**FUNDRAISING STRATEGY OUTLINE**

Over recent years the SNAPS’ Board of Trustees has sought to professionalise the approach to fundraising in order to establish a more consistent outcome for our efforts. To this end we have employed two experienced fundraisers, Sam Lambert, to handle Grant and Trust applications, and Helen Wells, to handle Community and Corporate fundraising. These are very different fields and require different approaches to the many challenges offered.

Each year we agree, in discussion between members of the Board, senior staff and the Fundraisers, on the strategies to be followed for the forthcoming financial year, April - March. This has varied depending on our view regarding our general and specific financial needs, our view of the fundraising ‘market place’ and any other particular operational and strategic challenges that SNAPS is facing.

We are aware that fundraising is hard work, and involves many factors. We don’t see ourselves in competition with other charities – instead the SNAPS approach is to try to be the very best that we can be across the board, and successfully jump the ‘hurdles’ that exist between the charity and a funder providing SNAPS with financial support. We are happy to explain ourselves to funding managers and ‘sell’ the services which we are providing to children with additional needs and their families in Yorkshire.

We have shown that we can be successful, and grow a charity to great effect through good governance, good management, excellent delivery and a clear vision. Funders, like everyone else, like to support a successful venture. Progress is then monitored through regular reviews with the Fundraisers, not least at each bi-monthly Board Meeting where detailed fundraising and financial reports are provided for discussion with Trustees.

**Our long term fundraising goals continue to be to:**

* Stabilise SNAPS’ income;
* Build reasonable reserves;
* Ensure a sustainable future for the charity; and
* Support planned growth.

**Our short term goals**

* To raise sufficient funds to cover our full potential operating costs for the financial year April 2018 – March 2019, in addition to the guaranteed funding which we have already raised. There are a number of unknowns facing the expansion plans and we are better off being cautious.