

The Spotlight



How small charities are creating huge impact

Winter 2020
Christmas Edition



BUMPER NUMBER OF SCHOOLS AND PTA'S RUN RAFFLES

A bumper number of text raffles were run by **Schools and PTAs** during the 2020 festive fundraising season. With schools and PTA's seeking new ways to fundraise in a cashless, digital way our text raffle service was a novel replacement for traditional Christmas hampers raffled at the school Christmas Fair. Swapping the ticket strips for text messages allowed grandparents and friends to enter from the comfort of their armchairs. Over £28,000 has been raised by 54 schools and PTAs.



Text Raffles for Schools and PTA's - [www.nationalfundingscheme.org/Case Study](http://www.nationalfundingscheme.org/CaseStudy)

SHINING OUT THIS CHRISTMAS

Sutton Night Watch Homeless celebrated this Christmas by encouraging supporters to donate a star. The personalised wooden stars hung on the community tree at the shelter were sponsored by friends and family. The names given in messages when making a donation were included on the stars. Over 20 stars, adorning the tree until the new year, have been created, raising £600.

Campaign: #SnwXmasStars- easydonate.org/XMASSTAR

EVERY DOG GETS HIS CHRISTMAS DINNER

This year's Christmas appeal by the much loved **Birmingham Dogs Home** after a particularly "ruff" year has raised over £2100 in text donations so far. Helping to feed 150 stray dogs in their two centres and provide a Christmas and New Year dinner. The proceeds of this campaign will also help care for the thousands of stray and abandoned dogs throughout the coming year.



Campaign: It's Been a Ruff Year! - easydonate.org/RUFF

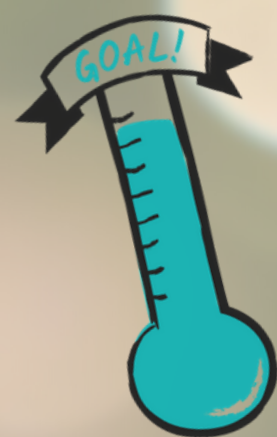
COMING TOGETHER FOR AN ONLINE CHRISTMAS CONCERT

The Kings Outreach put together an online Christmas Concert on behalf of Naomi's Garden on 11th of December. Funds raised in her memory were used for Conductive Education, enabling the children to learn, develop, stretch and grow. The fabulous lineup of supporters included West End performers of both stage and screen who shared their personal stories. Although the event was free they generated £510 in global donations through the DONATE™ QR code and text giving.

Campaign: Naomi's Garden Christmas Concert - easydonate.org/NAOMI

DONATIONS EXCHANGED FOR CHRISTMAS PRESENTS

Mildmay Hospital's Christmas 2020 Appeal brings a little light into the lives of their patients by raising funds to provide presents. Any patients who are discharged between Christmas and New Year, live alone or in a hostel, and have no family nearby, will be given a small hamper of modest gifts and treats and toiletries to take with them. By promoting the donation channels; text and web and QR codes on their website, donations are growing. Currently £894 with gift aid has been donated so far.



Campaign: Presents for Patients - easydonate.org/PUQ20I

If you would like to know more to help your organisation with digital fundraising please feel free to get in contact hello@nationalfundingscheme.org.

