

Canal &
River Trust

Fundraising Update

March 2015

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Dominic Papineau**

Living waterways transform places and enrich lives

Our ambition

Fundraising

Ambition: 10 years

- To have 100,000 Friends
- To be raising at least £10million every year
- To be a top 100 fundraising charity
- To be seen as a partner of choice for socially minded companies



Friends – towpath fundraising

Face- to-face fundraising on our towpaths and at open days/events has been the heart of our fundraising programme since launch.

We are approaching **10,000 active Friends**, the majority of whom were recruited via face to face.

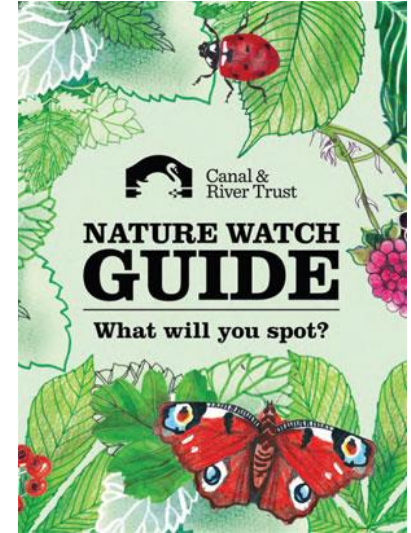


Friends – value exchange

2 successful **value exchange** campaigns:

- A '**Readymade #Waterwaydays**' Guide to our top 100 destinations that 10,000 people signed up for, leading to 434 new Friends
- A **Nature Watch Guide** that over 9,000 wildlife lovers texted or signed up for, leading to 683 new Waterside Watch supporters

The campaigns had a reach of around 20 million people and so will have contributed to more visitors and awareness too



Major donors

Generous donations from major donors are funding new and exciting projects:

- The Desmond Foundation has pledged £1.3m to fund England's first ever **Coast to Coast Canoe trail**. More than 10,000 young people from some of the country's most deprived areas will help to transform 150 miles of canal, creating the longest canoe trail in the UK
- Three major donors are funding our pioneering **Stratford to Stratford** youth arts project
- Private donors are funding the installation of **The Line**, a world class sculpture trail along the Meridian Line in London



Trust Fundraising

We have received over £525,000 of new funding from trusts

Recent grants include:

- £150,000 from the Wolfson Foundation for the restoration of 'Mosssdale' and the improvement of galleries at Gloucester museum
- £250,000 from the Esmee Fairbairn Foundation to fund a multi-year environmental volunteering project in and around Manchester and Birmingham



Corporate Partnerships

We continue to have great success developing long standing and productive relationships with businesses:

- **M&S** has confirmed, that for the third year running, their staff will help spruce up our canals as part of their Big Beach Clean-up in May
- Our relationship with **People's Postcode Lottery** continues to go from strength to strength. This year PPL they have doubled their annual donation to £250,000



Corporate Partnerships

New developments include:

- We will work with **Google** to put a Google trekker on a boat to capture the entire length of the Coast to Coast Canoe Trail. We're also working with their cultural institute to get our digital archives into their virtual museum
- **Rolls Royce** is going to support the development of a new education programme, 'Brindley Brainwaves' that will be delivered by youth volunteers to 7 – 14 year olds
- Match funding from **Sport England** for a two year post for a Sports Participation Manager to pilot attracting more people to sport on the waterways in the South East (in partnership with the Enterprise team)

Corporate membership



Why Corporate Membership

- Focus effort of small team on major national partnerships
- Opportunity for waterways and senior volunteers to fundraise locally
- Build a stronger relationship with companies than volunteering alone can achieve – create buy into the cause

Research

Competitor Analysis of Corporate Memberships:

- Showed we can gain added value for our volunteering
- Companies looking for reputational boost as well
- Other charities have wide range of levels to attract both regional and national partners



Research

Stakeholder interviews

Corporates identified two priorities:

- Employee engagement
- Reputation improvement



Corporate Membership

A natural attraction for business:

Keeping alive a unique blue-green corridor that benefits wildlife, transforms the community, and improves the lives of all of us now and for future generations

- An opportunity to join a group of companies with similar interests:
 - environmental impact
 - employee engagement in local community
- A tiered programme of benefits that deliver to objectives

Membership level	£500	£1,000	£2,500	£5,000	£10,000	Adoption	Team days
Welcome pack	x	x	x	x	x		
Subscription to CRT magazine	1	5	10	20	40		
Listing on CRT web page	x	x	x	x	x		
Acknowledgement in CRT annual review				x	x		
Notifications of other CRT volunteering opportunities	x	x	x	x	x		
Exclusive volunteering days		1	3	5	10	10	1
Places on CRT Challenge events	x	x	x	x	x		
PR and social media support				x	x	x	x
Adoption of a 'blue-green corridor'				x	x	x	
Discounts on boating holidays and other benefits for staff				x	x		
Discounted hire of unique venues and film locations					x		

How will it work?

- Allows us to take a proactive approach as well as reactive
- Fundraising team will support all initial approaches by waterways and volunteers
- Waterways will be involved to ensure we have capacity before approaching any company

What will it look like



Canal & River Trust

Corporate Membership

a natural attraction for business

“The canals and rivers in England and Wales provide a fantastic setting for our employees to get involved and be in touch with their local community. The Canal & River Trust maintain such an important part of history, and align with our Plan A objectives of a greener and more sustainable environment.

Rachel Barton
Retail Engagement & Plan A manager
Marks & Spencer

Corporate Membership

Corporate membership is a clear demonstration of your commitment to environmental sustainability – and to your stakeholders.

You will be keeping alive a unique blue-green corridor that benefits wildlife, transforms the community, and improves the lives of all of us now and for future generations.

We can help you meet your objectives by offering real benefits for your employees to engage with natural spaces and their local communities – as well as delivering a positive impression to your customers, suppliers and neighbours.

As one of the UK's biggest charities, the Canal & River Trust relies on the generosity of a wide range of individuals and organisations to help us with our work. Every day we look after 2,000 miles of canals, rivers, docks and reservoirs, along with museums, archives and the country's third largest collection of protected historic buildings. It's a very big job – and we need your business to help us protect, maintain and develop this unique national asset.

Your business can help us secure a unique, irreplaceable natural environment, sustainable for future generations.



The difference your support will make...

...your membership will help us to keep our waterways alive, ensuring that we can all enjoy the wildlife and sense of community that they create.

£500

...will enable us to buy materials and tools for a local volunteer group to help restore an historic section of the canals bringing back local history and pride to their community.

£1,000

...will provide an education workshop with the resources to reach 1,000 children with our explorers learning programme, bringing nature to children.

£2,500

...will go towards extending the blue-green corridor creating more biodiverse spaces, where people can enjoy quality time.



£5,000

...will help us to create habitats for endangered water voles and otters using special reed beds.



£10,000

...will help us maintain one of the 2,700 listed structures.



the benefits

- **A welcome pack**
Including a certificate for you to display your membership to staff and customers
 - **Copies of Canal & River Trust's Waterfront magazine**
Giving you details of our work and ideas for the best ways to enjoy our waterways
 - **Listing on the Canal & River Trust corporate webpage**
Different levels of membership will give different levels of exposure on the site
 - **Acknowledgment of your support in our annual review**
 - **Local volunteering opportunities for your staff**
Signpost your staff to individual opportunities to get involved with the Canal & River Trust
 - **Executive Team Days designed to meet your business objectives***
Help develop leadership and team-working skills whilst preserving your local canal and providing a great day out of the office
 - **Places on challenge events**
Bring your team together and have great fun raising some valuable funds for the Canal & River Trust
 - **Adoption of a Blue-Green Corridor**
Help us create an environmental haven across England and Wales by adopting a stretch of canal that will bring nature right into the heart of towns and cities
 - **Exclusive Discounts for your staff**
Your staff will receive a 15% discount from Drifters boat hire and a 10% discount from Cottages 4 U
 - **Discount on canal site locations**
Our canals have provided locations for dramas, documentaries and films. These unique backdrops can provide a stunning setting for conferences or meetings or could even be a location in your company's next promotional book.
- We offer a range of packages and can tailor our corporate membership to your needs, see back page for our contact details.



* Terms & conditions apply

Initial audiences

- Target industry sectors to recruit ‘founding members’
- Sectors include:
 - Construction
 - Legal
 - Finance
 - Retail
 - Transport
- Followed by targeting of companies that have taken multiple days/and or have shown a previous interest in our work.
- Plus your suggestions based on local knowledge

Targets

National	Target no. partners	Total value £k
Corporate adoptions/ members (£50k/year)	2	100
Lower-level national corporate members (£10k/year)	2	20
Lower level national corporate members (£5k/year)	4	20
Lower level national corporate members (£1- 2.5k/year)	4	7
Regional targets	20	25

Who should we approach?

Who from your contacts do you want to involve with the Trust?



Email:

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