

## Swindon Therapy Centre for MS A Fundraising Case Study

Swindon Therapy Centre for MS transformed itself from:

a low profile, organisation with 37 members in poor quality rented accommodation, and making a loss to...

a high profile organisation with 250 members in its own premises, delivering 5 times more therapy sessions, and making a surplus.

From this ....



To this ....



They did it without government money – that is without grants or contracts from the Council or Health authority

### How did they do it?

A planning day got everyone on board – trustees, staff, volunteers, members  
Honest self evaluation led to a business plan and a new sense of purpose

### Community Fundraising

**Started by raising the organisation's profile – get known, then you can raise money**

- Changed all their display material.
  - *Develop a new logo, new leaflets, new posters, new website*

**Developed lots of ongoing fundraising activities – it all adds up!**

- Increased Membership
  - *use members to sell raffle tickets, attend events, do sponsored activities*
- Raffles (raises £4k+ per year)
  - *hold a raffle whenever you have an event as well as standalone draws*
- 15 Street Collections per year (raises £15k per year)
  - *learn the most successful times of day/week/season, the best locations and the most successful collectors (people who smile)*
- Monthly Draw (raises £1.5k+ per year)
  - *£1 per week via standing order - very little administration needed*
- Tombola's/Stalls
  - *in local companies or at local events*
- Selling merchandise
  - *eg. buy small teddies for £1 and sell for £2*
- Sponsored events
  - *use an online site such as virginmoneygiving.com*
- Cake Bakes
- 200 Club

- Curry Nights
  - on Monday nights Indian Restaurants may let you have the profits
- Sponsored events organised by others eg national or local marathons

### **Built Support Groups**

- Ladies choir, line dancing club, schools/college, church club
  - Get others fundraising for you
- Local companies
  - use people connected with your organisation (most of them work somewhere) to make introductions
  - ask for raffle prizes
  - get the employees fundraising for you - eg selling raffle tickets, buying merchandise, doing cake bakes or sponsored activities.

### **Grant fundraising**

#### **Sought advice**

- Charities Information Bureau has lots of experience. Our advisors will help you identify which trusts to ask and how to write good applications. Contact details below

#### **Built relationships with funders**

- keep in touch, send newsletters, annual reports (show them you are successful)

### **Good business planning**

#### **Enabled the organisation to take out a mortgage**

### **Top Tips**

- Recruit everyone to help – members, users, families, volunteers, the wider community
- Know where you're going and keep reviewing where you are
- Be prepared to invest
- Be prepared for hard work
- Think profile

From this ...



To this...



*With thanks to Jackie and David Wray of the Swindon Therapy Centre for MS for sharing the secrets of the Centre's success*