

Norwood launches its 2005 Patronage Campaign

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Following the launch of Norwood's Patronage campaign at its Annual Dinner in November, Anglo-Jewry's leading children and family services organisation this week sent out a direct mail appeal to its top supporters, in a bid to secure vital voluntary funding which will form the bedrock of the charity's fundraising efforts in 2005.

Norwood's top donors are categorised as three key groups: Friends, Patrons and Benefactors. It is their continued and committed financial donations that fund the running costs across the organisation's services for socially disadvantaged children and their families, and people of all ages with learning disabilities.

Alongside attracting renewed support from current donors, Norwood is focusing its efforts on attracting the next generation of major donors, a strategy which is already proving successful with record numbers of young people attending the Annual Dinner in 2004.

Patronage priorities for 2005 include developing the services provided at Norwood's three Children & Family Centres in Hendon, Hackney and Redbridge to meet the growing demand, as well continuing to enhance the support programmes offered by Binoh, Norwood's Special Education Outreach Service, under the direction of its newly appointed head of service. These services receive little, if any, statutory funding.

Highlights of 2004 included increasing the numbers of Benefactors from seven to 11, introducing 26 new Friends at the Annual Dinner and raising record funds. However, as the 2003/04 Annual Review revealed, the organisation is still facing a shortfall in funding due to increasing running costs, caused the investment in training required in order to comply with the National Minimum Care Standards ahead of the 2005 deadline.

Hilary Newmark, Norwood's Head of Major Donations, said: "Our services provide a lifeline for children and families in crisis in our community and it is our Friends, Patrons and Benefactors who fund the lion's share of our preventative support work available in our children's services. Their commitment makes a significant difference to people who desperately need our help. The message for 2005 is simple, Norwood is dependent on the community's generosity to continue to provide the high quality of service, which has become its trademark."

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