



Fundraising Strategy

2023-2026

For many years Response has been recognised as one of the largest charities in Oxfordshire, working to support adults with mental health issues through supported accommodation. In more recent years, we have utilised the scale and resources available to Response to begin to make a real difference within children, young people and families (CYP&F) mental health and wellbeing services through our young person's supported accommodation service, social prescribing youth work and transitional support for 16-25 year olds (Reframe).

Working closely with statutory organisations and partners, we acknowledge the demand for our adult and CYP&F services will far exceed the supply. As an organisation, we see it as our responsibility to help deliver support models that will increase access to support as and when people need it, as well as positively impact future years through early intervention and preventative community support.

Our Vision

To enable people experiencing mental health challenges and complex needs live their lives to the full.



Our Mission

Response provides a range of mental health support services to young people and adults across the Thames Valley, from early intervention and prevention through to supported housing.

Our Mission is:

- To support adults with serious mental illness and complex needs live as independently as possible by providing recovery-focused support within the community and our supported housing properties.
- To work with children, young people, and their families to help them have a healthy approach to their well-being and mental health, and to live in a safe and supportive environment.

Our Values

Our values are what make us unique. They represent how we define ourselves, our conduct, and our organisational priorities.

Caring Safe Creative Aspirational

The human connections we build at Response are what sets us apart from the crowd. We believe in the power of people, and they are at the heart of everything we do. We are one team of compassionate people working towards one goal, providing person-centred support that enables people to live their lives to the full.

Honest and open relationships help the people we support to feel safe. We work hard as a team to develop mutual trust with people that are being supported through our services, to empower them to exceed their goals. Whether you live with us, work with us or use our services, we are always available and easy to interact with.

We continuously seek opportunities to improve our services by listening and collaborating with those who use them and deliver them. People's needs change constantly, and our colleagues are empowered to continuously improve how we do things for the better.

We're constantly curious and always looking for ways to improve in all aspects of our work. We strive to support people being within our services in the best way we can.

Achieving Our Strategic Goals:

RESPONSE SECURES FUNDING FROM LOCAL AUTHORITY AND NHS COMMISSIONERS TO DELIVER SERVICES. DUE TO THE INCREASING MENTAL HEALTH CHALLENGES IN THE COMMUNITY AND FINANCIAL CUTS FACING THE SECTOR, WE NOW NEED TO FUNDRAISE TO BRING IN ADDITIONAL INCOME TO SUPPORT US TO ACHIEVE OUR STRATEGIC GOALS:



01 QUALITY, SAFE HOUSING

We will provide good-quality, appropriate housing that provides each resident with a safe home, enables recovery, and promotes wellbeing.



02 RECOVERY-BASED SUPPORT TO ADULTS WITH MENTAL HEALTH AND COMPLEX NEEDS

We will support more adults to lead safe, fulfilling lives by providing high-quality, evidence-based support services which promote wellbeing, recovery and independence.



03 MENTAL HEALTH AND WELL-BEING SUPPORT FOR CHILDREN & YOUNG PEOPLE

We will be recognised as one of the leading providers of safe, evidenced-based support services for children and young people, supporting them to achieve and are highly effective in building resilience, independence and a sense of wellbeing.



04 BE A GREAT PLACE TO WORK

We will be recognised as a great place to work, where our people feel valued and are given opportunities to develop and learn.



05 RECOVERY-BASED SUPPORT TO ADULTS WITH MENTAL HEALTH AND COMPLEX NEEDS

We will have robust internal systems and processes which provide a platform for high-quality services, financial stability, and sustainable growth.



Target Audience

Response recognises that it needs to focus its fundraising efforts on a broad range of stakeholder groups including individuals (both employees and community members), corporations, foundations, trusts and community groups who are likely to be interested in supporting our efforts to deliver mental health services and initiatives. We understand the need to increase awareness of Response and our work, to build a strong foundation of community supporters.

Funding will bring increased opportunities for innovation through financial contributions to address gaps / challenges in the system due to the financial constraints of statutory partners, to improve the community's access to mental health and well-being support when they need it.

Diversified Fundraising Streams

We will implement an online (and mobile compatible) donation platform that enables one-time and recurring donations. We will craft impactful stories that highlight the beneficiaries of our charity's work, leveraging storytelling, impact stories and testimonials to create an emotional connection with potential donors.

Individual donations

Corporate partnerships

We will build relationships with companies that prioritise mental health and well-being. We will offer partnership packages (including Charity of the Year) that include employee engagement programmes, cause-related marketing and workplace mental health initiatives.

Grant Proposals

We will research and apply for grants from foundations, trusts, government agencies and other relevant sources that support mental health causes and the delivery of high-quality accommodation.

Online Fundraising Campaigns

We will launch online campaigns during important mental health awareness months or in response to timely issues. We will consider seasonal trends and cultural events when planning our fundraising campaigns. For instance, end-of-year giving and holiday seasons are often popular times for charitable donations. We will utilise social media, email, newsletters and crowdfunding platforms to engage donors.

Events

We will organise fundraising events such as charity walks, runs, quiz nights, galas, as well as webinars and workshops focusing on raising awareness of mental health. We will consider hybrid or virtual options to reach a wider audience. We will also attend organised events to promote the charity and its work, sell branded Response merchandise and encourage donations, as well as increase our reach to potential donors.



Donor Engagement and Stewardship

RESPONSE WILL BUILD AND MAINTAIN STRONG RELATIONSHIPS WITH DONORS TO ENCOURAGE LONG-TERM COMMITMENT:

- PERSONALISED COMMUNICATION** — We will tailor our communications based on donor preferences and past interactions. We will send personalised thank-you notes, progress updates and publish impact reports.
- TRANSPARENCY** — We will clearly communicate how donations are used and the impact they make. We will share success stories and case studies to show donors their contributions are making a difference. Personal stories will create an emotional connection and drive donors to contribute.
- DONOR RECOGNITION** — We will recognise and appreciate donors through naming opportunities, acknowledgments in annual reports, social media posts, emails, podcasts and deliver invitations to exclusive events.
- FEEDBACK LOOP** — We will encourage donors to provide feedback on our programmes and initiatives. We will use their insights to refine our strategies.

We will develop and spotlight informative content about mental health and wellbeing, its challenges and the work our charity does. We will use our website, social media, our podcast (Real Life Response) and newsletters to share valuable information.

EDUCATIONAL CONTENT

Awareness and Advocacy

RESPONSE WILL INCORPORATE AWARENESS-BUILDING AND ADVOCACY OF MENTAL HEALTH AND WELLBEING INTO OUR FUNDRAISING EFFORTS

We will partner with mental health professionals, other third sector charities, influencers and sector organisations to amplify our message and increase our reach.

COLLABORATIONS

We will engage in advocacy efforts to influence policy changes related to mental health and service development, as well as on behalf of third sector community services. We will encourage supporters to write to policymakers, attend relevant meetings and elevate their voices.

ADVOCACY CAMPAIGNS

Data-Driven Decision Making

RESPONSE WILL REGULARLY TRACK AND ANALYSE ITS FUNDRAISING DATA TO REFINE OUR STRATEGY:

DONATION ANALYTICS

We will divide our donor base into different segments based on their giving history, interests and engagement level. We will tailor our communication and approach for each segment to maximise effectiveness. We will adjust our approach based on these insights.

CAMPAIGN PERFORMANCE

We will evaluate the success of different fundraising campaigns. This involves identifying what resonates with donors, to optimise future efforts.



Empowering Volunteers

TRAINING

We will provide training and resources to volunteers, enabling them to effectively communicate our charity's mission and fundraising needs.

By implementing these strategies, Response can not only generate revenue but also raise awareness, foster engagement and drive positive change in the field of mental health. We will regularly evaluate and adapt our strategy to ensure its effectiveness and alignment with our organisation's evolving goals.

PEER-TO-PEER FUNDRAISING

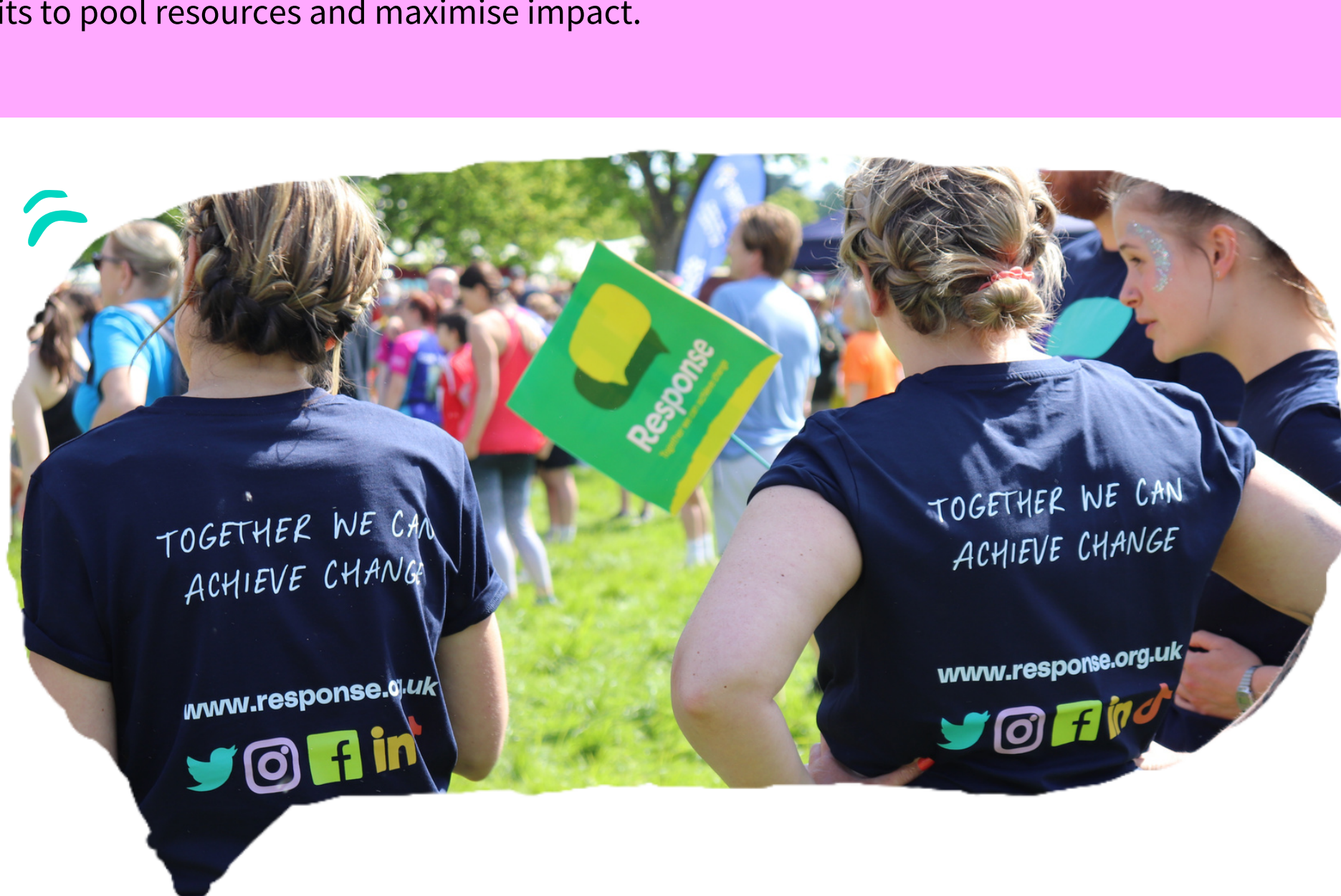
We will encourage supporters to create their own fundraising campaigns on behalf of our charity. This involves creating tools and guidance for successful peer-to-peer fundraising.

Fundraising Goals

Year 1 Objectives

2023-2024

- 01 **Impact Communication:** Develop and refine Response's story (by narrative and numbers) to engage potential funders and to clarify the value proposition for any funder. High-quality and compelling 'Case for support' will be developed for key business areas and projects, as well as involving employees across the organisation in the development of impact stories and testimonials.
- 02 **Set clear financial targets:** Analyse the current income and total costs for each project and programme, the individual funding gaps and total requirement needed. We will base funding priorities around these findings.
- 03 **Diversify Income streams:** Build a list of potential funders with declared interests aligned with the short-term and longer-term requirements of Response. This includes case for support themes, geographic focus, beneficiary cohorts, available funding (capital, operational, core costs, un/restricted). We will prioritise corporate businesses that operate across the Response region as well as more locally to individual properties/locality areas.
- 04 **Grant Applications:** Write and submit funding applications to local, regional and national trusts and foundations, as well as companies with confirmed interests and aligned values to achieve funding shortfall to achieve a target commitment of 175k within this financial year. We will prioritise high value multi-year strategic funders.
- 05 **Leverage Technology:** Sign up to key channels to achieve notification about funding opportunities which Response can apply for with high probability of success. Our new website will support us to better communicate the work and values of the organisation.
- 06 **Donor Stewardship:** Create a plan to engage and retain donors throughout the year. Introduce targeted communication for donors and potential donors through seasonal newsletters, a podcast (Real Life Response), webinars, email and social media posts. We will embrace online fundraising platforms and social media to expand reach and simplify the donation process.
- 07 **Peer to peer fundraising:** Have an online fundraising toolkit for Response staff and wider community individuals and groups to support effective fundraising activity on behalf of the charity.
- 08 **Events and Campaigns:** Run community events and attend community events to raise funds of a minimum of 20k, with branded merchandise for purchase, to raise awareness and reach our income target.
- 09 **Volunteer engagement:** Utilise volunteers to support fundraising events as well as opportunities for contributing to accommodation upkeep (gardens, decorating) through company volunteering days.
- 10 **Corporate partnerships:** Develop an attractive corporate partnership offer, which is flexible to match partnership requirements. Establish a minimum of 1 Corporate partner who has Response as their charity of choice for fundraising and donations, with resourcing allocated to grow and nurture this relationship and support fundraising efforts.
- 11 **Major gift campaign:** Achieve introductions to high-net-worth individuals (HNWIs) through interactions but due to the additional time required to develop and benefit from an effective philanthropy strategy, priority will be given to corporate funders, trusts and foundations.
- 12 **Budget Management:** introduce dedicated systems to track Response's budget, with systems in place to ensure that funds raised are used efficiently and effectively for the charity's programmes and services.
- 13 **Evaluation and Adaptation:** Embed and effectively utilise a customer relationship management (CRM) system to build and manage a database of donors. We will monitor the progress of the fundraising efforts and adapt the longer-term strategy based on what works and what doesn't.
- 14 **Sustainability Planning:** Establish internal processes and resources to achieve fundraising goals, including establishing a pool of engagement champions to support content development and cross-departmental involvement. We will develop long-term sustainability beyond the one-year timeframe, with due consideration of retaining multi-year funders.
- 15 **Legal and ethical procedures:** Ensure that our fundraising activities comply with all relevant laws and ethical standards.
- 16 **Collaboration:** Explore opportunities to collaborate with other mental health organisations or non-profits to pool resources and maximise impact.



Over The Next 3 Years

2023-2026

WE WILL

- Be recognised as a leading provider of high-quality mental health and wellbeing services in the Thames Valley and beyond within the local communities we serve, with a large pool of regular and loyal donors.
- Address system gaps or pilot innovative approaches through fundraising efforts to improve community access to mental health and wellbeing support.
- Have greater diversity and sustainable funding streams to support the innovative work and financial security of the organisation.
- Have a loyal base of trusts and foundations who can be relied upon for recurring multi-year funding.
- Hold relationships with philanthropists and high-net-worth individuals who provide high value donations.
- Have trusted and effective systems for measuring impact, as well as the resources to meet target requirements of maintaining and building upon our donation base and writing grant applications.
- Have robust data collection, collation and analysis across Response to measure impact at all levels of all programmes. This includes an accessible data dashboard and resource directory of impact-based quotes and individual testimonials from all stakeholder groups.
- Have developed a broad and active community of interest with individuals (employees and community members) who undertake their own fundraising activities, encourage others in their network to do the same, as well as support Response-led events.
- Grow and utilise a pool of trusted volunteers to support key areas of the charity, to bring efficiency, diversity and increased activity to achieve greater outputs and quality for the community we serve.
- Develop a pool of Response 'Ambassadors' who have lived experience of Response services and can support events, as well as Response's campaigning efforts.



Yearly Targets

	1 year target by April 2024 (per annum)	2 year target by April 2025 (per annum)	3 year target by April 2026 (per annum)
Community and peer to peer fundraising income	20k	40k	75k
Corporate, trusts and foundations fundraising income	175k	400k	750k
Donations through high-net worth individuals	10k	75k	200k
No. of Response supporters registered on CRM system receiving news/ updates	120	250	500
No. of views and engagements on posts across all social media platforms	6000	7500	9000
No. of website traffic	10,000	15,000	25,000
No. of active volunteers	10	40	75

"A FANTASTIC AND FUN EVENING SUPPORTING AN INCREDIBLE CHARITY. M'S STORY WAS INCREDIBLY MOVING AND REALLY HIGHLIGHTED THE IMPORTANT WORK RESPONSE DO."

Event Attendee

TOGETHER WE CAN ACHIEVE CHANGE