunteering / A life saved...
- **Be the expert**
 - Connect – Patron (Pending Trust Teams)



Matalan – Partnership

**It's not just a pair of PJ's
£1.2 million - watch this space...**

80% of success is being present



Key Learnings - Interactive

- Passion
 - *One Thing*
- Get to know your Organisation
 - How well do you really know it?
 - *What are your organisations issues?*
 - *Three people / roles you are going to find out more about*
 - *Remember to write up their story!*
- Get to know your Supporters
 - How well do you really know them?
 - Stakeholder mapping & stewardship
 - *One Supporter and map them*
 - *Create your stewardship plan*
- Opportunities
 - *One Supporter – What opportunities are you missing?*



And remember...

- Be the Expert – One thing (self help!)

80% of success is being present

