

Norwood demonstrates funding need to Charitable Trusts

NORWOOD DEMONSTRATES FUNDING NEED TO CHARITABLE TRUSTS

At a special reception and presentation at the House of Lords on Tuesday 1 April, Norwood made its case for funding to 50 representatives of charitable trusts.

This is the first time that the community's leading children and families charity has put across its message to trusts in such a precisely-targeted and focussed event, and Norwood used the occasion to set the economic scene in which it is operating, outline its range of services, and paint a vivid picture of its priorities and funding needs for the year ahead. Some of the trusts represented already had a working relationship with Norwood, while others were new to its work.

After Lord Levene had welcomed guests to the event, Judith Katzler, Norwood's Director of Business Development presented an overview of Norwood's work and outlined priority projects over the next twelve months. Covering Norwood's distinguished 200 year history, its mission, the financial situation in which it operates, and a range of opportunities for supporting Norwood, Mrs Katzler focussed on Norwood's three strategic priorities for development and funding over the forthcoming year: the relocation of its special education needs School to London from Ravenswood Village, rebuilding and equipping the School; its Children & Family Services; and refurbishment of buildings and facilities at Ravenswood in the Village's fiftieth anniversary year. Against a background of diminishing statutory funding and ever-greater competition for individual donations, support from trusts was more essential than ever. Mrs Katzler then invited trusts to enter into a dialogue with Norwood, and explore ways in which each could help the other in meeting its social and educational objectives.

The trusts were given a new Norwood booklet outlining in more detail its three major funding projects and providing background on some of the users of its services.

After the event Judith Katzler said: "We are being proactive in stating our case and, given the economic and political climate at the moment, are doing so in a more aggressive and direct manner than ever before. An event like this is the ideal opportunity to get our message across to the right people at the right time. We're looking to develop relationships which are mutually beneficial to Norwood and to trusts, and relationships like these are built on understanding and communication. We hope this is the start of a continuing collaboration with the trusts sector."

Norma Brier, Norwood's Chief Executive, invited questions from guests and formally closed the presentation event.

For more information contact...

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