

Save Ruskin's View

Six Month Update Report -January 2023

We need to raise £1million by November 2023. We need your help to do this. Please donate today or contact us to find out more about how you can help.

Contents

Quick update - marketing material - events - social media - new connections - media coverage - donations

Quick update

- Just giving donation page set up
- Instagram and Facebook pages set up and launched
- 3 x community events
- 3 x community outreach sessions
- Joint partnership with Cumbria tourism established
- £58,855 banked in donations
- 36 donations totalling £1,890 through Just Giving
- Donations collected by Chamber of Commerce from shops in KL
- £6,000 in pledges
- Grant applications up to the value of £50K submitted
- NLHF 1st Stage approach drafted
- Contact form of potential donors & support collated

Marketing materials

- Branding Document collated with key messages, language document and strategy.
- Partnership Document created for new approaches
- Logo Design
- A4 Information Posters
- A5 Donation Point Leaflets
- A4 Infographic ways to donate poster
- Spotify account taster
- Christmas cards
- Volunteer Posters
- Thankyou Cards
- Gate Signage

- Hoodies
- Social Media Templates
- Collated local photographs through successful social media campaign

Events

Christmas Market

This was a hugely successful event for us;

- We raised £911.80p in cash
- £579.10p on the card reader
- We received many quotes and messages of support
- We spoke to over 400 people about Ruskin's View and how they could support us.
- We gained interest in volunteering
- Sold £75 SRV bags
- We spoke with a Journalist who has since written a spread for us in the Westmorland Gazette and have sold Christmas cards and Hoodies.

Community Roadshow

A brilliant three days at Churchmouse Cheese, Casterton Golf Club and Cowan Bridge Tearooms.

- A brilliant outreach event
- Spoke with over 30 people
- Had leads for 2 events
- 1 x volunteer
- Numerous donations
- 1 x sizeable personal donation

Launch of Brand & Beer

Promotion of SRV and the launch of the brewery beer - a great shared event with the brewery which resulted in;

- Media coverage
- Celebrity endorsement
- Donations
- Brand awareness.

Just Giving

36 Donations -
£1890 Donated

Facebook

17 Posts
66 Stories
3 Reels
628 Post Reach
with 56 Engagement

Instagram

17 Posts
66 Stories
3 Reels
1,641 Accounts Reached
173 Followers

New Connections

We have established some great connections with the following:

- Cumbria Tourism
- Lake District Estates
- Eden Project North
- QES
- Lune Rivers Trust
- Brantwood
- Community Cupboard
- Vivat trust
- Kirkby Lonsdale arts society
- Lakeland Arts
- Ginger Bakers
- Wordsworth Trust
- Blue badge guides
- Underley Estate
- KL Scouts

Media coverage to date:

- BBC North West tonight
- BBC Cumbria
- The Guardian
- Westmorland Gazette x 2 in print
- Westmorland Gazette online
- Smooth Radio
- AKL
- Country Life