

# **CASE STUDY: PROJECT EVOLUTION**

## ***Recovery Leading To Growth***



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# PROJECT

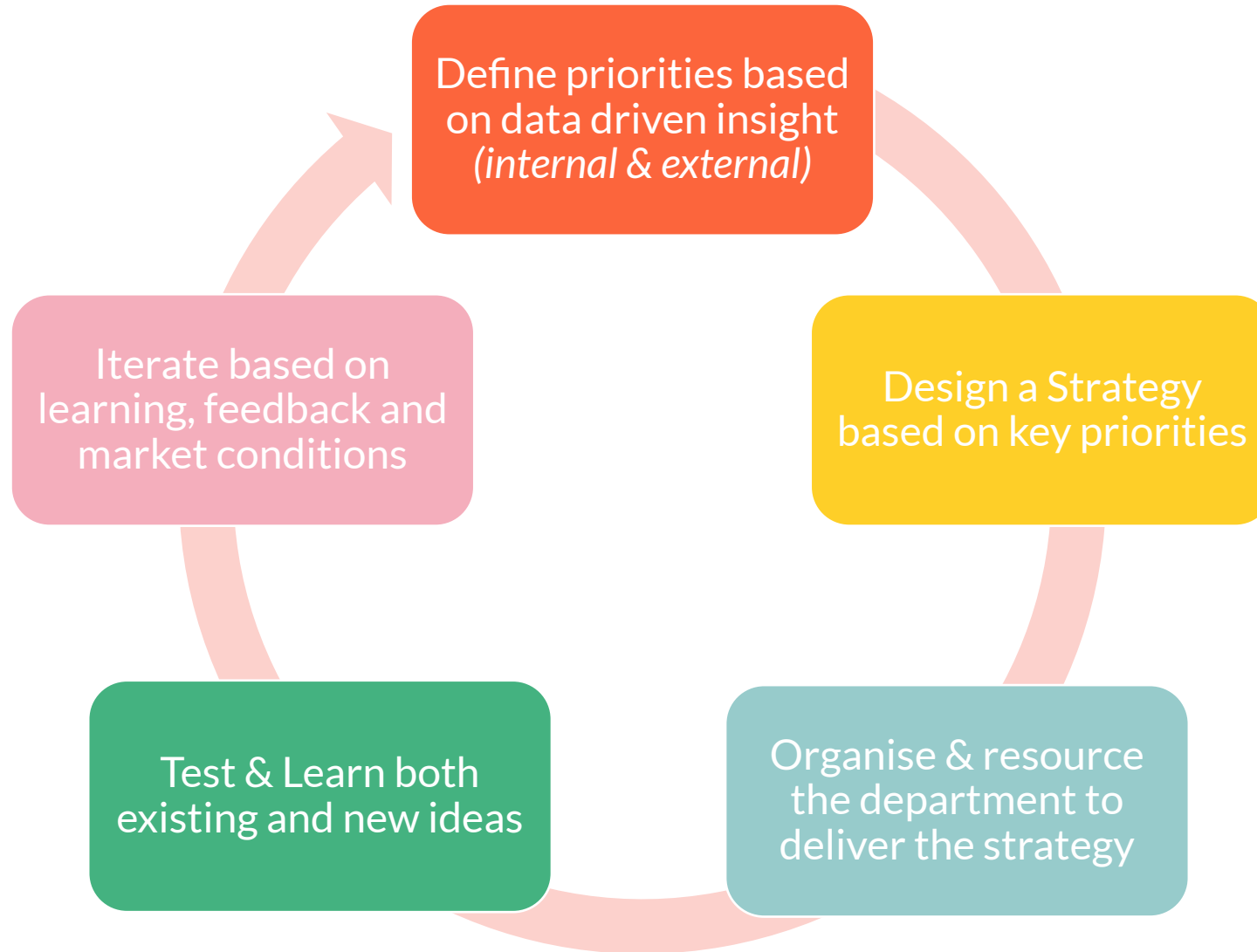
# EVOLUTION



**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





# 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

Photo Credit: Hanna Adcock / Save the Children



A young girl with dark hair and a nose ring is smiling at the camera. She is wearing a red sports jersey with blue accents on the shoulders. She is holding a wooden cricket bat with both hands. The bat has the brand name 'Vixen' in large white letters with a blue outline. Above the brand name, it says 'STRONG BUILT' in smaller letters. There is also a logo on the bat that looks like a stylized 'V' or a bird. The background is a blurred green field.

# QUESTIONS?

Photo Credit: Suzanne Lee / Save the Children



# THANK YOU