

consider

Reimagining legacy stewardship with immersive digital experiences

Fundraising Everywhere
Legacy & In-Memory Fundraising Conference 2025

consider



**More than 20 years'
award-winning
fundraising
experience, many in
legacy fundraising**



**We've delivered
18 charity legacy
programmes in the
last two years alone**



**Partnership and
collaboration – not
just pretty words, but
how we work best**

WHAT YOU'LL SEE TODAY

A cost-effective way to take supporters **behind-the-scenes** – showing them the impact of their gift.



WHAT YOU'LL SEE TODAY



LET'S GET STARTED



**What *is* legacy
stewardship, anyway?**



**Show the power
of legacy gifts.**

Behind the scenes.

Functional hyperemia: Local matching of cerebral blood flow to the metabolic demands of neurons



Bunge et al. (2002) *Neuron* 33: 301-311.



Roy & Sherrington (1890) *J Physiol* 11: 85-108.

Central question: How is neural activity translated into increased local blood flow?






OUR CHALLENGE



**Give pledgers that
same experience, but
from the comfort of
their own homes.**



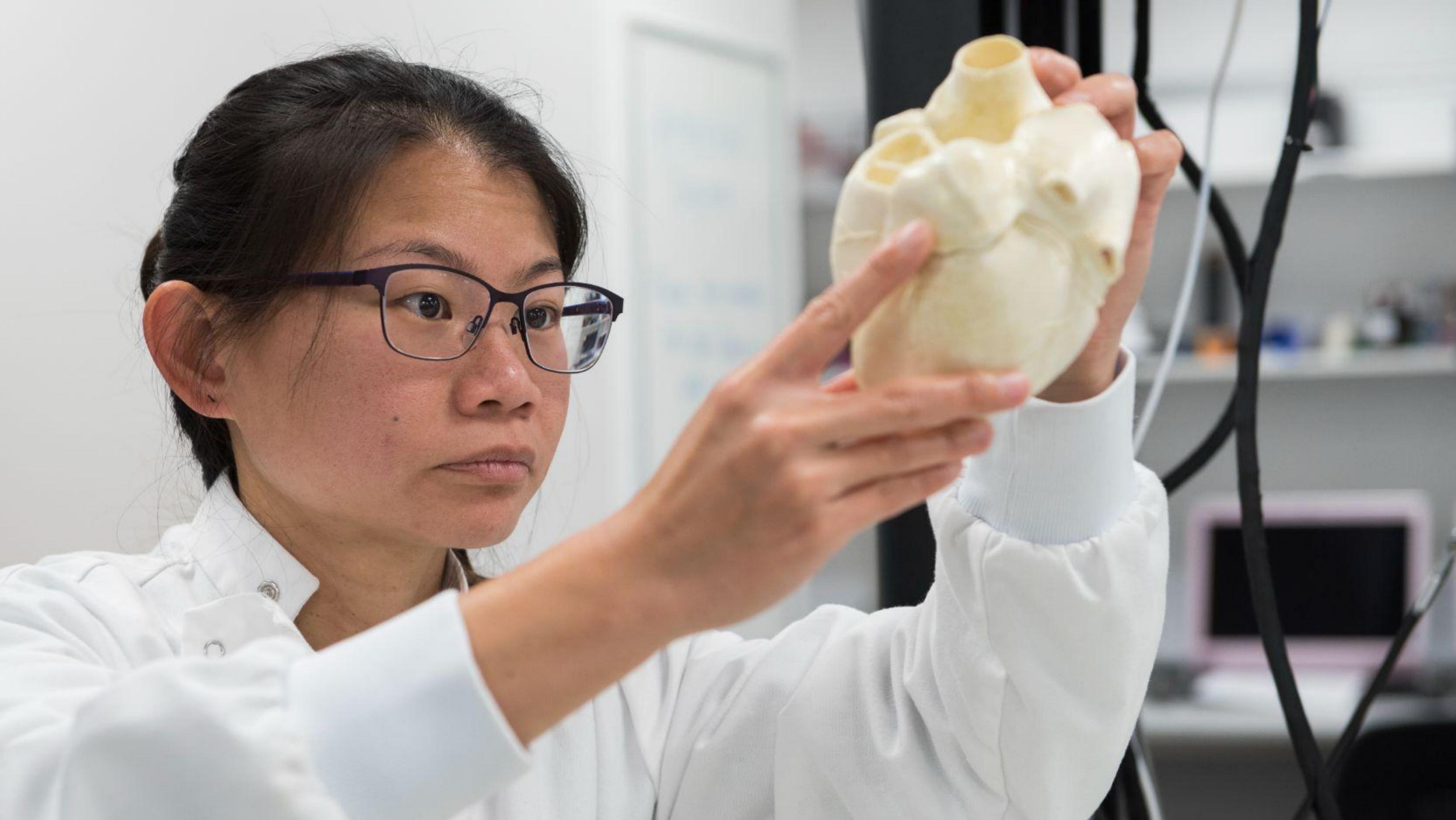
HOW WE SOLVED IT...





St. Thomas' Hospital







360° EXPERIENCE : RESEARCH LAB



[Experience it here](#)





360° EXPERIENCE : OPERATING THEATRE



[Experience it here](#)

**SJA's 360°
INTERACTIVE
EXPERIENCE**



Take a look at the future of saving lives...



OUR KEY TAKEAWAYS



OUR KEY TAKEAWAYS

**Multi-use,
longevity**

**Simple and
cost-effective
to build**

**Supplement
(not replace!)
your events
programme**



**What could work
for you?**

ANY QUESTIONS?



THANK YOU

Please get in touch with any questions.
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