




## Hale Community Centre's Board of Trustees Treasury Sub-Committee Meeting 3<sup>rd</sup> October 2022 at the Bush Hotel

<b>Present:</b>	Norma Corkish (NC)	Chair
	Tom Quinn (TQ)	Trustee
	Harvey Wickham (HW)	Treasurer
	Jean Hounsham (JH)	Trustee (Minutes)
		<b>Actions</b>
1.	<p>HW circulated a draft Fundraising Strategy document - a five-year plan, which he suggested should be changed slightly before being presented to the Board. It identifies strategies which should be implemented to balance the HCC accounts and to grow the HCC revenue streams.</p> <p><b>Specifically:</b></p> <ol style="list-style-type: none"> <li>1. How could we increase our pool of 'Patrons' (currently identified as 'Friends of Hale Community Centre)?</li> <li>2. What strategies should be adopted concerning: <ul style="list-style-type: none"> <li>• <b>Events</b> – how can we add new fund-raising events (aimed at the Patrons) to the events that the Centre is already holding (which are aimed at our Clients)?</li> <li>• <b>Campaigns</b> – how can we make these stand out so that they are 'eye-popping'?</li> <li>• <b>HCC website</b> –can we both improve and promote the website?</li> <li>• <b>Social Media</b> – how the Centre can use social media effectively for fundraising?</li> </ul> </li> </ol>	
2.	HW opened the meeting by explaining it is now important that the Board of Trustees agree to strategy changes which improve our unrestricted revenue.	
3	<b>Events.</b> To date, our client events have raised relatively small amounts of money. The HCC should now consider setting up some new events, aimed at a different network of Patrons, for example:-	

	<p>1) <b>Individually Sponsored HCC Events</b>, the feasibility of various options was discussed, including a sponsored walk ('Come and Walk with us' (?), like the recent 'Walk the Wards' event, organised by The Phyllis Tuckwell Hospice).</p> <p>2) <b>Business Sponsored HCC Events</b>, like the recent Walk the Wards event. Should we have a Linked-In Account to promote to, and communicate with, business patrons, and to expand our business network?</p> <p>3) <b>HCC (Bungalow) Sponsorship Scheme</b>, could we attract businesses to sponsor one of our rooms or spaces, for example the (Business Name) Hall or the (Business Name) Garden.</p> <p>4) <b>JustGiving Individual Sponsored Events</b>, could we attract individuals to name us as their chosen charity when completing their own events? For example, should we appeal to runners who want to enter the 2023 London Marathon ballot, and who gain a place, to run for charity, which could be the HCC.</p>	Facebook post
4.	<p><b>Campaigns.</b> It was agreed that high level funding campaigns are less suitable for things that we already do on a day-to-day basis, such as the Community Fridge &amp; Cupboard. Instead, any such campaign should be set up to raise funds for one off projects/assets/or building works. For example, we could set up a campaign for the planned future roof repairs. If this worked, it would free up the roof reserves we've already built up for other things, such as the Community Fridge &amp; Cupboard.</p> <p>Any proposed campaign would need be planned carefully, including agreeing suggested time frames.</p>	
5.	<p><b>The HCC Website.</b> It was agreed to review the fundraising side of the website. For example:</p> <p>a) The 'Donate/Get Involved' page on the website could be split into two pages to simplify things for both our patrons and our volunteers:</p> <ul style="list-style-type: none"> <li>• The '<b>Donate</b>' page would be for patrons, who want to donate</li> <li>• The '<b>Get Involved</b>' page would be for volunteers, who want to volunteer</li> </ul> <p>b) The Donate page would be simplified into three 'buttons':</p> <ul style="list-style-type: none"> <li>• <b>Donate Now</b> – used for one off or regular contributions with gift aid, defers patrons to the <b>CAF website</b></li> <li>• <b>Nectar</b> – used for Nectar point donations (no gift aid), defers patrons to the <b>Crowdfunder website</b></li> <li>• <b>JustGiving</b> – used for individually sponsored events with gift aid, defers patrons to the <b>JustGiving website</b></li> </ul>	JH

<p>6.</p>	<p><b>Social Media.</b> It was proposed changing ‘Friend of Hale Community Centre’ to ‘Patron’. The word Patron has, in the past, been used by charities to honour, and show they were connected to, high level individual(s), who had often set the charity up. Their name would go onto the bottom of that charities writing paper.</p> <p>Charities don’t use writing paper much anymore, and they don’t generally need to associate themselves with high level individuals (we don’t, anyway). We can, however, use the word advantageously ( and in the same way that other crowd funders do).</p> <p>If we refer to the individuals (or businesses) who make financial donations to us as our ‘patrons’, we flatter them. Flattering them makes it more likely that they’ll donate more to us, and more likely that they’ll donate to us again in the future. They might also promote us to their network, which might make their network want to donate to us too (so that they, also, can become ‘patrons’).</p> <p>A simple fund-raising social media post could look like this:</p> <div style="text-align: center;">  <p>The image shows a social media post layout. On the left, the word "we" is written in a simple, lowercase, sans-serif font. In the center is a solid red heart icon. On the right, the word "giftaid" is written in a black, lowercase, cursive script font.</p> </div> <p>We have published a good article on the Gift Aid Relief scheme, which provides individuals with tax relief on charitable donations. The details can be found here.</p> <p>Our generous patrons allow us to continue our good work in the community. Thank you.</p> <p>Touching the picture would re-direct the potential patron to the <b>HCC Website ‘Blog’ page</b>, where the <b>article on Gift Aid</b> would have been published. This page is <b>one click away</b> from the ‘<b>Donate</b>’ page, which is where we want them.</p> <p>The social media post could be shared (promoted) by anyone who saw it, to their own networks, or groups that they’re members of. For example, the ‘<b>I Love Farnham Surrey</b>’ group has approximately 19,300 members. Not all of them will be interested in Gift Aid – but some will.</p>	<p>ALL</p>
<p>7</p>	<p>HW proposed, and it was agreed, that he would try to arrange for his friend, who works as a fundraiser for the Alzheimer’s Society Charity, to attend a Trustee Meeting in the New Year.</p>	<p>HW</p>