



Unlocking Philanthropy

Supporting Medical Science

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Why do people give?

- Carnegie's view in 1889
- To make a difference
- The feel good factor
 - Involvement
 - Feeling of belonging
- Immortality
 - In perpetuity
- Obligation?
- Because they're asked!
- Fashions in fundraising
 - Capital versus people





Building on excellence

- Who'd be a fundraiser?
- Why the need to fundraise?
- The role of the Development Consultant



Pushing the boundaries of knowledge

- Why support medical development?
 - Personal experience
 - Touching people's lives
 - Massive audience potential
- Competition within the charitable sector
 - Why us, not them?
 - Blue sky projects
- The U21/SCT Consortium
 - What is the Consortium?
 - How the partnership was born
 - Our aims and potential





Fundraising practise

- What are you trying to do?
 - Realise a vision
 - Make a difference
 - Get the project started or developed!
- What do you need to do?
 - Build confidence through a strong and clear Case for Support
 - Demonstrate buy-in from an internal and external audience
 - Raise funds
 - Raise more funds



Fundraising practise

- Achieve results by
 - Institutional readiness
 - An agreed strategic plan and timeline
 - A financial target
 - Allocation of resources/budget to the fundraising effort
 - An inspiring and ambitious VISION
 - The need; what *exactly* is the project and how will the money be spent?
 - Finding friends
 - Identifying possible donors
 - Asking
 - Thanking
 - Create opportunities of involvement for donors, showing accountability
 - Asking again!





Reaching a potential

- To Campaign or not to Campaign?
 - The difference
 - No difference
 - Planning



Fundraising is

- the right person asking
- the right donor
- for the right gift
- for the right project
- at the right time
- in the right way





Philanthropy- past present and future

- James Joyce, Irish author: "*While you have a thing it can be taken from you ... but when you give it, you have given it. No robber can take it from you. It is yours for ever when you have given it. It will be yours always. That is to give.*" Richard Rowan, in *Exiles*, act 1 (1918)

Thank you

