



FUNDRAISING STRATEGY 2026–2029 SUMMARY

The Fundraising Strategy 2026–2029 supports St David's Children Society's wider Strategic Plan and its vision of a **Wales where every child grows up in a safe and loving family.**

The organisation delivers adoption, fostering, training and consultancy services across Wales, supporting children, families and practitioners through trauma-informed, lifelong approaches. Our fundraising strategy focuses on securing external funding to enhance services, drive innovation and meet the increasingly complex needs of care-experienced children, young people and families.

STRATEGIC CONTEXT

The strategy is shaped by the growing recognition that children and young people who are care-experienced often face significant long-term challenges resulting from trauma, neglect, abuse, loss and adverse childhood experiences (ACEs). These challenges commonly affect

- Mental health and emotional wellbeing
- Neurodiversity and genetic conditions
- Education and learning outcomes
- Attachment and relationships
- Identity and life-story understanding
- Speech and language development
- Physical health needs

As understanding of these complexities increases, there is a greater need for coordinated, trauma-informed and adoption-aware support that spans education, health and social care. As an organisation we believe are well placed to provide specialist expertise which can support co-ordinated developments.

STRATEGIC PRIORITY 4

We will champion our role as a Wales focused charitable organisation by actively contributing to sector developments. We will use opportunities available to us as a registered charity to bring monies into Wales that currently do not exist, driving innovation and adding value through the delivery of high impact services.

A central driver of the fundraising strategy is Strategic Priority 4 of the organisations Strategic Plan. This priority recognises the unique role of St David's as a Welsh charity. Rather than relying solely on statutory funding, we aim to secure additional resources that can:

- Bring new funding into Wales.
- Support innovation and service development.
- Address emerging needs of children, young people and families.
- Influence and contribute to sector-wide developments.
- Improve outcomes for care-experienced children and young people.
- Add value beyond core commissioned services.

FUNDRAISING APPROACH

St David's adopts a needs-led and values-driven fundraising approach. Funding opportunities will be pursued where they align with the charity's mission and where investment can directly improve outcomes for children, young people and families.

Our fundraising approach acknowledges that some important support services remain unavailable, inaccessible or insufficiently funded. Our fundraising strategy therefore aims to attract new investment into Wales and create services that address identified gaps before children, young people and families reach crisis point.

KEY PRINCIPLES

Our fundraising approach focuses on:

- Identifying funders whose values align with those of St David's.
- Seeking funding for services that address clearly identified needs.
- Supporting vulnerable and care-experienced children, young people and families.
- Identifying support opportunities for key transitions in a child/young persons life journey.
- Building effective partnerships across the permanency sector.
- Developing innovative services where gaps currently exist.
- Creating sustainable income streams rather than one-off funding opportunities.
- Providing timely interventions that prevent crises and improve long-term outcomes.

PRIORITY AREAS FOR FUNDING

Funding will be sought across several key themes:

- Adoption
- Fostering
- Kinship Care / Special Guardianship
- Emotional and physical health
- Neurodiversity and genetic conditions
- Education (in particular key transitions into nursery, primary, secondary and re-introductions into school)
- Speech and language support
- Employment and training skills.

These areas reflect the complex and evolving needs of children and families supported by the organisation.

FUNDRAISING OBJECTIVES AND OUTCOMES

Over the three-year period, St David's aims to:

- Identify service gaps and unmet needs.
- Design and cost new service models.
- Submit funding applications to support innovation.
- Deliver and expand successful funded projects.
- Improve support relating to mental health, physical health, neurodiversity, genetic conditions, education and speech and language.



THREE CORE FUNDRAISING APPROACHES

1. TRUST AND GRANT FUNDING

Trust and grant fundraising represents a primary route for securing significant external funding.

Objectives

- Identify trust funders aligned with organisational values.
- Build a strong pipeline of grant opportunities.
- Increase grant income across the three years.

Approach

- Develop strong evidence-based cases for support.
- Establish appropriate partnerships
- Submit relevant and appropriate numbers of applications across the strategy period.

2. CORPORATE & PHILANTHROPIC PARTNERSHIPS

The strategy seeks to establish long-term relationships with businesses and philanthropic partners whose values align with those of St David's.

Objectives

- Identify suitable corporate partners.
- Develop corporate sponsorship and partnership packages.
- Create sustainable funding relationships.

Approach

- Research aligned sectors, businesses and potential partners .
- Develop corporate information packs.
- Offer a range of engagement opportunities such as Sponsorship, Charity of the Year partnerships and long-term collaborations.
- Focus on partnerships that support specific service themes and innovation projects.

Over the life of the strategy, St David's Children Society aims to identify service gaps, develop innovative support programmes and secure funding to pilot, deliver and scale successful services. Ultimately, the strategy seeks to attract funding into Wales, strengthen the organisation's contribution to sector developments and ensure children, young people and families receive high-quality, accessible and timely support.



3. COMMUNITY FUNDRAISING

Community fundraising aims to strengthen engagement while generating unrestricted income.

Objectives

- Grow the charity's support base.
- Increase participation in fundraising activities.
- Raise awareness of St David's charitable status.
- Encourage regular giving and supporter-led fundraising.

Approach

- Cardiff Half Marathon participation.
- Other Wales-based challenge events.
- Seasonal community fundraising campaigns.
- Fundraising activities led by adopters, foster carers and supporters.
- Enhanced communication through social media and community networks.