

## **Fundraising and Events Policy**

### **Introduction:**

Lost Chord UK is committed to improving the lives and wellbeing of our beneficiaries, individuals with dementia and life-limiting conditions, as well as their carers. We recognise the importance of fundraising and community events in supporting our mission and expanding our reach. This policy outlines the guidelines and expectations for prospective volunteers, community partners, and individuals proposing fundraising events or projects on behalf of Lost Chord UK.

### **Alignment with Purpose:**

All proposed fundraising events or projects must align with the core purpose and values of Lost Chord UK. This includes demonstrating how the proposed activity will directly contribute to enhancing the lives of our beneficiaries and supporting our therapeutic music services in community and care home settings.

### **Key Objectives:**

Proposals must clearly outline how the fundraising event or project will meet key objectives cost-efficiently while safeguarding our funding. These objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).

### **Financial Safeguards:**

All fundraising expenditure should be safe and underwritten, and proposals must include a fully costed fundraising or events plan. This plan should demonstrate how the risk of financial loss will be mitigated and outline strategies to ensure breakeven or surplus.

### **Evaluation Criteria:**

Proposals should include the completion of a Lost Chord UK evaluation sheet providing as much detail as possible and where possible provide audience demographics, ticket prices, expected attendance, confirmed funding, ticket sales, marketing and social media strategies, and anticipated outcomes.

### **Important factors to consider and include:**

**Audience Details:** Describe the key purpose (i.e.) fundraising and target audience for the event or project, including demographics and their interests.

**Ticket Price Mechanics:** Specify ticket prices and any additional fundraising components (e.g., auctions, raffles).

**Cost commitments, deadlines, room hire, refreshments, print, equipment cost/hire.**

**Marketing and Promotion:** Outline plans for marketing and promoting the event to maximise attendance and fundraising potential.

**Logistics and Resources:** Provide details on venue, equipment, staffing requirements, and any additional resources needed to execute the event successfully.

**Compliance and Legal Considerations:** Ensure that all proposed activities comply with relevant laws, regulations, and ethical standards.

**Submission Process:**

Proposals should be submitted to the Lost Chord UK team for review and approval. Our team will assess each proposal based on its alignment with our purpose, feasibility, financial safeguards, and potential impact. Approved proposals will receive guidance and support from Lost Chord UK throughout the planning and execution process.

**Summary:**

By adhering to these guidelines and principles, Lost Chord UK aims to collaborate effectively with volunteers, community partners, and individuals to organise successful fundraising events and projects that make a meaningful difference in the lives of our beneficiaries. We look forward to working together to achieve our shared goals. Please submit a proposal and complete the evaluation.

**Lost Chord UK Fundraising and Event Proposal Evaluation**

Lost Chord UK use a weighting system to evaluate all fundraising and events proposals, as this provides structure that allows us to consider the relevant factors that align with and help us achieve Lost Chord UK's objectives and priorities.

<b>Weighting</b>	<b>Notes</b>	<b>0-5 Score</b>
1.Alignment with Mission: The extent to which the proposal aligns with Lost Chord UK's mission to improve the lives and wellbeing of individuals with dementia and life-limiting conditions and their carers.		
2. Impact and Reach: The potential impact of the fundraising event or project on the target beneficiaries, the community, or reaching stakeholders, including the number of individuals served and the reach of the initiative.		
3. Financial Viability: The feasibility and financial sustainability of the proposal, including the proposed budget, fundraising goals, and potential return on investment.		
4. Cost Efficiency: The efficiency of the fundraising plan in terms of minimising costs and maximising fundraising revenue, ensuring that resources are utilised effectively.		

Weighting	Notes	0-5 Score
5. Risk Management: The measures in place to mitigate financial risks associated with the fundraising activity, such as contingency plans, insurance coverage, and risk assessment strategies.		
6. Community Engagement: The level of community engagement and support generated by the proposal, including partnerships with local businesses, community organisations, recruitment of volunteers, community fundraisers and supporters.		
7. Innovation and Creativity: The degree of innovation and creativity demonstrated in the fundraising concept, that we can learn from, or pilot into future projects funding bids etc, including unique approaches to fundraising, event design, and participant engagement.		
8. Compliance and Ethics: The adherence to legal and ethical standards in fundraising practices, ensuring transparency, accountability, and integrity throughout the process.		
9. Evaluation and Reporting: The proposed methods for evaluating the success of the fundraising initiative and reporting outcomes to stakeholders, including metrics for measuring impact and effectiveness.		
10. Long-Term Sustainability: The potential for the fundraising activity to contribute to the long-term sustainability of Lost Chord UK's programs and services, fostering ongoing support and engagement from donors and stakeholders.		
	<b>Total</b>	

By incorporating the factors in Lost Chord UK's weighting system, we can effectively evaluate fundraising proposals on a like for like basis and prioritise initiatives that align with our mission, maximise impact, and ensure financial sustainability.