

Major Donor Programme – where we are

The Major Donor pipeline has been developed over the last two years and has three levels. The income is building slowly and comprises gifts generally between £2 and 5K, although we have had more significant gifts.

We carried out wealth screening on our database in 2024 and identified prospects and suspects.

We also have an honorary programme linked to the major donor programme, which includes regular meetings with various stakeholders, including our CEO.

We held two events last year, a wine tasting and a Star Dog Event, which were successful, and we plan to repeat similar events in 2025.

We also hold regular project meetings with estates and animal care teams to identify possible fundable projects.

The major donor fundraiser works closely within the partnerships team with the corporate and trust funders.

The donor stewardship programme is very personal, with 1:1 meetings and tours on-site at Raystede and some off-site visits.

Capital Projects

Over the last two months, we have used an external consultancy to conduct a feasibility study. This looked at three animal-related capital projects, how we might package them into an appeal and our capacity to raise funds.

The report recommended that we start with the smaller project, so we are planning a £500K capital campaign over the next 1 to 2 years, with a private phase beginning this year.

We plan to continue working with the consultancy to upskill and build our programme.

The Major Donor Fundraiser will be central to this project.