

**BARNARDO'S**

Charity of the  
Year 2024

# An Extraordinary Supporter Journey

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# What To Expect and What Not to Expect

How I Raised the Largest Gift of My Career (So Far)

- The Story Behind how I Helped Bring in the Largest Single Grant in Barnardo's 159 year-history.
- What Made it All Come Together At the right time.
- How it Took Three Years.

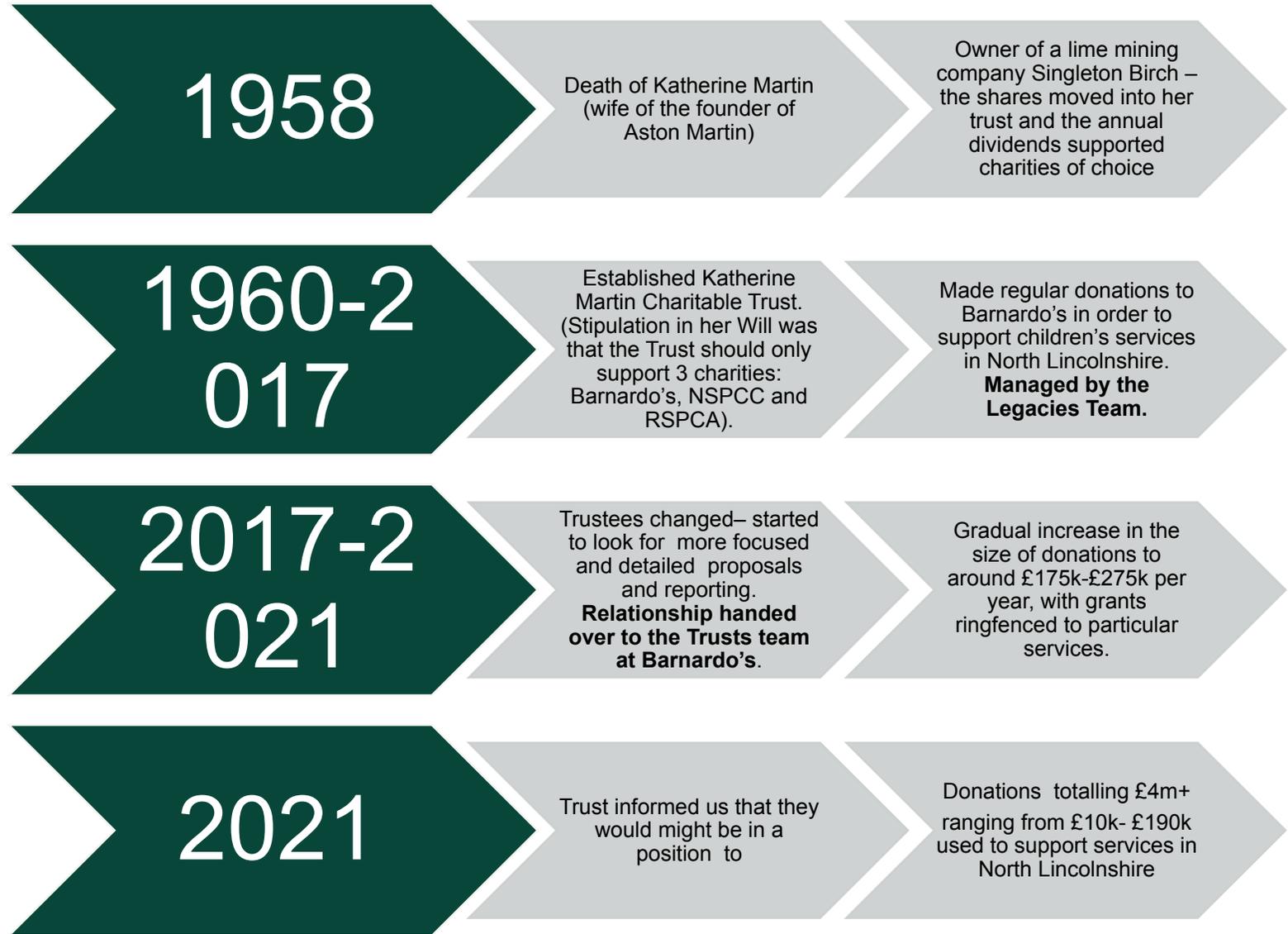
## But

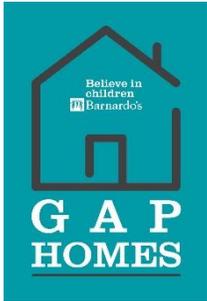
- There's No Clear Manual for it.
- Perhaps You Know It all Already?

## GREAT!



# Historical relationship between KMCT and Barnardo's



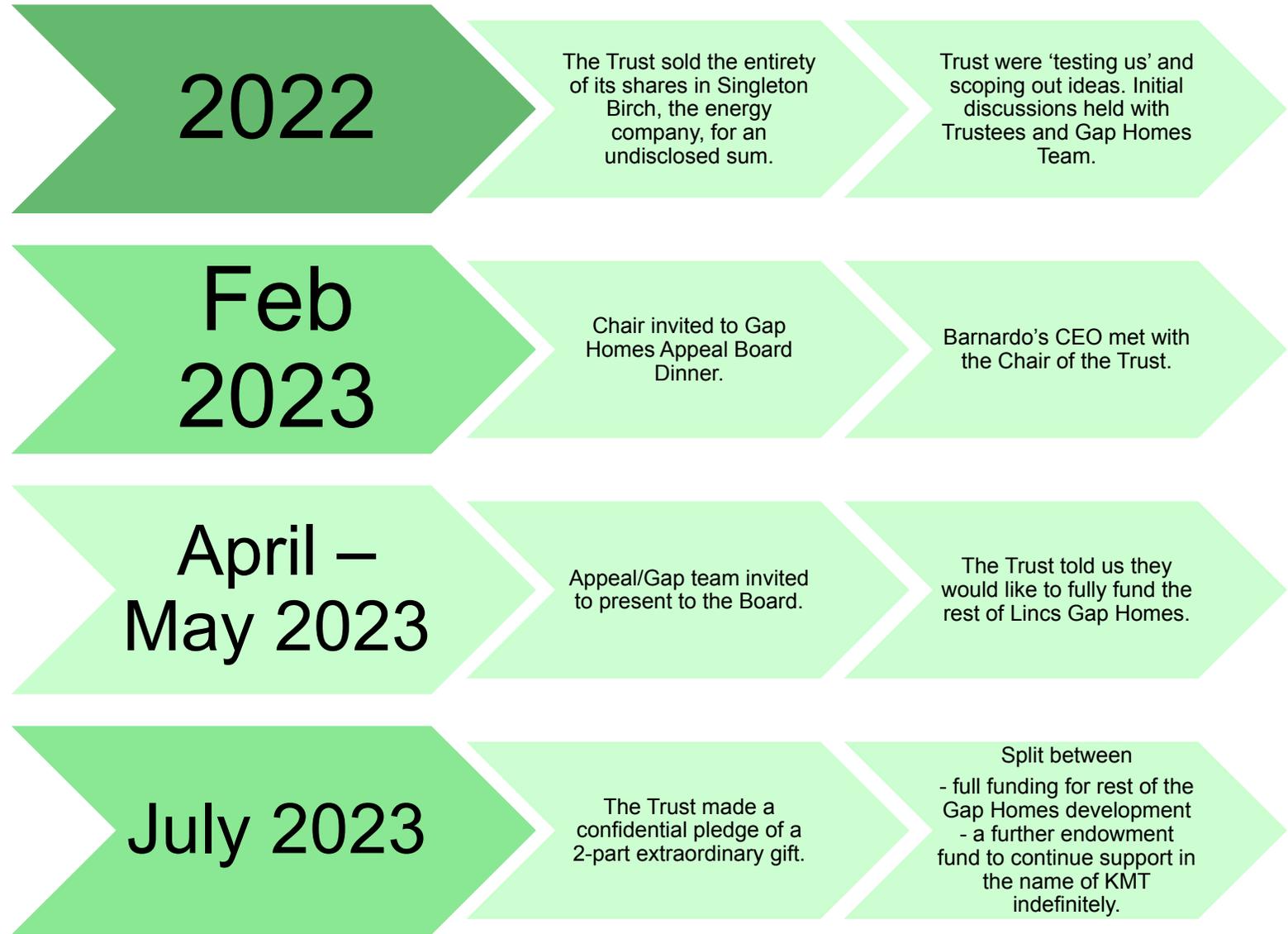


# Introduction to Gap Homes Project

- **An ambitious new capital project for the construction of 50 dedicated homes for care experienced young people across the country.**
- High quality, practical and equipped; additional housing designed with, and for, care experienced young people.
- Access to new locations in established communities.
- Support that reduces the likelihood of further housing related issues.
- Flexible housing options, adaptable to address a broad range of needs, e.g., mother and baby.

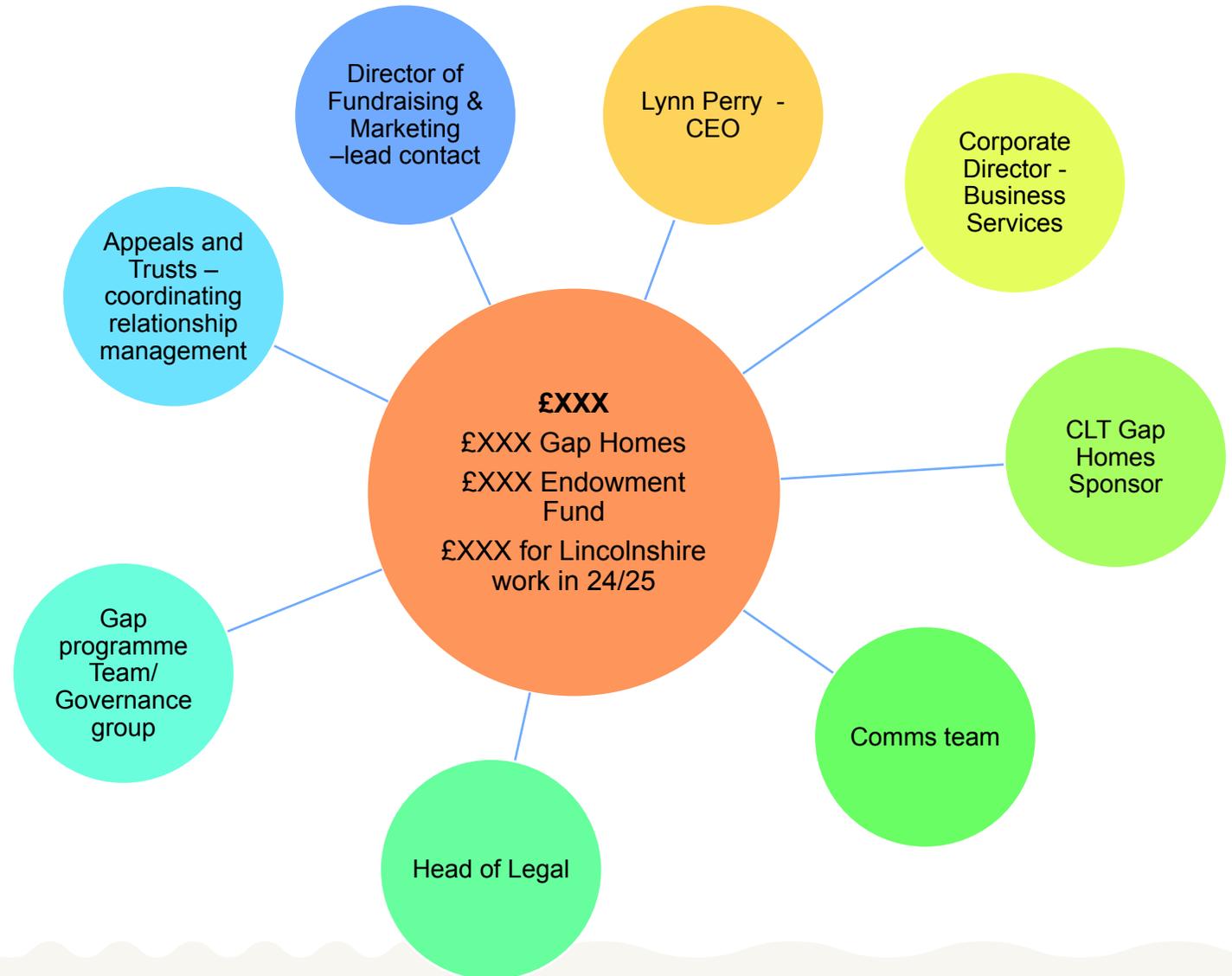


# Historical relationship between KMT and Barnardo's



# Post July'23 and ongoing

- Briefings
- Internal meetings
- Fact checking/providing evidence
- Stakeholder meetings with Barnardo's experts
- Charity Commission approval
- Grant agreements
- Reporting requirements
- Establishing evaluation plans
- Due diligence requirements
- Ongoing stewardship
- Media coverage – content approval
- Future recognition
- Relationships with trustees



# Position as of today

**£18 million banked**

**(£12.5 m for Gap, £5.5. m for Endowment Fund)**

- Biggest known single gift to Barnardo's.
- Stewardship and engagement of Katherine Martin trustees continues.
- The endowment fund will be invested by Barnardo's and the interest earned annually will be used to support services in the North of England.



# In Conclusion

- Having a big transformational project in mind, in your back pockets.
- Not just a pipe dream but something with a grand vision, that has been costed and well thought through.
- Having your own investment.
- Working with numerous stakeholders.
- Having the inhouse expertise to deliver that project.
- Getting involvement from your senior corporate leadership, trustees and all the different expertise required (senior project planning, legal, media) so that everyone is giving this the attention that it needs and pulling together in the same direction.

## Thank You for Listening!

