



Local giving for local need



## **SURREY HILLS TRUST FUND**

### **Fund Development Strategy – 2018-21**

#### **VISION**

*"The Surrey Hills AONB is recognized as a national asset in which its natural and cultural resources are managed in an attractive landscape mosaic of farmland, woodland, heaths, downs and commons. It provides opportunities for appropriate business enterprise and for all to enjoy and appreciate its natural beauty"*

#### **MISSION STATEMENT**

To inspire local philanthropy and generate new immediate and permanent funding to enhance landscape and lives in the Surrey Hills and surrounding areas.

#### **OBJECTIVES**

- To create a sustainable permanent fund which will grow over time from additional donations and capital growth and which will generate income year after year to support the enhancement and conservation of the Surrey Hills AONB.

- To build a grants fund from philanthropic giving and income generated from Surrey Hills Enterprises and the Surrey Hills Society that will award grants to support the management of the Surrey Hills AONB.
- To diversify sources of income from private individuals, families, Trusts and companies within the local community.
- To ensure grants are effective – targeted to greatest need based on knowledge and understanding of local communities and the environment.

### **TARGETS (to be agreed)**

#### **Endowment**

- **Achieved by March 2017 - £84,492**
- **Target: 2017-18 -**
- **Target over next 3 years: 2021 -**

#### **Grants Fund**

- **Achieved by Dec 2017 - £6,200 awarded to 5 local projects plus £17,300 funding available for grant awards**
- **Target: 2017-18**
- **Target 2021**

### **Grants Awarded to November 2017**

19/10/2015	Leatherhaed Youth Project	£1,000.00	To enable disadvantaged young people to access the Surrey Hills
27/10/2015	RSPB	£500.00	Fireproofing Farnham Heath nature reserve
17/02/2016	Surrey Downlands Partnership	£2,200.00	Targeted scrub clearance at Quarry Hangars SSSI in Chaldon

10/02/2017	Butterfly Conservation	£1,500.00	Conservation of the Small Blue Butterfly in Surrey to start in April 2017 over an 18 month period
24/03/2017	Surrey Hills Society	£1,000.00	A programme of creative health walks and workshops for people who would not normally have access to the countryside.
July 2017	Yvonne Arnaud Youth Theatre	£2,000.00	Guildford River heritage project
Nov 2017	Delight in the Woods	£3,000.00	Box Hill youth theatre and education project

### **Grants Strategy & Panel**

At the Surrey Hills Trust Fund Away Day on 8<sup>th</sup> December 2016, it was agreed that a number of key themes will form the focus of the grants strategy and future campaigns. The themes will also provide clarity about the benefits for donors and potential donors and ensure clearer marketing messages. The themes identified are:

- Landscape and Nature
- Share with Care (Access for All)
- Community, Health and Well-being

The themes set the criteria for selecting the Panel Members that could provide donations, knowledge and networks to enhance donations. There is a need to raise and restrict funds towards the themes and specific causes.

## Grant prospects for 2018

The Surrey Hills Trust Fund will focus on collaboration and funding projects in partnership with local community groups, voluntary organisations and charities to deliver projects on the ground.

These projects will form the marketing focus, key messages and be highlighted on the Surrey Hills website and a wider strategy in collaboration with partners. This would include demonstrating need, benefits, case studies, marketing/ PR opportunities, targeting potential donors (individuals, corporate, landowners) and recipients/applicants, with an explicit aim of trying to secure further donations.

Project	Aim	Benefit	Budget	Prospective Surrey Hills Trust Fund Grant	Recipient/Partner
Cycle Surrey Hills	90km signed off-road cycle network	Fund leaflets and get Trust Fund logo on signs and <b>seek donations from users</b>	£25k	£3k 2018	Cycling UK
Single track Mountain Bike network	Proposed 35km trail across Leith Hill, Holmbury and Pitch Hill	Support Assistant Ranger post to build and maintain network with volunteers, and <b>seek donations from users</b>	£20k 2018 £20k 2019 £20k 2020	£5k 2018 £5k 2019 £5k 2020	Friends of the Hurtwood
Surrey Unearthed, Surrey Hills Arts	Various activities to raise awareness of the AONB as part of the 60 <sup>th</sup> anniversary and engage new audiences	Associate the Trust Fund with outreach work and <b>seek donations from events</b>	£120k circa	£5 - 10k 2018	Surrey Hills Society
Into the Hills	Young people accessing, understanding and sharing the Surrey Hills.	<b>Opportunity to generate further donations</b> through the Trust Fund to secure legacy including Newlands Corner	£70k	£5k 2018 £5k 2019	Surrey Youth Focus

		Visitor Centre, Wild Weekends and John Muir Award scheme			
Equestrian Hacking trails and Horseman's Sunday	Promote hacking trails in the Surrey Hills through promotion, signage and waymarking	Opportunity to generate publicity on signs and Horseman's Sunday event, and <b>seek contributions from equestrians</b>	£5k	£2k 2018	British Horse Society
Rail to Trail	Promoting and signing walking from the North Downs Lines stations between Reigate and Guildford	Opportunity to have logo on station information panels, launch event and possible fundraising walks	£8k	£2k 2018	Community Rail Partnership
Inspiring Views	Maintaining and enhancing viewpoints (views, seats, access)	Opportunity to deliver small projects with partners and local communities across the Surrey Hills. <b>Seek donations to extend and potential memorial funding</b>	£10k	£5k 2018	Surrey Hills Society, through nominated grants

## **FUND DEVELOPMENT FOCUS**

### **60<sup>th</sup> Anniversary**

Louise Dunkley creating limited signed and numbered editions to be auctioned

Private View, Surrey life photographic exhibition. Jan

Civic Reception. Speakers House and Private View of Mary Branson's New Dawn. May. Need sponsor

Alderbrook Society Party Event. June. Possible auction

Newlands Corner. Mary Branson light installation and celebration

## **Surrey Hills Challenge and Festival of Outdoor Sport**

Annual event to promote the Surrey Hills and raise funds at Denbies

### **Donor event**

For existing Donors and potential donors to include profiles and presentations from Donors and grantees and show video - venue + date

### **Wealthy individuals and families**

Create a prospect list from each Panel member's contacts plus Community Foundation's Trustees, Ambassadors – arrange connections, introductions and 1:1's , lunches & dinners – focus on annual theme or themes as the main way to develop interest.

Include hosted events – small personal events hosted by individuals and businesses;

### **Companies**

Ride London Surrey Guaranteed Places – proposed 5 places as part of sponsorship package