

## **BACKGROUND**

Citizens Advice Epsom & Ewell (CAEE) is looking to formalise and increase its external fundraising capabilities to generate unrestricted funds reinforcing its current stable financial position.

This activity is not a project but a long term competence we wish to develop within the organisation.

Historically CAEE has successfully run events such as quizzes and musical evenings and in isolation this type of activity raises between £1,000 - £2000 net after all costs. It is recognised that the more we plan these events in advance, the more successful they are. A key challenge in the success of each event has been the dependence on staff and volunteers to buy the tickets and contribute generally to any activity. By building relationships and making ourselves known and relevant to a much enlarged group of people, we should underpin the fundraising. It is expected this population will be between a minimum of 100 - 200 people

## **SCOPE OF THE ROLE**

CAEE is setting an ambitious target to generate £25,000 of unrestricted funds each year starting in the financial year 20/21. This will be achieved by reaching out into the community and clearly articulating the work and benefits of CAEE.

This plan has two component parts –

- A body of data that will drive attendance and help us best understand the people and organisations who can help and support our work
  - We will identify relevant groups such as schools, religious organisations, Corporate organisations, members clubs and Individuals in the borough who can assist and support us
  - Build a simple excel / database to track and build information on our supporters (observing GDPR standards)
  - Create interactions wholesale or targeted into this group, informing of events, directly appealing for support either financially or by donation of facilities
  
- A calendar of events that can be built on year on year and that individually generate between £2,000 - £5000 net after all costs – we need to develop approximately 6/7 events per year
  - There are organisations who will host free or competitively
  - Auctions
  - Golf days
  - Musical evenings / Quizzes
  - General sporting events – the jockey club
  - Epsom Soup

Building the data and information to achieve this ambitious goal will involve the role holder initially undertaking some research, working out and contacting our target group and gathering the relevant information that will lead to the creation of a marketing database. As that information develops, we will be able to strengthen our relationships with individuals and groups so that our dialogue is

managed and controlled, in that when people receive a contact they understand why. This will then be followed by organising and managing fundraising events that are supported by those we've built up relationships with. This will include ensuring effective feedback loops are in place in order to see how we can improve after each event.