



Fundraising is easy.

KSFM worked with **Aerobility** to devise and implement a fundraising strategy.

"We were impressed by how quickly KSFM understood our needs and created a successful bespoke strategy to help us achieve fundraising success."

Mike Miller-Smith MBE, Chief Executive Officer

It's also easy to do it wrong.

Here's what we've learned through working with hundreds of charities.

- 1 While there is no 'one-size-fits-all' approach to fundraising, there are important commonalities.**
We support a wide variety of not-for-profits in the UK and internationally, each with their own specific challenges, needs and mission. Despite their differences, we always start work based on the commonality of fundraising – it can only succeed if you can articulate **what** you need money for and understand **who** is likely to give it.
- 2 Compelling funding pitches must show the outputs of a charity or project,** but additionally explain **what** changes.
Why is it important and for whom? We can help you articulate in detail your **outcomes** and the subsequent **impact** on the lives of those you seek to help.
- 3 Effective prospect research must look beyond just wealth** and into **warmth** and **access** to ensure you are targeting the right prospects.
KSFM can help you match the **what** with the **who** to ensure your fundraising and impact analysis is as strong as possible. Too often fundraising fails because charities have an incomplete understanding of these paradigms. Compelling fundraising looks beyond simply matching your outputs with a prospect's wealth.

Interested? We would like to meet you!

If it sounds like **KSFM** could add value to your work, we offer a popular (and entirely no obligation) free consultancy session. Just get in touch with us at fundraising@ks.co.uk or call **0207 566 4000** and ask for the Fundraising and Management Team.

Kingston Smith Fundraising and Management is a management consultancy business that works with charities, philanthropists and NGOs.

We specialise in creating and implementing cost-effective strategies to help charities and NGOs understand their impact, fundraise, and grow.

We are a team experienced fundraisers, management consultants and impact analysts, and pride ourselves on responding to your brief with creativity and skill.

As a division of a top 20 firm of chartered accountants with over 750 charity clients, we benefit from the detailed financial knowledge and experience of senior colleagues as well as excellent support structures, and the ISO 9001:2008 quality assurance accreditation.



www.ks.co.uk/fundraising



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