



**Leonard
Cheshire
Disability**

Leonard Cheshire Disability

Leonard Cheshire Disability currently supports over 21,000 disabled people in the UK and works in 52 countries. Campaigning for change and providing innovative care services, disabled people are given the opportunity to live life their way. Leonard Cheshire Disability struggled to acquire sufficient voluntary funding in the Dorset area and required a mechanism to showcase the need for as wide a range of choice as possible to their service users.

“We run a vast range of services in the South West, but due to the tough economic climate recently it has been challenging to attract the appropriate levels of donations. We chose to work with Nine Feet Tall to help raise awareness of Leonard Cheshire and stand out in a crowded charity environment”

Gill Ford
Area Fundraiser, South West

. Project Activities

1. Identified Dorset as the core target area due to its high potential number of investors and significant shortfall in budget, enabling limited resources to be prioritised
2. Reviewed the two core services in Dorset, James Burns House and The Grange, and developed key messages for potential investors
3. Interviewed a range of senior managers, fundraisers and service users to understand core services and gain consensus
4. Created a promotional video offering a clear insight to Leonard Cheshire in Dorset whilst stressing the impact donations have on a disabled person's life
5. Integrated the promotional video within the communication strategy as an appealing, and cost effective way, to attract and raise awareness with potential investors

“Nine Feet Tall has done an outstanding job and helped us raise essential funding for James Burns House and The Grange in Dorset”

Jeanette Bates
Fundraising Manager, South West