

The Wishing Well appeal for Great Ormond Street Children's Hospital



BROADSWORD

To help charities assemble the necessary facts for an appeal's Preliminary Report I have devised the mnemonic BROADSWORD. It is a checklist to highlight questions that must be answered, indicating areas for further detailed research.

- B Background.** What is the origin and history of the charity?
- R Role.** What is the charity's current national and international role?
- O Others.** Are other charities operating in the same field? Are they competitors providing the same service or do they differ significantly? Do you liaise with them and how do you intend to avoid duplication?
- A Aims.** If your charity already exists, do you have a five-year plan or Business Plan? You should make its annual report and accounts available to potential donors.
- D Distinguished supporters.** Listing your best supporters encourages more recruits. A letter of commendation from the appropriate government department is very useful, especially if it can confirm its own contribution to the project.
- S Snag.** Explain the problem which the appeal is designed to overcome. In the case of Great Ormond Street Hospital, the facilities were inadequate and run-down.
- W Way out.** Outline the solution. There was a redevelopment plan for Great Ormond Street for which the Appeal would find the money.
- O Operational expertise.** Make sure you have the right team to handle the project. The members should be suitably qualified, whether social workers, project managers or fund-raisers.
- R Revenue.** Capital costs and running costs must be detailed separately. Some charities set out to raise capital sums without assuring revenue. Potential donors are particularly sensitive on this point.
- D Delivery of funds.** How the money will be raised.

The delivery of funds section will increase as the fund-raising strategy becomes more defined. The strategy should be developed only after the main appeal leaders have been recruited. However, a donor will want to know that experienced, professional advice will be called upon to produce a comprehensive strategy and that qualified staff will be recruited to deal with this crucial aspect.

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