

eg:

eg:consulting

an innovative, integrated third sector advisory & support consultancy
targeted at small to medium third sector organisations

annual:review^{07/08}

Uniquely eg:consulting is a team headed up by **Mark Ereira-Guyer** with a successful & established track record of working with third sector leaders.

Working with third sector organisations our task is to make the most of the opportunities & potential available; trouble shooting, creating new solutions, innovating, generating project ideas & appeals, energising your team, maximising your organisational growth.

eg:consulting works in partnership with **Karen Bergdahl** from Jelutong Marketing Communications & **Adrian Barber** from design consultancy Barber Jackson. On most assignments we work as an integrated team, bringing each client fresh approaches, a wealth of practical 'hands on' experience and vivacity.

eg:consulting offers 'one-stop-shop' consultancy services focused on providing the third sector:

- Fundraising campaigns including getting financial support from the general public, business, private grant makers, Lottery & Government sources
- Securing celebrity involvement & endorsement
- Creating materials to bring your campaign alive including appeal films & annual reviews
- PR, marketing & communications strategies including securing high value/profile supporters and patrons to your cause
- Design consultancy for website, promotional materials & brand development
- Event planning & management including appeal launches & fundraisers
- Strategic reviews, visioning, organisational development & business planning plus impact evaluation
- Campaigning, political lobbying including Ministerial visits & securing local authority & MP engagement in your cause

Fees

eg: consulting offers short & long term packages of consultancy with clear targets & timelines negotiated with the client. In recognition of the financial constraints of the third sector, we have a sliding scale of fees (often linked to success criteria) to match your budget and any particular assignment. So contact us to discuss your requirements.



this years assignments



Viva a Vida

This Brazilian street children charity aims to raise £75,000 for new drug treatment centre for street girls, and expand provision for the boys already accessing its unique services.

eg: consulting has produced a fundraising strategy, recruited new celebrity patron Zoe Wannamaker, produced appeal materials & secured development funding to assist the charity's development in the UK. A special 20 page brochure highlighting the charity many achievements has also been produced. To date almost 40% of the target has been secured.



In early 2007 the consultancy led on a major campaign called Lift Your Heart 4 St Nicholas Hospice with a prize draw; nurturing corporate inputs & support from Woolwich, Nat West, Lloyds TSB, Waitrose, CenterParcs & public authorities; schools & community outreach throughout west Suffolk; media partnership with regional newspaper, East Anglian Daily Times.

eg: consulting also devised and project managed a corporate relationship development programme for the hospice including the organisation of Inspirational Leadership seminar & event for business, public & third sector leaders in June 2007. This involved secured on a voluntary basis in the inputs of management guru Charles Handy & inspirer Richard Olivier. The event was a great success leading to the underpinning of further business relationship building.

Inspiring Leadership



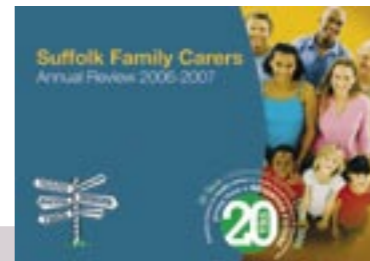
As a small international development charity tackling child poverty in north-east Brazil the mountain to climb is often somewhat overwhelming.

eg: consulting set out working to lift the profile of the organisation by creating the right initial approach to funders, develop materials and secure celebrity endorsement. Phil Collins & MP Bob Blizzard were approached & agreed to help and we launched an urgent revenue appeal for £50,000, and to date we have secured 75% of the target.

An exciting fundraiser was pioneered in partnership with business Art Vinyl as well involving a host of celebrities including Tracey Emin, Robert Plant & Bill Wyman artistically embellishing Phil Collin's album covers; this secured national media attention & funds.



Children in Hunger

Suffolk Family Carers is celebrating its 20 Year Anniversary in 2007/2008 and eg:consulting are directing their fundraising and communications campaign.

We invited Joanna Lumley to be their Patron for this special year which commenced with securing £25,000 of funding from Barclays for the 'Family Carers into Learning' project and culminates in a Cathedral Service and Festival during Carers Week in June 2008. The 18 month assignment has been fast moving with a media partnership with The Advertiser/Mercury series reaching 290,000 readers with regular articles and updates; a Newmarket racecourse fundraising event: £45,000 of

Suffolk Family Carers

funding from the Heritage Lottery for a 'Caring through Time' exhibition showing the personal histories of Family Carers and charting progress in Suffolk from the post war period; a Carers' Gallery of images of Family Carers taken by Elizabeth Handy with text provided by management thinker Charles Handy.

A very special Annual Review has been produced. Financial support is being sourced to further the charity's work with young carers. This has been a vibrant assignment for us producing some excellent media coverage and profile, and new approach to fundraising and project development.

"The eg:consulting team have revitalised our media image, given energy to our fundraising and bought a new dynamic to our organisation that has been extremely positive."

Jacqui Martin, Chief Executive Suffolk Family Carers.

“Open Road is delighted to have been working with eg:consulting since March 2007. During this time Mark has brought a wealth of new ideas and enthusiasm to the organization, raising our profile with various media sources and generating much needed financial resources to help develop the charity. Open Road is one of the harder charities in which to gain support and sponsorship due to the client group we work with. Mark has embraced this task gaining sympathy and support from numerous different sources at a local and national level.”

Sarah Chambers, Chief Executive, Open Road (drug and alcohol charity in Essex)



Essex charity for people with drug & alcohol problems approached eg: consulting seeking advice and action to diversify its income base away from its reliance on statutory funding, and to develop new project and media work.

Open Road

The consultancy has focused on helping the charity develop to the next level, generate new project funding streams from grant-making trusts, with sustained and imaginative media & campaign work. Over £400,000 has been raised in less than a year for new work with stimulant users, building improvements and a highly innovative family learning programme for clients.

The charity has been successful in raising its profile and engaging energetically with new supporters & local leaders including MPs. In November 2007 eg: consulting lead on a major e-viral campaign and helped the charity to 'win' almost £49,000 in the People's Millions for improved centre facilities. In 2008 the consultancy is focusing on two major appeals: £500k for a new building in Braintree to expand service provision and revenue funding of £150k for new alcohol advisers.

A name change and a new look were our first recommendations to Harrow Carers (formerly Carers Support Harrow). We've given them a simple and striking new image that evokes instant recognition among the 20,500 carers in Harrow.

We've secured three new Patrons including two MPs and the well known and loved Claire Rayner to help Harrow Carers launch an Appeal for an accessible and well-located new carers centre; we've produced their Annual Review and a credit card sized information leaflet that partners them with 8 other organisations who offer additional support to carers.

Helping the charity to develop its services has been a key focus, particularly for older carers, carers looking after disabled children and those with mental health problems. With the assignment yet to be completed, over £116,000 has already been raised.



Harrow Carers



Suffolk Mind Partnership launched a new website to coincide with World Mental Health Day on 10th October 2007. The website acts as a 'one stop shop' for the general public, healthcare professionals and public service providers seeking information about mental wellbeing and signposting to services and organisations that can help.

We initiated a media campaign to raise awareness of the website and encourage hits. The result was four radio interviews and case studies in three of the regions' papers. Jax Devonshire from the Suffolk Mind Partnership said, "Within 30 minutes of listening to the contacts they had, the ideas they had and the success rate they expected I knew we would be foolish not to get in the professionals."

Other clients during the year included:
SOS Children's Villages - Fenland CVS - SAVO - Speaking Up

Suffolk MIND Partnership



“The eg:consulting team have been great to work with. Full of energy and ideas, able to adapt to our style of working and to take on our aspirations and our problems with equal confidence. With their guidance and expertise we have a new vision, a modern professional image and high levels of new funding to deliver more services to our clients. We look forward to working with Mark, Karen and Adrian as ongoing partners in developing our business, they fit in like they're part of the in house team”.

Mike Coker, Chief Executive, Harrow Carers

The Animator & fundraiser -

Mark **Ereira-Guyer** established eg: consulting in December 2006. He is a well known figure in the third sector, having headed up an international development charity Action for Brazil's Children (ABC) Trust; he grew their income 15-fold in just a few years.

Mark has managed Lloyds TSB Foundation's East of England annual regional grants programme and been a manager for rural community development specialists, Suffolk ACRE. In the 1990s he was a senior civil servant leading the Home Office's major crime prevention initiative Safer Cities based in Lewisham.

He is an Associate member of Institute of Fundraising. Mark serves on the COVER (Community and Voluntary Forum: Eastern Region) Board representing the Suffolk third sector. Mark has substantial local government experience serving as Deputy Leader. Currently he is a borough councillor, leader of the opposition and chair of the Overview and Scrutiny Committee on St Edmundsbury Borough Council. He has considerable volunteering experience and has served as a Trustee on many third sector boards.

The Communicator & event organiser -

Karen **Bergdahl** is a dynamic communications consultant who brings her commercial expertise to the third sector at eg:consulting. Working with teams she defines PR strategies to inform and develop high impact tactical campaigns. Karen has worked nationally with Action for Brazil's Children Trust, coordinating publicity for events such as the 'Riffathon' with Jimmy Page and Brian May and organising the ABC Trust's participation in the Silverstone Grand Prix Ball.

She has also worked with some of the leading third sector organisations in East Anglia including Suffolk Family Carers, The Suffolk Mind Partnership, St Nicholas Hospice and SAVO. Her skill is in finding the angle in the story and working with the media to support fundraising and awareness raising campaigns, attracting front page news and capturing the imagination of target markets.

Karen is on the Committee of the Suffolk Diabetes Interest Group and volunteers for The Association of Post Natal Illness. www.jelutong.co.uk

The Designer -

Adrian **Barber** brings branding & design experience to eg:consulting. Cutting through jargon & superficial use of language & imagery means that his design solutions are simple & attractive but most importantly convey messages succinctly yet effectively.

He works with organisations to promote their products or services using the most appropriate medium through disciplines of design and branding to deliver corporate & campaign identities, brochures, websites, exhibitions, advertising & direct mail. Examples of work & clients can be viewed at www.barberjackson.com

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The Communicator & Organiser

The Animator & Fundraiser

The Designer

“ Never doubt that a small dedicated group of individuals can change the world, indeed it is the only thing that ever has”. Margaret Mead, world renowned anthropologist 1901-78

eg:consulting is dedicated to excellence in the third sector, and the team wish to play their role in creating a ‘can do’ vibrant sector that provides lasting benefits to those that are the most disadvantaged in the UK and overseas.

With more than 190,000 charities in England & Wales (Charity Commission figure) it is a crowded terrain to compete for profile, celebrity endorsement, ‘market position’ and resources, and our goal is to assist you in attracting, managing and maintaining support from a host of different sources. We have worked at the ‘coal-face’, we know only too well the constraints, the difficulties of operating in a challenging environment but we are alive to the potentialities & the energies offered by third sector leaders. We will always offer an honest & fair assessment to clients, without fear or favour, based on our sound track record of success and experience of ‘doing the doing’.

PRO BONO WORK

As a third sector focused business we believe it is important to put our skills and expertise into good affect - for free as well as paid - and Mark has helped a number of smaller organisations, including: the Millennium Farm Trust which helps support people with learning difficulties; the Mali Development Group which works to progress social development in Mali; Friends of Sunera Foundation working disadvantaged people in Sri Lanka. Karen has worked with SuffDIG (Suffolk Diabetes Interest Group), helping to set them up as a new charity to improve diabetes services.



We offer a package of fresh ideas and approaches to your work. In recognition of the financial constraints of the third sector, we have a sliding scale of fees to match your budget. So contact us to discuss your requirements.

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