



## Peak District National Park Foundation Report

The Peak District National Park Foundation is a charitable incorporated organisation. Registered with the charity commission in February 2019. Governed by 7 Trustees with two part time staff seconded by the Authority to manage the charity and support the Trustees in delivering their fundraising ambitions. It also benefits from financial management services and operational costs provided by the Authority.

Our vision 'The Peak District National Park is enjoyed, conserved and enhanced by everyone'

Mission: To grow income and support to care for the Peak District National Park for everyone to enjoy forever

### Objectives

- To raise funds to support the impacts of the Peak District National Park Management Plan
- To create a culture of philanthropy supporting the Peak District National Park

NB The Foundation is a fundraising vehicle and doesn't deliver any projects. It supports activities which keep the Peak District special and help make it a National Park for everyone. It connects people who care about the Peak District and have the means to invest in its future with the partners striving to care for the National Park.

### Organisational Development

Since registering with the charity commission in February 2019 we have:

- Two part time members of staff (Fundraising Development/Foundation Manager Sarah Slowther and Fundraising Development Officer Claire Barlow) are leading on the development and fundraising work for the Foundation reporting to the Trustee board. They are supported by Juliet Farmer Senior Finance Officer (financial management services) with some communications support from the wider Marketing and Fundraising Service.
- Registered with HMRC for gift aid purposes
- Registered with the Fundraising Regulator
- Developed an ethical policy for due diligence purposes
- Opened a Bank Account and agreed financial procedures/policies
- Trustee training induction, role descriptions, conflict of interest and code of conduct policies agreed. Trustee away weekend in October and bi-monthly board meetings
- Fundraising Strategy and business plan developed with Trustees
- Website and donate function, social media/marketing plan and brand development with Digital Marketing University Graduate placement starting in December for 6 weeks.
- Small lottery license secured to support fundraising from raffles etc.

### Fundraising Strategy

The Foundation's initial focus is organisation and partnership development and campaign creation.

Our first campaign is #70kfor70. Raising £70k for a range of projects by April 2021 to celebrate 70 years of the Peak District National Park. This campaign is about developing the cause,

building support and starting to develop the donor journey. The strategy is to use #70kfor70 as to start conversations and develop a range of fundraising channels. The end of the campaign will be marked by a fundraising ball in April 2021 to highlight the #70kfor70 projects and launch the Foundation's major gift/philanthropic fundraising.

The Foundation is fundraising for pre-agreed projects in the short to medium term with a longer term aspiration to develop unrestricted income and become a grant giving body. Working with the Authority we're developing a 'project shelf' a list of projects to fundraise for. These must further the Foundation's charitable objects and deliver management plan outcomes around conservation, habitat restoration and a national park for everyone.

The 70kfor70 projects which the Foundation is fundraising for are in the table below (nb amounts are indicative and dependent on achieving £70k and project amounts may vary dependent on restricted and unrestricted income)

Project/outcome	Target
Junior Rangers & engagement	£5,000
Miles Without Stiles	£10,000
Monsal, High, Peak, Tissington Trails	£10,000
Ranger led Health Walks	£5,000
Moors for the Future	£10,000
Stanage North Lees Estate	£10,000
South West Peak	£10,000
Year of Green Action Community Activities	£2,000
Accessible Derbyshire – Wheely Boat	£c1,000
Peak District Mosaic	£c1,000
Ride Sheffield/PD MTB Trail maintenance day volunteer costs	£c1,000
Fit for Work	£5,000
<b>TOTAL</b>	<b>£70,000</b>

## Fundraising Progress

The Foundation is developing a range of fundraising channels, the table below shows the income against each channel.

	Target	Actual income received to 6 <sup>th</sup> Nov 2019	Forecast income based on commitments	Notes on forecast
Corporate	19,000	0	7,903	Unclaimed client balances
Grants, Trusts & Foundations	20,000	2,073	3,500	Ninevah + CAF
Public fundraising incl visitor giving	18,000	7,983	750	Calendars + runners
High Net Worth	10,000	0		
Events	3,000	0	1000	raffle
<b>TOTAL</b>	<b>70,000</b>	<b>10,056</b>	<b>13,153</b>	

## Income Secured

### Trusts and Foundations

The Foundation is able to apply for a wide range of smaller charitable trusts and foundations which aren't open to the Authority. It has secured £1,000 for Junior Rangers from Niniveh Trust and we're anticipating a grant from Foundation Derbyshire for Junior Rangers.

We have secured £2,043 from Derbyshire County Council's Action Fund which is supporting Fairer for Nature a South West Peak project.

Health Walks has been chosen as a project by Baslow Co-op and will secure some funding from this – amount is based on 1% of members spend.

### Corporate Support

Alongside visitor giving and event organiser donations, the Foundation has benefited from residual client funds from law firms in administration.

We're currently running our first raffle with some fantastic corporate support from Chatsworth House, Losehill House Hotel, Mount Cook, Peak Ales, Woodland Ways all donating great prizes and social media promotion to support our fundraising.

### Projects the Foundation has supported to date

#70kfor70 Project	Amount	Notes
Year of Green Action Community Activities	£2,000	Application process based on Authority Community Grants scheme. Projects supported include: Bradwell Hydro project Xmas Lights £520 Pinders Meadow Hedgerow £672
Fairer for Nature - SWP	£2,043	DCC Actions Grant's Fund supporting Fairer for Nature. A project with Fairfield residents association and SWP engaging young people in nature
Elkstone History Project - SWP	£2,500	Individual donation to support SWP Elkstone History Project, the donor wanted this to go via a charity for gift aid purposes.
<b>TOTAL</b>	<b>£6,543</b>	

### Grant Agreement Spend

The table below is taken from the grant agreement with the Authority, with spend to date added. The cash contribution is actual spend on behalf of the Foundation. Staff time is based on a percentage of various members of staff.

	Year 1 as per grant agreement	Spend to 6 <sup>th</sup> Nov 19 includes last financial year	19/20 balance remaining	Year 2 as per grant agreement	Year 3 as per grant agreement
Cash Contribution	£25,250	£13,926	£11,324	£11,200	£13,700
Staff Time	£58,000	£23,642	£34,358	£50,000	£45,000
<b>Total</b>	<b>£83,250</b>	<b>£37,568</b>	<b>£45,682</b>	<b>£61,200</b>	<b>£58,700</b>

The £13,926 spend to 6<sup>th</sup> Nov 19 includes £5k payment from the Authority into the Foundation bank account for cash flow purposes regarding working capital.

### **Conclusion**

The Foundation Trustees are pleased with the progress made since February. In the short time since our formation we've had numerous positive conversations with residents, businesses and visitors, with many already taking positive action to support the Foundation. We've made significant progress in organisational development and we're motivated by the public and corporate support to date. We're thrilled to be almost a third of the way to our £70k target. Trustees would like to thank the Authority for its partnership approach and support. We believe working together we can all achieve more for the National Park. Thanks especially to Authority staff that have supported us particularly Visitor Centre staff and Rangers.