

Capital Appeals

Health Check

Is your organisation ready to launch an appeal?



Action Planning's Capital Appeals Team has spent many years helping organisations secure large sums of money to fund capital projects. We provide a comprehensive service from the initial feasibility study to campaign management and 'hand's on' fundraising. Planning and preparation are the keys to success, so it is vital to assess whether your organisation is ready to take on the challenge of an appeal.

With this in mind we have now developed **Health Check** to provide an inclusive review, to show whether your organisation is ready to launch an appeal. Health-Check equips you with the information you need to ensure your appeal gets off to a 'flying start'.

Action Planning's Health-Check includes a site visit, meeting with key staff and volunteers, reviewing documentation and providing a comprehensive report. We will consider and comment on the following:

- **General overview** - What is planned; internal consultation; planning preparation
- **Case for Support** – Is there a good business case for the proposed appeal; can the needs and benefits be clearly shown; what is the background to the project
- **Finances** - Existing revenue income; Appeal business plan/budget; the impact of an Appeal on revenue fundraising; potential sources for capital funding
- **Internal Resources** - Human resources, capacity, skills & experience; management; internal support; database
- **Organisational Support** – Roles of senior volunteers (Governors/Trustees); social networks; major donor development
- **The comprehensive written report** will be presented in person to allow for full discussion on our findings and recommendations.

Capital Appeals provide excellent publicity and much needed income for a large number of projects. Yet it is vital to fully evaluate the risks of embarking on a capital campaign by ensuring you have the support, networks and ability to achieve your targets. Action Planning's Health Check aims to give you the confidence to proceed, knowing that you have a prepared and considered approach with the background knowledge required. We look forward to discussing your specific challenges and opportunities.

examples of our work

Attlee Foundation

Feasibility study for and implementation of a £3million capital appeal for a children's centre. Including research, bid writing and fundraising support

Corrymeela Community

UK, Ireland & US capital appeal feasibility study and implementation. Support included mentoring for a capital appeal, bid writing, recruitment of an Appeal Director, development of fundraising matrix, capital fundraising training

Disability Challengers

Feasibility study for and implementation of a £3m capital appeal for a new Challengers Centre for disabled children and young people

London's Arcadia

Implementation of a capital appeal for heritage projects in the London Borough of Richmond upon Thames through finding funders and writing bids over a long term period

Topolski Memoir

Implementation of £1m matched capital appeal to restore the memoir and capital bid to Bridge House Trust

Beacon Centre for the Blind

Feasibility study for building a residential home and day care centre totalling £4m

Leonard Cheshire Foundation

Support for two capital appeals, strategic advice to the central fundraising team and presentation to directors on major donor fundraising