

Peak District Local Access Forum

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Item: 6

Title: The Peak District National Park Foundation supporting the Access Fund

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Fundraising background

The Peak District National Park Authority has had a long-term ambition to diversify and increase income to support National Park Management Plan outcomes. There are lots of funders the Authority can't apply to as a statutory body. The Authority is less well placed to develop regular donors, business donations and major gifts and can't claim 25% gift aid on donations. Recognising this, the Authority took the decision to establish a fundraising charity.

[The Peak District National Park Foundation](#) registered with the charity commission in February 2019. Its vision is that the Peak District National Park is enjoyed and conserved by everyone, forever. The Foundation believes the Peak District should be a vibrant, diverse, and resilient place for nature, wildlife and climate, supporting the nation's wellbeing, enjoyed by and welcoming to all. Everyone should be able to discover and engage with protected landscapes to benefit the health and wellbeing of the whole nation. It was founded to raise funds and support projects to deliver this. Its staff and running costs are covered by the National Park Authority, longer term we're working towards covering these costs.

The Peak District National Park Foundation is a key part of the National Park fundraising strategy and our ambition to connect people to the National Park. It's the vehicle through which we can grow new income streams for Management Plan projects.

We're developing a programme approach to fundraising using the Foundation as the public facing brand to develop support for campaigns including the Access Fund. The Foundation is working to grow support from regular donors, corporate supporters, trusts and foundations and major donors. We're moving away from individual projects fundraising and creating a single route for donations. This enables us to co-ordinate our efforts and resources and better understand the cost of fundraising and the return on investment. It also creates a central system for thanking and stewarding supporters so we can grow a longer-term commitment from our supporters to develop funds to support conservation and access across the National Park. The Foundation is the best vehicle for this as a registered charity and it's registered with the Fundraising Regulator.

How The Access Fund fundraising fits

Working with Sue and Mike we've included the Access Fund as one of the Foundation's fundraising campaigns. Working with the Rights of Way Team, our £70kfor70 campaign raised £10,000 to support access work as part of Miles Without Stiles.

Restricted/Ring fenced Access Fund donations

We've included a dedicated donation

link <https://peakdistrict.enthuse.com/peakdistrictaccessfund#!/> where donations are

ring fenced for the Access Fund – the money raised is paid as a grant to the Access Fund once a quarter. It includes the donation plus 25% gift aid (where donors have included this).

The Foundation uses Enthuse to manage its online fundraising. This gives us additional functionality including an automated thankyou and option to join our mailing list, gift aid processing, customised branding and marketing for specific campaigns. This Enthuse system includes a small fee for handling and processing payments. This is clearly detailed at the point of making a donation online and donors are given the option to cover the fee and many donors chose to cover this fee. The average fee (it varies dependent on size) is between 5 & 8%.

Any method of taking donations online will have costs associated with it. For example, a charity that builds its own digital fundraising system will have to pay a web development agency or internal staff to build that system, to maintain it and to ensure it is secure. In addition, there will also be a payment provider cost (e.g. Mastercard or VISA) associated with each donation and the administrative task of tracking those donations and thanking donors.

In line with charity industry standards for every £1 the Foundation raises we ensure that at least 85% goes on project delivery. The Foundation's reserves policy aims to retain 15% of unrestricted income to develop the Foundation's reserves position and to work towards covering its core costs in the longer term. For restricted income (income donated to a specific campaign such as the Access Fund) the Foundation takes a 5% fee to work towards covering the costs of fundraising.

Grant payments from the Foundation to the Access Fund will be ring fenced donations plus 25% gift aid, less the enthuse fees (where these aren't covered by the donor) and less 5% Foundation fee to start working towards covering the cost of fundraising. The Authority is keen for the Foundation to cover its staff and operational costs in the longer term. This can only be achieved by retaining a percentage of income.

Unrestricted Income supporting the Access Fund

In addition to the ring-fenced donations mentioned above, the Foundation has a growing number of [Peak Partners](#) – corporate supporters who support our vision as well as a growing number of regular and one off donors who donate to support our work more generally. We can also use some of this unrestricted income to support the Access Fund, adding to the ring fenced amounts donated specifically for Access work.

Payments and Monitoring

The Foundation will make a payment to the Access Fund once a quarter this will include the ring fenced funds received and any unrestricted income raised which can support Access work. This is paid as a grant with conditions including acknowledging the support of the Foundation and its supporters, tagging the Foundation in social media and sharing details of the access work the grant has supported. This is so we can report back to supporters and the charity commission and include information in the [Foundation's Annual Report](#).

The longer term ambition for the Foundation is to create a dedicated funder of Management Plan impacts it's still early days but support is growing all the time and working with Sue & Mike, we hope to be able to grow the already strong support for access work.