

Case Study

The difference a day makes



*Fundraising at the heart of our community
for our community*

Launched in 2012, Love Kingston gives grants to local charities and connects those willing to help with those in need.

Prior to 2012, Kingston had no fund dedicated to it (it was one of only two boroughs without this). Hilary Garner, Chief Executive of Kingston Voluntary Action, wanted to create a reliable source of funds to support small local charities and believed strongly that the voluntary sector needs to be seen to be 'doing it for themselves'.

Unlike other giving schemes in London, the majority of the money that Love Kingston raises goes into a legacy fund to ensure a sustainable income stream for Kingston groups, with one fifth of money raised going out to groups yearly in grants. There is now close to £400,000 available to Kingston, with an ambitious target nearing £1m by the end of 2020.

This year Love Kingston grants went to four local charities that tackle issues of isolation and integration: The Vintage Banquet, a lunch club for isolated older people, LGBT Forum, Refugee Action Kingston and Express CIC, for young people with autism and their families.

Fundraising takes place throughout the year, with a key drive taking place on Love Kingston Day, February 14th, which of course coincides with Valentine's Day. Love Kingston Day is a community-wide event designed to get everyone talking about Love Kingston. Schools, businesses, community groups and residents are encouraged and supported in running their own fundraising activities. The Kingston



First Business Improvement District helps to engage local businesses and together with a local college displays posters all around the town. Love Kingston has also built good relationships with local media, including Radio Jackie and the Surrey Comet who promote and champion the Day.

Activity this year included:

- A community choir launched festivities by performing at the 'Undercroft' a preserved chalk and flint barrel-vaulted cellar in the basement of John Lewis that is rarely open to the public
- The Double Tree Hilton created a Love Kingston cocktail
- Local IT company IOinIT developed a virtual reality experience for paying guests to explore new worlds
- A sparkling reception event was held at restored deco masterpiece Dorich House, once home and studio for artist Dora Gordine

Love Kingston runs a series of fundraising events during the year

including Ride London, a quiz aimed at local residents and a choir competition.

The Mayor of Kingston recently announced her support to build a parochial trust for the borough and will be supporting events throughout the year.

► www.love-kingston.org.uk



Effective fundraising and communications are part of the same job of raising awareness and engaging support. Play to your local strengths!