

## Peak District National Park Foundation Year 1 Report 2019-20

This report provides the National Park Authority with a financial and operational overview of the Peak District National Park Foundation's first full year and a look forward for the current year. Our annual report was approved by trustees at our AGM in July and a link to this has been sent to Authority members and staff.

Our first year has focused on organisational and partnership development. We've developed our vision, mission and priorities and worked with the Authority to identify priorities for the Park which are for the public benefit and in line with our charitable objects.

We've launched #70kfor70 as our first campaign to celebrate the 70<sup>th</sup> birthday of the Peak District National Park in April 2021. By the end of the 19/20 financial year our income was £88,677 and we'd funded our first projects - all within our first year of operation.

It's certainly been an interesting and busy first year. We welcomed the recommendations of the Government's Landscapes Review particularly nature enhancement and recovery and a national park which is welcoming to everyone and we are continuing to fundraise to support projects which realise these ambitions.

We've witnessed the impact of a changing climate on the Park. February was the wettest month on record, followed by the sunniest May. In response, to the spate of fires we launched our Fire Fund to support important conservation, visitor engagement and fire prevention work and secured over £2,500 towards this during lockdown.

The current pandemic has inevitably slowed our progress and impacted our income. We've paused the work of our fundraising volunteers, and the many fundraising events we were due to attend over the spring and summer. Our major gifts programme has been delayed and we've paused our Peak Partners work during lockdown –as the many local businesses we work with have struggled. We've also been fortunate that our small fundraising team has been able to continue working from home (around childcare and home school commitments), progressing elements of our fundraising projects and reviewing our strategy to mitigate the impact of a challenging fundraising environment. Our supporter base and social media reach has continued to grow and we've appointed a marketing consultant on a pro-bono basis during this period to grow our audience which will lead to increased donations. We also managed to raise around £5,000 during quarter 1 2020/21 despite lock down.

We're proud of the progress, income and momentum we've achieved and grateful to all our staff, volunteers, supporters and partners. We're particularly grateful to the National Park Authority for covering our core costs so more of what we raise can support the important work the Authority and Management plan partners deliver across the Peak District.

### What is the Peak District National Park Foundation

We're a Charitable Incorporated Organisation, governed by seven trustees, three of our trustees are nominated annually by the Authority.

We've spent our first year developing our business plan, fundraising strategy and project pipeline in partnership with Authority colleagues. Our business plan is summarised below:

We believe the Peak District National Park should be a vibrant, colourful and safe home for the wildlife we all love. Our right to enjoy the National Park was hard won by ordinary folk. In that spirit, we want to make it more accessible, for everyone to enjoy. But it is also unique and very fragile; we must *always* strive to keep it special.

We work in partnership with the many organisations which care for the Peak District through The National Park Management Plan. The Foundation is the fundraising vehicle for the Authority, working to secure investment for Management Plan impacts which further our charitable objects.

We connect people who care about the Peak District - and have the means to invest in our vision -with partners striving to care for the National Park.

The Foundation is not a delivery organisation – we raise funds to support projects in the Park, the Authority is a key delivery partner.

### **Our Vision**

The Peak District National Park is enjoyed and conserved by everyone.

### **Our Mission**

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

### **Our Values**

**Inclusive** - we are open and approachable and committed to a National Park for all non-political and non-campaigning.

**Collaborative** – working with partners delivers better outcomes for the National Park and its visitors, beneficiaries and supporters. We work in an inclusive and transparent way with partners and supporters. All our fundraising activities are delivered in an ethical way to maintain the trust and confidence of our supporters and partners which we depend on.

**Creative** – we always look for opportunities to develop new projects and partnerships to maintain a resilient organisation with a diverse range of supporters and income streams, which help us realise our vision of a National Park conserved, enhanced and enjoyed by everyone.

### **Our charitable objects**

We have five charitable objects for public benefit. These include promoting the conservation and enhancement of the National Park's special qualities. Promoting learning and understanding about the National Park and improving physical and mental wellbeing through enjoyment of the Peak District. You can read our full charitable objects [here](#)

We're delivering these charitable objects through focussing on three areas of impact in the Management Plan. These are

- A National Park everyone
- Conservation and habitat restoration
- Preparing for a future climate

### **Organisation Progress/key achievements**

1. Recruiting trustees and treasurer
2. Registration with the Charity Commission
3. Registered with Fundraising regulator
4. Agreed business plan and fundraising strategy
5. Brand & website development
6. Social media development and growing followers
7. Launching the #70kfor70 campaign
8. Our calendar with Phil Sproson Photography
9. Peak Partners collecting donations for the Foundation, Visitor Centres, Phil Sproson Photography, Peak Ales, Peak Running
10. Securing over £88k in our first year!
11. Funding three Year of Green Action projects to help local communities tackle climate change as part of 70kfor70
12. Funding the first of our #70kfor70 projects - Fairer for Nature
13. Charity Partner of choice for Peak Resort operators
14. 13 regular donors

### **Fundraising Strategy**

Our first campaign is #70kfor70. We're raising £70,000 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 to start building awareness, start conversations and start developing a range of fundraising channels.

The 70kfor70 campaign and the projects supported will be celebrated at a 70<sup>th</sup> anniversary event on 22<sup>nd</sup> April 2021 at Thornbridge Hall. This will showcase the work of the projects and need for further investment to 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, climate change mitigation and a national park for everyone.

**2020/21 Fundraising Focus**

Although the current pandemic has impacted income, we're confident will meet our £70k net target for 70kfor70. This financial year we're focussing on completing 70kfor70 and developing our corporate and major gifts programme.

We're working with Authority and management plan colleagues to develop our project pipeline beyond 70kfor70 with a workshop planned for September. The fundraising focus will remain on the Management Plan impacts above and the projects supported are likely to be similar in the short term. We're hoping to create a Peak District Proud Fund to support enjoyment with understanding and community activities as well as further support for key programmes.

We're focussing our efforts on three main areas of fundraising –individual/regular donors, major gifts/partnerships and trust and foundation applications.

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

<b>Project/outcome</b>	<b>Target</b>
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 – changing places facility at Millers Dale	£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 & Financial Progress 19/20**

We're delighted to have secured income of £88,667 in year 1

- Trustees allocated £15,088 to 70kfor70 projects in 19/20, with the remainder being paid to projects in 2020/21
- Total spend (excluding core costs funded by the Authority) was £531 .
- Authority spend was £20,876

Income was made up of:

- £8,073 grant income - an area we plan to grow with delivery partners in 2020/21
- £2,181 raffle & calendar sale income
- £62,564 dormant funds
- £15,859 income from fundraising activities – an area we plan to grow in 2020/21 along with our corporate support and major gifts programme.

### Reserves & 70kfor70 Progress

To ensure the Foundation is a financially sustainable organisation, we're working towards a reserves position of three months' core costs. We're allocating 15% of unrestricted income to general reserves to cover any unforeseen drop in income, additional running costs or to enable us to respond to new fundraising opportunities.

Trustees have agreed a restricted reserve for our dormant fund income to mitigate the unlikely risk of any claim on these funds. Twenty-five percent of dormant fund income is allocated to a restricted reserve.

70kfor70 is split across two financial years. We're pleased to report that we're almost at our £70k net target and will exceed the £70k cumulative target in the current financial year.

### Grant Agreement Spend

The table below is taken from the grant agreement with the Authority. The cash contribution is actual spend on behalf of the Foundation. Staff time is based on a percentage of various members of staff. In reality this is Fundraising Manager/Foundation Manager post 0.6FTE and Fundraising Development Officer 0.6FTE

	Year 1 as per grant agreement	Year 2 – 20/21 as per grant agreement	Year 3 21/22 as per grant agreement
Cash Contribution	£25,250	£11,200	£13,700
Staff Time	£58,000	£50,000	£45,000
Total	£83,250	£61,200	£58,700

Year 1 Cash contribution spend was £20,876 against the budget figure of £25,250 above.

### Conclusion

The Foundation Trustees are pleased with the progress in year 1. 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, following us on social media, becoming regular donors and signing up for our e newsletter. We've made significant progress in organisational development and we're motivated by the public and corporate support to date and in development.

Trustees would like to thank the Authority for its partnership approach and support. With public sector spending expected to decrease, coupled with the challenges of a changing climate and growing visitor numbers, we believe the Foundation has a vital role to play in enabling Authority & Management Plan projects to benefit from a wider range of funds. Working together we can be greater than the sum of our parts and achieve more for the National Park

Peak District National Park Foundation Trustees