

CASE STUDY:
PROJECT EVOLUTION
*Recovery Leading To
Growth*



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**Save the
Children**



PROJECT

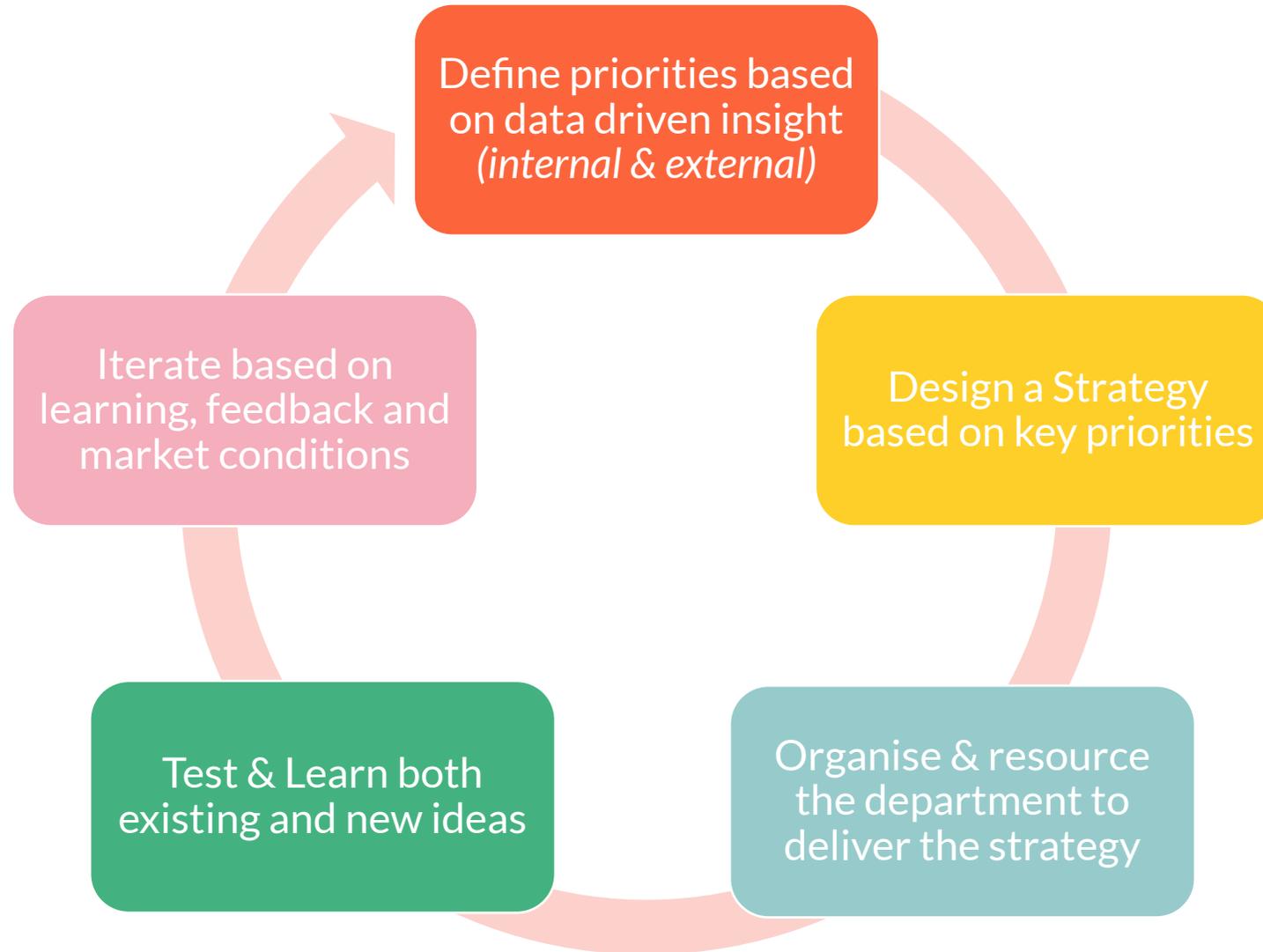
EVOLUTION



**Save the
Children**

Photo Credit: Conor Ashleigh / Save the Children

RECOVERY DESIGN



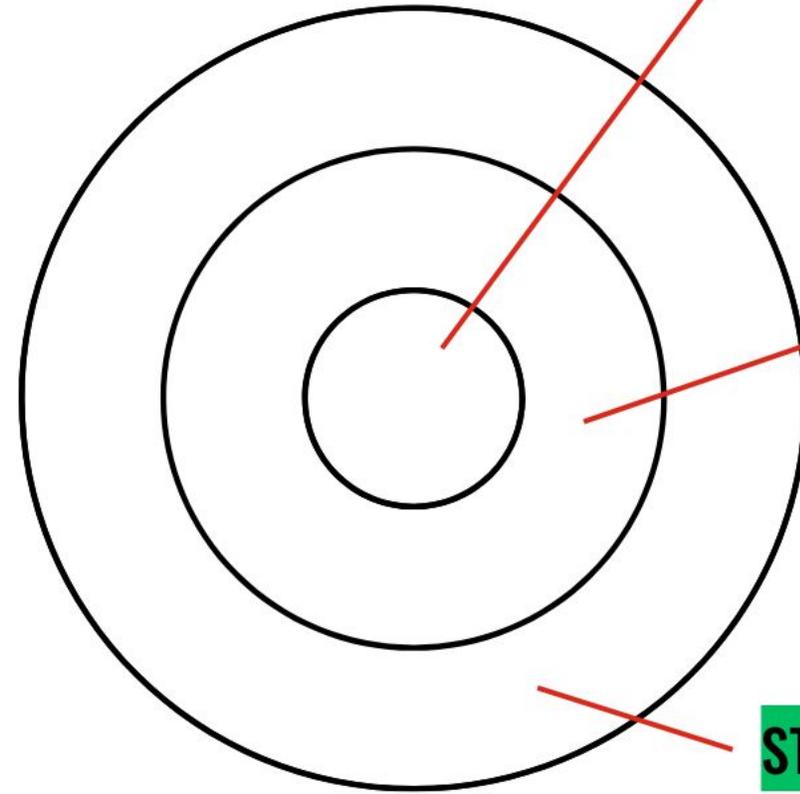
WHERE ARE WE NOW?



**GEOGRAPHICAL & ALL
INCOME STREAMS**



AGILE / FLEX



**SECONDARY
INCOME
STREAM**

**PRIMARY INCOME
STREAM (approx. 60%)**

**OPPORTUNITY BASED
& AGILE**

FUTURE100 – Our Committed Fundraising Proposition



WHERE DO WE WANT TO GET TO?

- Strength & opportunity -based approach
- Autonomy
- Adult to adult mindset
- Better use of technology and data
- Respond rapidly to emerging opportunities



Photo Credit: Yagazie Emezi / Save the Children



Photo Credit: Hanna Adcock / Save the Children

REFLECTIONS

- Change and survival
- Not a linear process
- Trust and belief in what we wanted to achieve
- Whole department buy-in and adoption
- Growth mindset
- Optimisation

QUESTIONS?



THANK YOU