



**MIND IN CROYDON
FUNDRAISING STRATEGY 2016-2019**

BACKGROUND

Mind in Croydon has decided that it needs to balance the needs of delivering services that are commissioned with those that meet peoples' needs. To this end we will need to become more self-reliant and guided by our beneficiaries, rather than be overly reliant on the funding provided by those services that commissioners wish to procure.

We will develop further our fundraising functions in order to fund those services that local commissioners are unable or unwilling to fund. We will work more with service users and carers to find out from them the issues that are having an impact on their lives. We will undertake more research, questionnaires and surveys, both to inform our thinking, but also in order to lobby and campaign at a local and national level.

We will develop our links with the community in order to harness community action and recruit more volunteers to enable us to expand our services.

We will use our premises more to develop further "two-way" relationships with the community. i.e. engaging with the public to overcome myths and stigma around mental health and involving people within our services. Also we will generate funds from room hire, events, rent and other activities as they present themselves.

This lays out the charity's intention to be more than a sub-contractor. Although contracts for the provision of services are an essential part of the agency's income, a decision was made not to chase contracts where the level of funding would make it impossible to provide a quality service, or one that was not in accordance with our values and our beneficiaries' stated preferences. Instead a decision was made that we should develop our non-restricted income in order to maintain our independence, commitment to quality and ability to meet the expressed preferences of our beneficiaries.

ETHICAL CONSIDERATIONS

Mind in Croydon is registered with the Fundraising Regulator and is committed to abide by its Code of Fundraising Practice. Mind in Croydon does not use third party fundraising agencies, does not use certain other fundraising methods such as door-to-door collections or "chugging" and will not sell personal data that it holds to other agencies. It will ensure that any fundraising does not target vulnerable people.

CURRENT FUNDING

Mind in Croydon's annual report and accounts for the year ending 31st March 2016 show the following income streams.

Source of Income	Amount	Percentage
Service Level Agreements Croydon Clinical Commissioning Group	573,383	38
Service Level Agreements London Borough of Croydon	426,435	28
Other Grants	156,279	10
Sales (shop sales from Trading subsidiary £148,510)	235,157	16

Rent	61,608	4
Fundraising & Donations	43,917	3
Investment/Interest	17,236	1
Total	1,514,015	100

This shows that 66% of the charity's funding stems from contracts with local health and social care commissioners. This sum is much less than other similar charities, but the charity would like to develop its range of funding streams in order to be as independent as possible and to be able to respond to the needs and wishes of its beneficiaries.

COURSE OF ACTION

The charity has decided that, via its Committees and staff team generally, it would develop a range of fundraising activities. These are:

SHOPS

During 2013 we purchased and opened a new fundraising shop. During 2016 we will refurbish our shop in Crystal Palace in order to increase shop income and rental income from an apartment that we will rent out on a commercial basis.

Income target from shops by financial year end 2017	125,000
Income target from shops by financial year end 2018	125,000

INCOME FROM PROPERTY

It has been agreed that we will expand income from rents, room and space rental from the properties that we own, including the flats above the shops.

Income target from property by financial year end 2017	70,000
Income target from property by financial year end 2018	80,000

GRANT MAKING TRUSTS

It has been agreed that we will aim to maintain income from grant making trusts. It is accepted that this will be a challenge, as more and more charities apply to trusts. However, we have a good relationship and good reputation with a number of trusts.

Income target from grant making trusts by financial year end 2017	150,000
Income target from grant making trusts by financial year end 2018	150,000

FUNDRAISING EVENTS

Over the past three years we have trialled a number of fundraising events such as Wills Fortnight and Positive Steps. These events have had limited success in terms of raising funds for the charity. It has been agreed to cease this activity and instead concentrate on encouraging others to undertake fundraising events for us. This approach has been more successful – they bring in more money and use up far less staff resource.

Income target from fundraising events by financial year end 2017	20,000
Income target from fundraising events by financial year end 2018	20,000

SERVICES PROVIDED TO PEOPLE WITH PERSONAL BUDGETS

Through our MindMatch Service, we have started to provide services to people who have a personal budget. We intend to grow this work.

Income target from personal budgets by financial year end 2017	15,000
Income target from personal budgets by financial year end 2018	15,000

INVESTMENT INCOME

Our attitude and policy towards investment is described in our Investment Policy. Currently, our investments consist of Government Gilts.

Income target from investments by financial year end 2017	15,000
Income target from investments by financial year end 2018	15,000

Based on the above targets, our fundraising target for **2017** is **£395,000** and for **2018** it is **£405,000**

REPORTING TO THE TRUSTEES

The trustees will receive regular reports on the achievement of these targets at the Finance and General Purposes Committee and Board Meetings.

REVIEW OF THIS STRATEGY

This strategy will be reviewed annually by the Trustees/Directors of Mind in Croydon.