



COMMUNITY LOAN FINANCE

FOUNDED 1996

## Changing Landscapes – Adapting Fundraising to the New Normal

Darren McMahon

2into3

30 July, 2020



**What's your favourite thing about your club?**

**Use the chat feature**

# Meet the Team



Dennis O'Connor  
*Director, Head of Consulting & Research*



Fergal O'Sullivan  
*Head of Recruitment*



Adrian McCarthy  
*For Purpose Manager*



Darren McMahon  
*Consultant*



Rob Foley  
*Consultant*



Niamh Carruthers  
*Analyst*



Michael Walsh  
*Recruitment Coordinator*



Judith Power  
*Marketing Coordinator*



Hannah O'Hare  
*Recruitment Trainee*



# Transforming Not-for Profit Organisations



Advocacy, Law & Politics



Arts, Culture & Media



Education, Research



Environment



Health



International



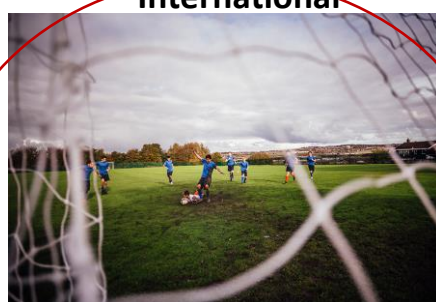
Development & Housing



Philanthropy & Voluntarism



Professional & Vocational



Recreation & Sport



Religion



Social Services

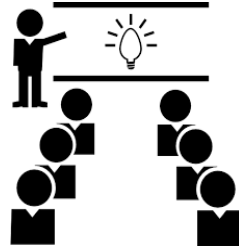
*We work with mission-driven organisations to **build capacity**, so that they can have a **transformative impact** on society in **Ireland and the world**.*

# How We Do It

## Consulting



Webinars



Masterclasses



Workshops



Reviews

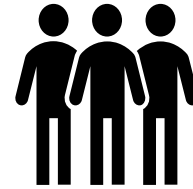


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## Recruitment



Executive Level



Middle Management



For Purpose Graduate Programme

## Research



Monitors



Reports



Insights



Newsletter



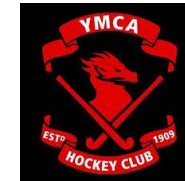
# Selected Clients & Partners



RATHDOWN SCHOOL FOR GIRLS  
Preschool, Junior School, Senior School & Boarding



CLONGOWES  
CLONGOWES WOOD COLLEGE



Avoca  
Hockey Club



THE CARRICKMINES  
GOLF CLUB



1.



2.

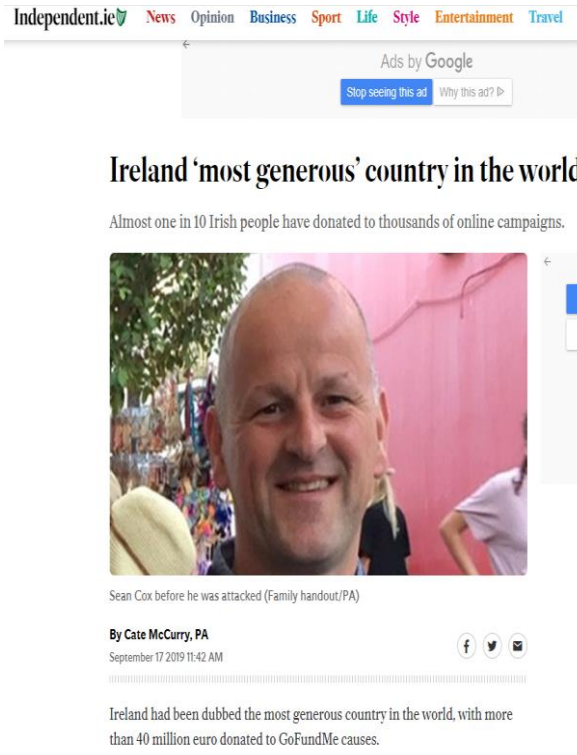




3.



**Ireland is the most generous  
country in Europe**



## Ireland remains 5th most generous nation as charitable giving declines worldwide



**Ireland has ranked very well in the top 20 most generous countries in the world**

# Ireland is the most generous country in Europe / World ?

# Philanthropic Marketplace

GDP and Per Capita Contribution, 2017



Transforming  
Not-for-Profits

	Ireland	U.K.	U.S.	N.Z. (2014)
<b>Total Fundraised Income</b>	<b>€1.1b</b>	<b>€24bn</b>	<b>€365bn</b>	<b>€1.74bn</b>
<b>As a % of GDP</b>	<b>0.3%</b>	<b>1.0%</b>	<b>2.1%</b>	<b>1.4%</b>
<b>Per Capita</b>	<b>€233</b>	<b>€358</b>	<b>€1,122</b>	<b>€386</b>

Source: Giving Ireland  
Sample: 1,304



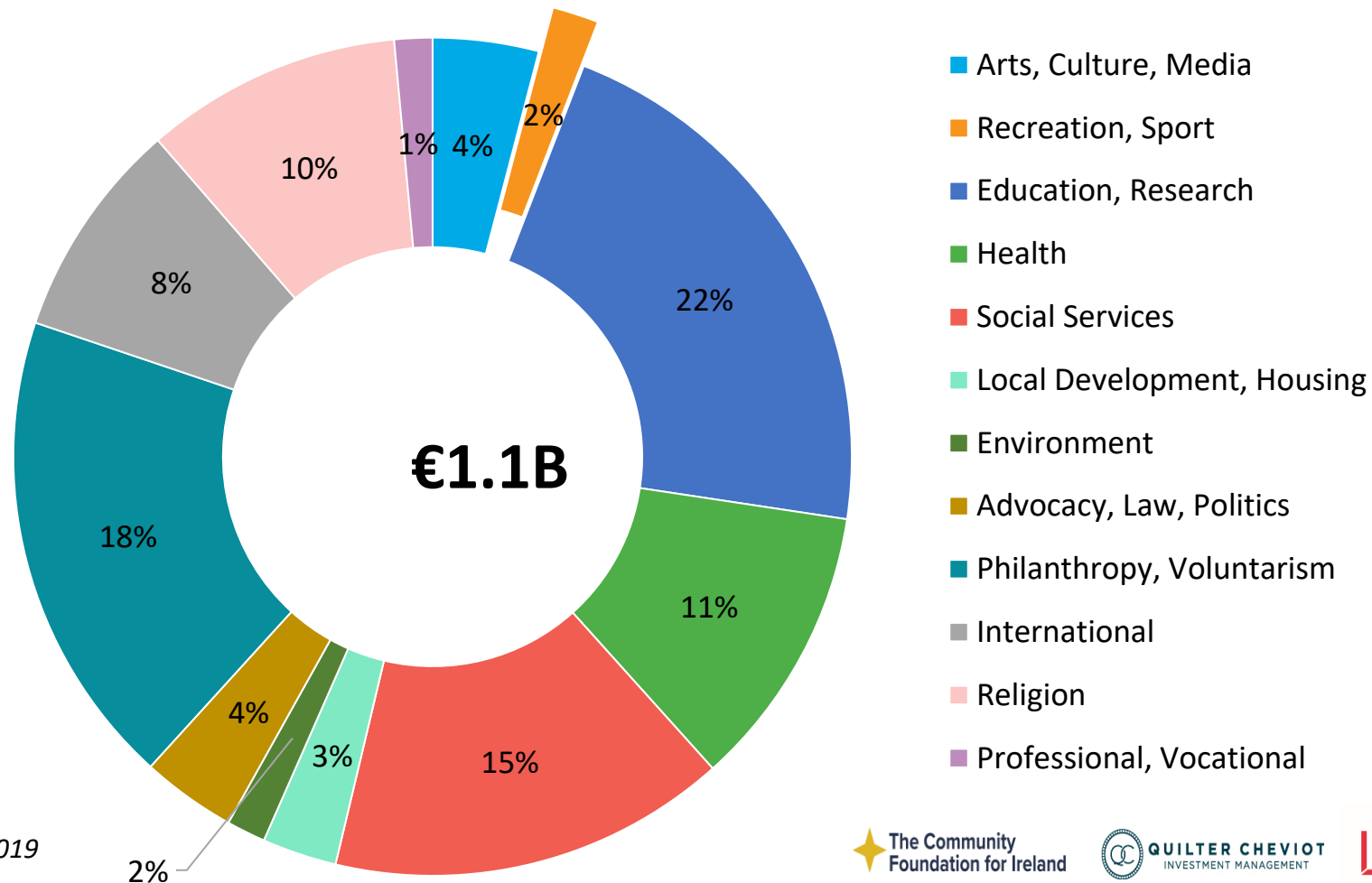
Transforming Not-for-Profits



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# Philanthropic Marketplace

Fundraised Income by Subsector, 2017



Source: Annual Fundraising Performance Report 2019

Sample Size: 1,304

The Community Foundation for Ireland

QUILTER CHEVIOT INVESTMENT MANAGEMENT

BDO

salesforce.org

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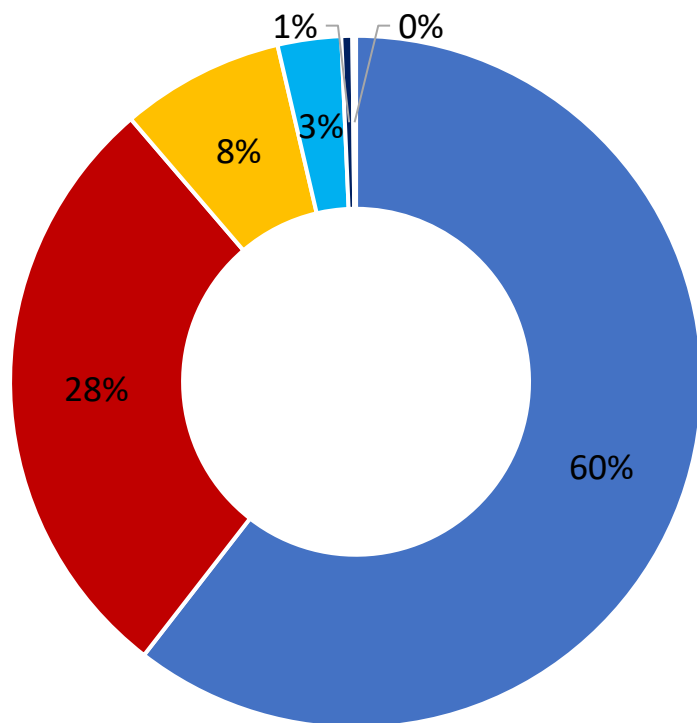


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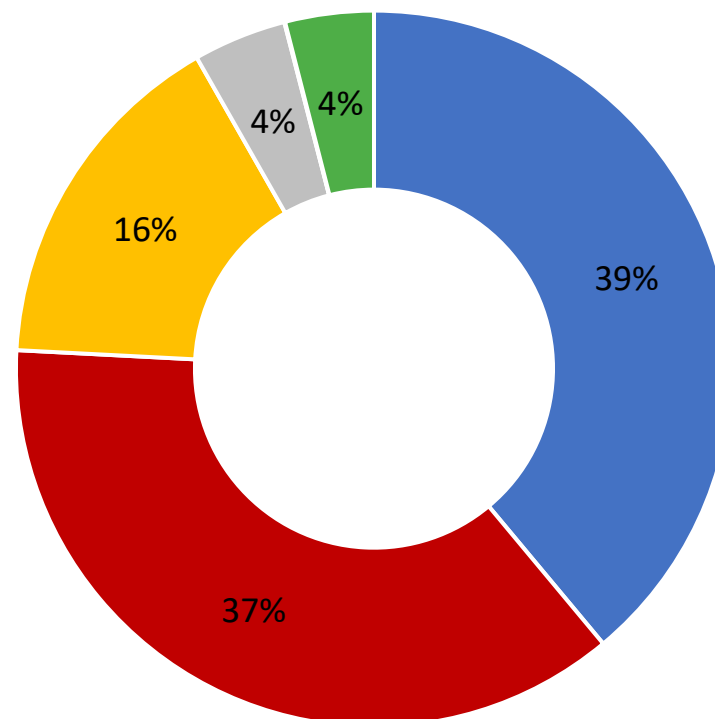


# Funding Model, 2017

Not-for-Profit Sector



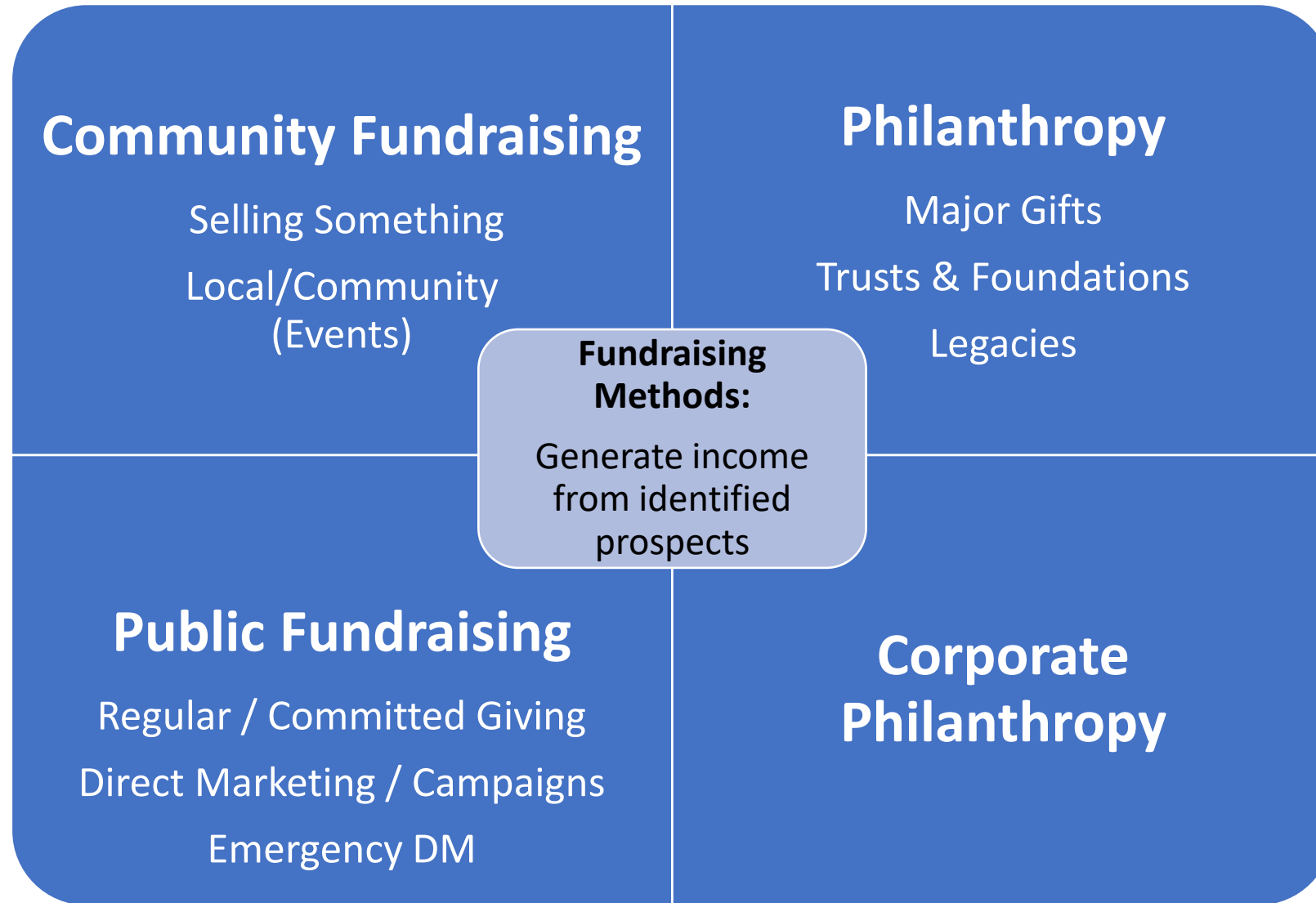
Recreation, Sport



- State
- Earned
- Fundraised
- Other
- Investment
- Sponsorship

Source: Annual Fundraising Performance Report 2019

# There's More to Fundraising...



# Impact of Covid-19 on Fundraised Income



Transforming  
Not-for-Profits

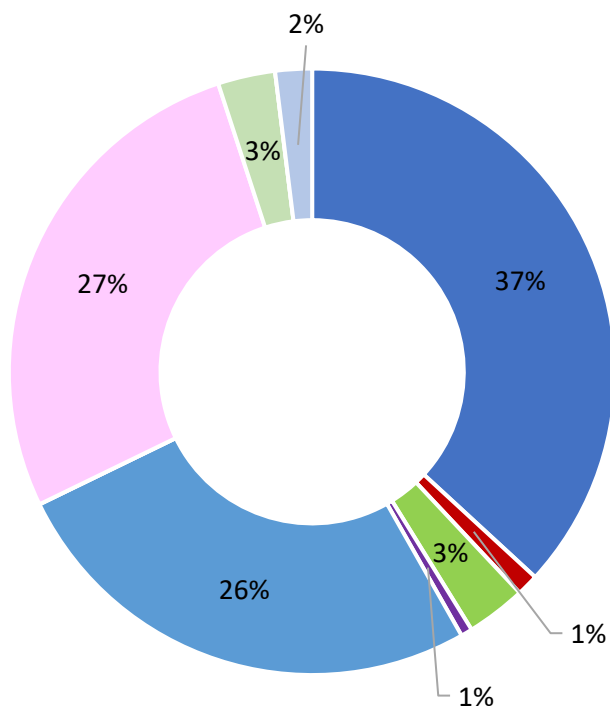
Method	Impact	Projection
Major Gifts	Some donors capacity reduced but potential for propensity to increase with others	No change overall
Regular Committed Giving	While a range of donors capacity is reduced for others the propensity increases	Light decline
Corporate Donations	While a range of corporates capacity reduced for others capacity unaffected and the propensity increases	Light to moderate decline
Trusts & Foundations	Irish Foundations not endowment based. Capacity from some donors reduced for others propensity increases	No change overall
Selling Something	Shops closed for part of year and draws can only work online	Severe Decline
DM Appeals/Campaigns	While a range of donors capacity is reduced for others capacity unaffected and propensity increases	Light decline
Emergency DM	While a range of donors capacity is reduced for others capacity unaffected and propensity could increase	No change overall
Local /Community	Events can't happen unless online and traditional patterns disrupted	Eliminated for part of year
Legacies	Value of assets will fall	Moderate decline



# Impact of Covid-19 on Fundraised Income

## Case Example of Club Fundraising Mix

Fundraising Mix

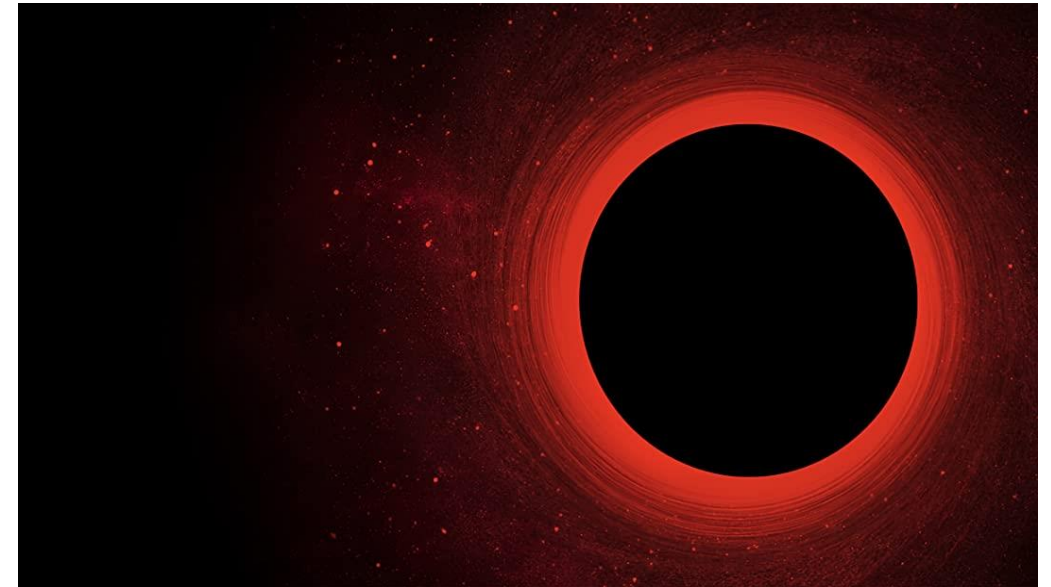


Method	Projected Fall %	Projected Fall €
Major Gifts	0%	€0
Regular Committed Giving	3%	€63
Corporate Donations	8%	€433
Trusts & Foundations	0%	€0
Selling Something	38%	€15,947
DM Appeals/Campaigns	0%	€0
Emergency DM	0%	€0
Local /Community	67%	€29,639
Legacies	0%	€0
<b>Total</b>	<b>29%</b>	<b>€48k</b>

Sample size: 10



# What are your options?

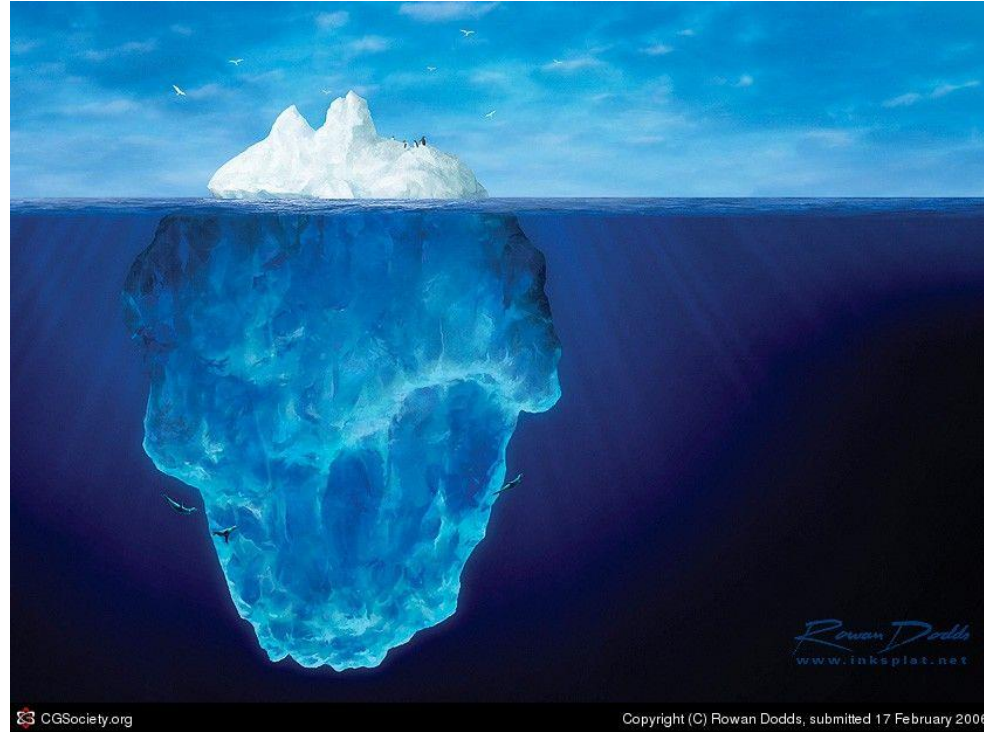


# Build Your Database



- Members
- Parents of current members
- Past members
- Parents/relatives of past members
- Businesses / Corporates
  
- *Names*
- *Email*
- *Address*
- *Phone Number*
- *Birthday*

5.



Do we underestimate our clubs?



# Responses



What do you like most about your club/cricket?

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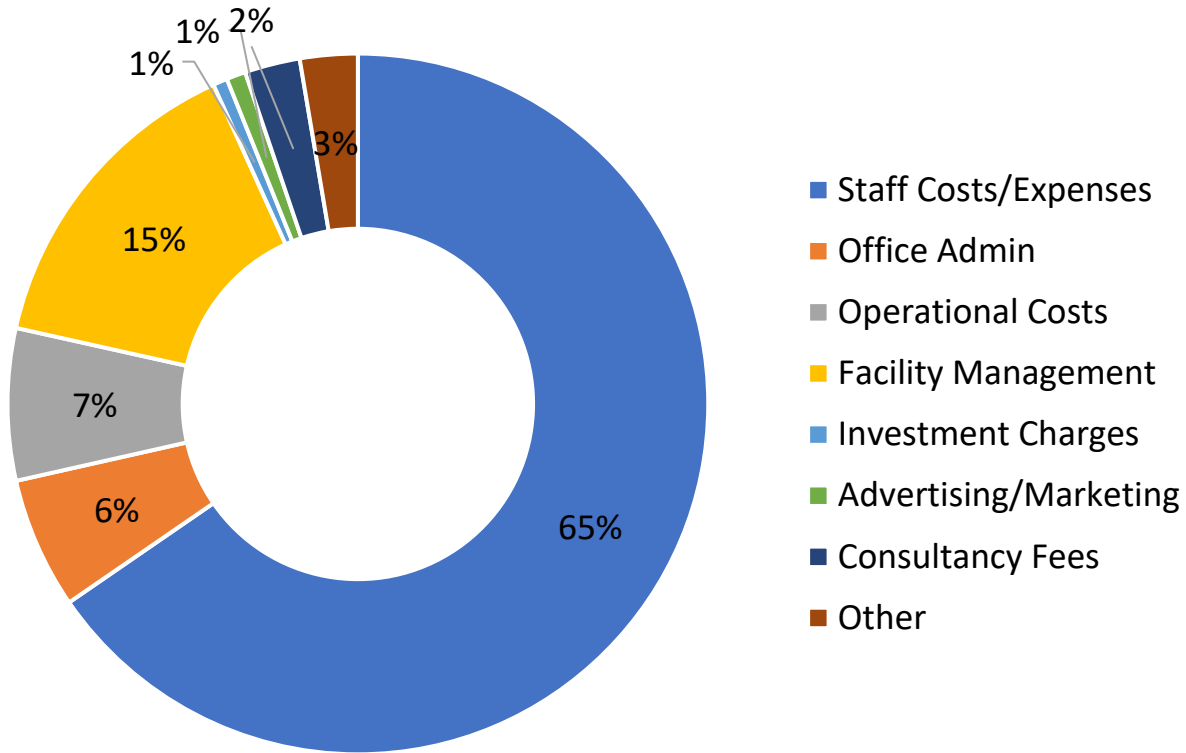
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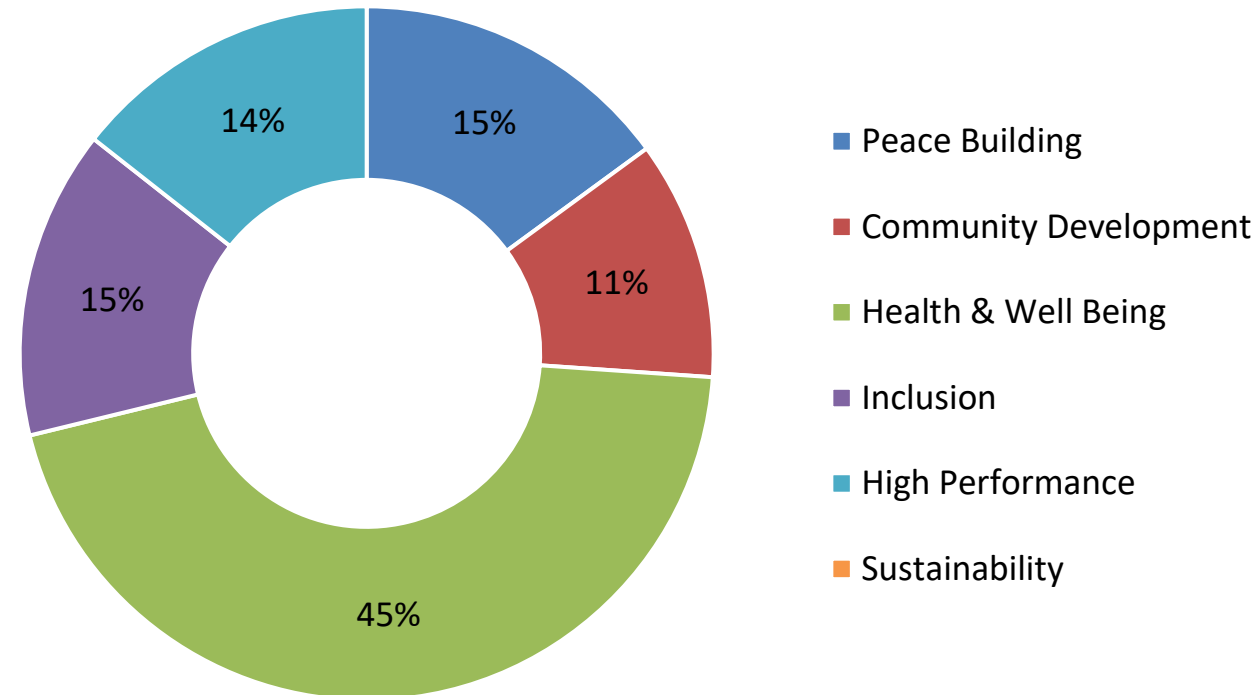


# Case Study: The Peace Link

## Building Relationships Through Sport



## The Sport Centre Bringing Communities Together



# Sporting Tagline Examples



## ENHANCING LIVES THROUGH CRICKET

The MCC Foundation was founded in 1993 as the charitable arm of Marylebone Cricket Club (MCC), the owners of Lord's Ground and guardians of the Laws and Spirit of Cricket.



## Na Fianna - At the Heart of the Local Community: igCeartlár an Phobail Áitiúil

  
3000+  
MEMBERS

  
170+  
TEAMS

  
6  
CODES

  
1  
CLUB



# Making the Case

## Exercise

	Answer these questions in few sentences
1.	Why does your organisation exist?
2.	What is unique about your organisation?
3.	Why your organisation deserves support?
4.	What is the vision/ambition of your organisation?
5.	What are your financial needs to achieve your ambition?

6.



# To Summarise



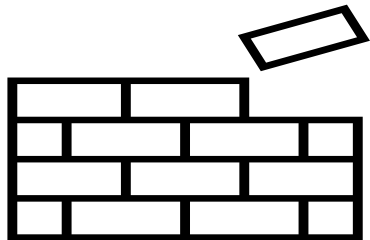
Where are you going?



Give it time



Understand the landscape



Learn what you need



Answer the “why”



Different Asks

# Thank You 😊



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