

# Fundraising Report 2009/2010

TOTAL FUNDRAISED THROUGH ACTIVE FUNDRAISING BY 31<sup>ST</sup> MAY 2010 - £278,841

TOTAL RAISED THROUGH TRUSTS           £151,417

TOTAL RAISED THROUGH EVENTS       £127,424

## Fundraising Staff

Our trusts fundraiser Amy King left DSUK in October 2009 and Ruperta Melville took over the trusts fundraising role part time in November 2009. Sarah Bennett gained employment with DSUK as events fundraiser from November 2009 and Sophie Wood has moved into events fundraising part time also continuing the National Coordinator role.

## Events Fundraising

Our main events this year have been the Santa Run in its 4<sup>th</sup> year bringing in just over £32,000, the Skiathon bringing in over £23,000 and the 2 Red Devils skydives bringing over £26,000.

The London Santa Run sold out again for the 2<sup>nd</sup> year running and people were asked to raise sponsorship. Around 30% of people actually raised sponsorship from the runners who took part. This year we are focussing on highlighting the importance of raising sponsorship and taking a big step by making the event a non-timed event which will save a lot of money and time. With the event being so popular we are considering an even larger venue for it to take place for 2011.

This year the aim of the Skiathon was for teams to take part with an even tougher challenge. We also had local groups and individuals of any age or ability join teams, create teams or donate runs. In addition to the teams we concentrated on including celebrities for the event to raise the profile of the event and the charity. This proved successful increasing the amount of people who took part, the amount of funds raised and the amount of PR from the event. The focus for the 2011 event will again be to increase the amount of participants taking part and encourage sponsorship for the whole event.

We have organised Red Devils skydives with BASI, DSUK and Chill Factore taking part which have proved successful and we will continue to buy places for such events.

The variety of Runs on offer is always popular with The Great North Run bringing in the most sponsorship, The Great Manchester Run and The Brighton Marathon and other runs altogether bringing in £13,667. We are again buying places for these runs with the intention to increase the amount of participants. Patron, Graham Bell ran the London marathon for us this year raising £1,255 and talking about the charity in an interview on BBC.

The Reception we held at The House of Lords in Sept 09 proved prosperous in introducing new donors to the charity and highlighting the work of the charity in the run up the Winter Paralympics. We held a Silent auction and raised a total of £18,311. We intend to hold a similar event in Sept 2011.

We are developing new events to increase the variety in our fundraising diary for 2010/11. For Sept 2010 we will see the first Peak 2 Peak cycle; A stunning 70 mile cycle challenge from Ben-Nevis to Cairngorm Mountain. In March 2011 we are planning our first Jailbreak event with teams of 2 aiming to get as far away as possible in 24 hours! We are also planning our 2<sup>nd</sup> 5 Peaks event in February- skiing the Scottish 5 Peaks in one day.

We have seen an increase in the amount of people who raise funds for us by arrange their own exciting events from cycling the length of the country on an old BMX bike with no gears to cycling the length of the country in as little as 9 days! We will continue to encourage people to do this with our support.

We have an aim to increase the amount of events we do increasing the variety of challenges so that anyone of any ability can take part and raise funds for DSUK. A big focus will be to increase the amount of people who will see our future across-the-board events calendar below.

#### 2010 Events Diary

- **Peak 2 Peak:** Saturday 11<sup>th</sup> September – 70 mile cycle challenge
- **Skydive with the Red Devils:** Thursday 30<sup>th</sup> September & Summer 2011 places still available! Skydive from 13,000ft
- **London Ski Show:** 20<sup>th</sup>-24<sup>th</sup> October- Volunteers needed!
- **Ski Sale:** Friday 29<sup>th</sup> October at Manchester's Chill Factor<sup>e</sup>
- **Whole Hog:** Sunday 21<sup>st</sup> November – a 6 mile assault course over all terrain!
- **The Original London Santa Run:** Saturday 4<sup>th</sup> December – 6k run in Santa Suits

#### 2011 Events Diary

- **5 Peak Challenge:** February 2011 – ski/board all 5 ski areas in one day
- **Jailbreak:** March 2011 – take part in our adventure challenge to get as far away as possible!
- **Brighton Marathon:** Sunday 10<sup>th</sup> April 2011– 26 miles
- **3 Peaks Challenge:** 15<sup>th</sup> May 2011 – Climb Ben Nevis, Scafell Pike and Snowdonia in 24 hrs
- **National Skiathon:** May 2011 – set to be the biggest and best ski challenge yet!
- **BUPA Great Manchester Run:** Sunday 15<sup>th</sup> May 2011 – 10k run in the city centre
- **Manchester Zipwire:** July – Zipwire from the top of the Imperial War Museum
- **BUPA Great North Run:** Sunday 18<sup>th</sup> September 2011 - 13.1 miles
- **Coin counting:** Dates throughout the year, coin counters needed in the Manchester Area!

## **TRUSTS**

In 2009-2010, the total raised from trusts and grants amounted to £151,417 which includes an adjustment of £15,772 being an underspend from the Big Lottery Fund.

The donations can be broken down by restriction as follows:-

[chart to be inserted for AGM presentation]

➤	Central Belt	-	£23,652
➤	Development Officer	-	£54,745
➤	Equipment	-	£14,950
➤	Overseas Activity Weeks	-	£6,000
➤	Schools & Youth Cairngorm	-	£3,100
➤	Schools & Youth General	-	£4,000
➤	BDST	-	£5,000
➤	Unrestricted	-	£27,970
➤	VI Project Scotland	-	£12,000

### **Donors**

➤	David Hyman Charitable Trust	-	£20
➤	A&S Lass	-	£200
➤	JTH Charitable Trust	-	£250
➤	Stella Symons Charitable Trust	-	£250
➤	The Reuben Foundation	-	£250
➤	Sir Edward Lewis Foundation	-	£500
➤	Lady Jardine Charitable Trust	-	£500
➤	Tom Hall Trust	-	£500
➤	The MacTaggart Third Fund	-	£500
➤	The Lynn Foundation	-	£500
➤	Yorkshire & Clydesdale Bank Foundation	-	£500
➤	Tay Charitable Trust	-	£500
➤	Ponton House Trust	-	£500
➤	Mugdock Children's Trust	-	£500
➤	Skipton Building Society Foundation-	-	£700
➤	Jamie Collins Memorial Trust	-	£1,000
➤	Helen Robertson Trust	-	£1,000
➤	Clark Bradbury Charitable Trust	-	£1,000
➤	The Sobell Foundation	-	£1,000
➤	Antony Hornby Charitable Trust	-	£1,500
➤	The Ratcliff Foundation	-	£1,500
➤	John Watson's Trust	-	£2,000
➤	Lord Taverner's	-	£2,500
➤	Key 103 Cash for Kids	-	£2,500
➤	Whirlwind Charitable Trust	-	£2,500
➤	Clover Trust	-	£3,000
➤	Agnes H Hunter Trust	-	£3,100
➤	R S MacDonald Trust	-	£5,000
➤	Bank of Scotland	-	£5,000
➤	Sandra Charitable Trust	-	£5,000
➤	Hugh Fraser Foundation	-	£5,000
➤	Lloyds TSB Foundation for Scotland	-	£8,000
➤	Robertson Trust	-	£9,000
➤	HBOS Community Action Foundation	-	£10,000
➤	Brownsword Charitable Foundation	-	£10,000
➤	Bruce Wake Charitable Trust	-	£10,000
➤	Big Lottery Fund	-	£16,674
➤	Children in Need	-	£54,745