

Appendix 6 Annex – Income Forecast from Peter Stone + our observations

INCOME	2016/17	2017/18	2018/19	2019/20
Supporter Programme	12,000	45,000	90,000	150,000
Number of supporters	400	1,500	3,000	5,000
Amount	30	30	30	30
Campaigns	7,000	20,500	25,000	45,000
Campaign Round One – public donations	5,000	5,000	0	0
Campaign Round One - supporter donations (20% response @ £25)	2,000	5,500	0	0
Campaign Round Two – public donations	0	10,000	10,000	0
Campaign Round Two - supporter donations (20% response @ £25)	0	0	15,000	10,000
Campaign Round Three – public donations	0	0	0	10,000
Campaign Round Three- supporter donations (20% response @ £25)	0	0	0	25,000
Spontaneous Donations	13,500	15,000	17,000	18,000
Donations to Volunteers Service	5,000	5,000	5,000	5,000
Car Parks	500	1,000	1,000	1,000
Visitor Centres/Trails Donations	3,000	4,000	5,000	6,000
Ranger-led Events/Guided Walks	5,000	5,000	6,000	6,000
Visitor Payback	2,500	7,500	20,000	40,000
Number of Businesses	25	50	100	200
Average number of nights/donations p.a.	50	75	100	100
Donations per night	2	2	2	2
Event Fundraising	4,500	7,000	18,000	30,000
Events for Partner Organisations	3,000	4,000	4,000	5,000
Event Participants' Payback	500	1,000	1,000	2,000
Organisers' Donations/Fees	1,000	2,000	3,000	3,000
PDNPA Events	0	0	10,000	20,000
Subtotal	39,500	95,000	170,000	283,000

Leg/In Mem	2,000	2,000	2,000	3,000
Legacies	0	0	0	0
In Memoriam	2,000	2,000	2,000	3,000
Corporate	5,000	12,000	17,000	17,000
Sponsorship	3,000	5,000	10,000	10,000
Gifts in Kind	1,000	5,000	5,000	5,000
Donations	1,000	2,000	2,000	2,000
High Net Worth Giving	0	0	50,000	50,000
Donations	0	0	50,000	50,000
Gift Aid (assume average of 50% of Supporters, Campaigns, VP, Donations income attract GA at 25%) will depend on Charitable Status	0	0	0	(37,875)
TOTAL	46,500	119,000	239,000	390,875

Observations on the income for phases 1 and 2 (primarily for 216/17 and 2016/18): **Income**

Major campaigns – the 20% response rate from supporters is predicated on recruiting 400 supporters – it is unlikely that these will be recruited early enough in the year to achieve this target.

Spontaneous donations – the donations to the North Lees boxes have risen since new branding has been applied so the link to the brand on the ground project will probably be critical here. The use of ‘impulse buttons’ on line will assist the target.

Visitor payback – the recent offer of a donation from Derbyshire Country Cottages is an example of visitor giving that indicates that the 2016/17 target could be realistic if resources can be found to explore and develop a scheme.

Event Fundraising –Eroica 2015 generated c. £3,000 donations from event participants which makes the estimates look realistic (possibly under playing the potential) Our own Trails event “A Walk in the Park” will be the pilot for 2016/17 and will inform future predictions.

Supporter programme – the learning from the recruitment target of 400 supporters in 2016/17 will provide the basis for adjusting the forecasted income when the process of recruitment is properly understood and costed. The donation of £30 is used as the basis for calculations but in practice there is likely to be a range of donations, however, £30 will be taken as the average.