

FIA

2022
SA FUNDRAISING
SHOWCASE



Newspapers to not-for-profit

Ali Valentine

Partnership Manager

Sammy D Foundation



My newspaper career



The Daily Telegraph

DAILY  EXPRESS

NEWS OF THE
WORLD

northcliffemedia

DAILY
STAR

EVENING  POST



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Valued learnings

1. Mutually beneficial partnerships = win win



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Valued learnings

1. Mutually beneficial partnerships = win win



2. Nurture all relationships, internal and external



Valued learnings

1. Mutually beneficial partnerships = win win



2. Nurture all relationships, internal and external



3. Never annoy a screaming editor



THE Sun **TRUE STORY OF ADELE'S COMEBACK**

Friday, October 20, 2015 BRITAIN'S BEST-SELLING PAPER 45p www.sun.co.uk SEE PAGES 30 AND 31

SUN EXCLUSIVE

MADDIE McCanns: We'll never give up

● £750k IN FUND
● EX-COPS TEAM

By Anthony Leaver
McCann's lawyer says she will not give up on finding her daughter. She says she has a plan to find Maddie and she will not give up until she is found. She says she has a plan to find Maddie and she will not give up until she is found.

UP 10M
Number in UK to explode to 74m

LOST THE PLOD PART TWO

THIN BLUE ONLINE

Report your crime by Skype, say cops

By Tom Hartman
Police are making it easier to report crimes on internet service Skype as a tool to solve crimes.

THE Sun **Spice Girls back 4 more**

Monday, November 9, 2015 60p www.sun.co.uk

EXCLUSIVE REVEALS PICTURE PAGE 9

COURT PAPERS REVEALED

Boris: Brexit 'deal' stinks

COP MAKES £350K FROM MADDIE

Book cash-in over 'cover-up' smears

EXCLUSIVE by Mark Wain
An exclusive photo of the young girl who was abducted in May 2007. The photo was taken by a friend of the family and was used to help identify her. The photo was taken by a friend of the family and was used to help identify her.

LAST CHANCE TO WIN IN 2 FREE TICKETS

THE Sun **BACK OF THE NET! FREE ALAN PARTRIDGE DVD's**

Friday, April 4, 2005

McCANN'S POLICE STATEMENT

WHAT MADDIE ASKED PARENTS HOURS BEFORE SHE VANISHED

'Mummy, why didn't you come when we were crying last night'





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Not-for-profit partnerships

Transfer of skill set

- Mutually beneficial partnerships
- Relationship management



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New learnings

- Connecting to the cause - storytelling, the why



Not-for-profit partnerships

Transfer of skill set

- Mutually beneficial partnerships
- Relationship management

New learnings

- Connecting to the cause - storytelling, the why
- Social impact - tangible results

= amazing results





Our Purpose

Ending violence by connecting and empowering young people.

Our Aspiration

For all young people to live their best life free from violence.



193,036
educated
since 2008



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Violence

1 in 4

teenagers aged between
15-18 reported they
had engaged in a
violent altercation

(Adolescent's Intentions to Engage in
Criminal Activity, Dr Skrzypiec)



Alcohol & Other Drug Misuse

1 in 5

hospitalisations of
Australians aged under
25 are related to
alcohol consumption

(National Council on Drugs Report (2013))



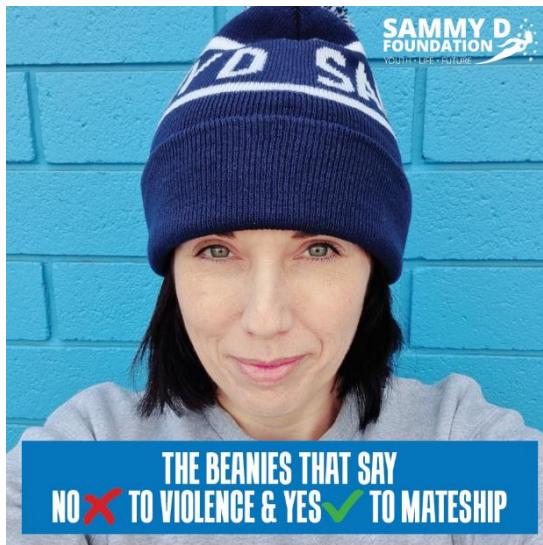
Lack of Positive Role Modelling

1 in 3

young people will grow
up without and mentor
or positive role model
in their lives

youthmentor.org - The stats





Thank you! 😊



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