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**Fundraising Strategy Summary**

**Fundraising Vision Statement**

*To enhance the delivery of optimum services for patients and families through skilled, transparent and ethical fundraising*.

**1.0 Overview**

**Marymount is not fully funded and our fundraising eﬀorts remain crucial** for us to provide the best possible patient care.

We are in a more financially secure place since 2024, government and HSE cover a high proportion of core costs, which include most staﬀ (within a strictly deﬁned limit) and essential operating expenses like utilities, medication, and basic supplies.

We receive no funding for Capital Expenditure, which is expected to run at a minimum of €3m per annum for the foreseeable future. Our capex is vital for upkeep of patient based essential facilities and clinical equipment. It is also essential for transport to patients’ homes and for the implementation of quality initiatives to enhance the experience for families.

Our fundraising focus is on enhancing the quality-of-care experiences for patients and their families, which is their core purpose.

**2.0 Fundraising Strategic Goals**

1. To ensure a positive professional experience for all donors and supporters of Marymount
2. To create a proactive approach to keeping the public well informed about our fundraising and services, including the enhancement of positive communications and social media interactions
3. To develop a stream of income and process to provide financial support for exceptionally complex cases requiring hardship support
4. To ensure a set number of non-core posts can be supported financially
5. To develop community/ public inclusion in fundraising and volunteering
6. To secure an income stream to fund all capital expenditure including some large transformational and innovative projects.
7. To fund staff supports, education and research to further develop knowledge and skillsets and ensure that we remain at the cutting edge of Palliative Medicine, and to facilitate the progression of the overall Marymount strategy.
8. To ensure legislative compliance and related transparency in fundraising
9. To work alongside Together for Hospice (TFH) for national fundraising and awareness campaigns

**3.0 Fundraising Methods**

Marymount's fundraising methods are carefully designed to support our mission of providing specialist palliative care and older persons services. We employ a diverse range of approaches as follows:

1. **Our annual campaigns**: these are fundamental to Marymount; they engage the generous Cork community. Some are nationally (TFH) driven and some are more local, such as our annual light up a life campaign, Xmas cracker cycle etc
2. **Targeted events**: these are often annual or can be one off. For example, like charity run. These types of event work well with our mission and ethos and foster a spirit of collective support.
3. **Digital fundraising:** These are expanding year on year for fundraising and related analytics
4. **Major gifts program:** We have an informal arrangement for major gifts and do not actively seek monies from individuals in this manner. Nonetheless we are exceptionally grateful when members of our communitymake a major donation.
5. **Corporate partnerships:** Marymount works closely with companies supporting CSR particularly with local Cork businesses. These companies provide crucial support and visibility for our services.
6. **Legacy giving program:** We do not actively seek legacy donations. However, we are conscious of very generous donations through legacy whereby members of our community have chosen to donate to us in their will. Legacies will always be treated with the utmost sensitivity.

**4.0 Target Deliverables 2025-2027**

Building on our strategic objectives and vision for Marymount's future, we have established a set of specific, measurable target deliverables for the 2025-2027 period.

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|  | **Goal** | **Strategic initiatives** | **Timeframe** |
| **1** | To ensure a continual steady stream of fundraising income to support all service provision, enhance quality elements of care and strategic initiatives | * 1. Work with Together For Hospice on national hospice campaigns, including a third campaign as it occurs   2. Set annual financial targets and monitor   3. To develop new high-quality sources of fundraising   4. To support community fundraising initiatives insofar as possible   5. Develop corporate partners and appropriate ambassadorial support | Short term / ongoing |
| **1a** | To support significant funding for our education and research goal of our strategy | 1.6 To seed feed the scoping of an institute for education and research  1.7 To grow a body of research which will inform and develop SPC nationally and internationally  1.8 To fund relevant posts that will enable the vision of an institute for education and research to be achieved | Immediate |
| **2** | To create a proactive approach to keeping the public well informed about our fundraising and services, including the enhancement of positive communications, social media interactions and visibility at relevant events | * 1. Develop a social media strategy annually   2. Review all documentation packs as required   3. continue to develop on site media/ communications   4. promote Marymount and SPC with the team when opportunities arise   5. continue to review and develop merchandise   6. advocate for older persons and palliative care   7. review methods of communication and mailshots with data analyst input   8. ensure key advocacy dates are well supported internally and externally and marketed | Long term / ongoing |
| **3** | To develop a stream of income and a process to provide financial support for exceptionally complex cases, requiring ‘hardship financial/ social support’. | 3.1 Work with relevant staff in conjunction with hardship policy to secure a set fund for complex cases whose finances are limited | Short term / immediate |
| **4** | To ensure a set number of non-core posts can be supported financially in a sustainable manner | * 1. Ensure funding available for posts that are deemed necessary but not core funded in line with executive/ board requirements   2. Ensure fundraising income can support education and research and related posts   3. Fund posts and activities to complement daycare services | Immediate / ongoing |
| **5** | To develop community/ public inclusion in fundraising and volunteering | * 1. develop a volunteer growth strategy   2. review volunteer policy and develop areas as required   3. enhance collaboration with volunteers   4. to ensure all voluntary activities are relevant and professional and support the core work of Marymount | Long term |
| **6** | To ensure an income stream for larger capex projects, stand-alone projects, for innovation and research and to enable the Marymount strategy to progress | * 1. Capital expenditure requirements are 1->3 million per year every year   2. work with exec to ensure financial requirements of same   3. Work with exec to ensure communications for the public around fundraising related projects   4. ensure new innovations / quality improvements and research are publicised on website   5. ensure transport needs for outreach work (e.g. car purchases)   6. ensure appropriate infrastructure to support patient and family services, always striving for the best possible care environments   7. to enable funding for all related ESG work | Immediate / ongoing |
| **7** | To ensure a positive professional experience for all donors and supporters of Marymount | * 1. Review our donor experience, identify gaps and enhance the experience   2. Review website and update regularly   3. identify gaps and enhance the experience further   4. undertake survey of public perceptions of fundraising for Marymount   5. Explore corporate sponsorship potential   6. Explore potential ambassadorial support/s | Short term / ongoing |
| **8** | To ensure legislative compliance and related transparency | * 1. internal audits vs charity regulations   2. promote our triple lock status   3. website updates highlighting best charity practice | Ongoing |
| **9** | To support competence and wellbeing of the staff in line with Marymount ethos and culture, in order that they can be best placed to deliver the best possible care | * 1. support the financing of staff related initiatives   2. support funding for staff education/training as required   3. support staff wellbeing initiatives / hospice events   4. undertake any activities for staff that is related to prevention of burnout   5. to support funding of any elements of the HR wellbeing strategy as required | ongoing |
| **10** | To develop fundraising systems and structure | * 1. undertake a project to introduce a Customer Relationship Management (CRM) system for fundraising with a project manager   2. to develop the team in terms of communication and bereavement management when dealing with donors | ongoing |

*Looking to the future, we're enhancing infrastructure and will have a focus on ESG, ensuring Marymount's long-term sustainability by reducing our energy consumption and our carbon footprint to minimise our impact on the environment. Each of these methods is integral to our comprehensive fundraising strategy, enabling us to meet growing demands, invest in innovation and infrastructure and continue providing the highest quality care to those who need it most.*

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