

Board of Trustees - November 2018

Fundraising strategy

Director of Fundraising Linda Allen delivered a presentation on our fundraising strategy covering the three goals: Goal One addresses the ways in which a broad portfolio of fundraising areas is optimised, Goal Two focusses on giving supporters an excellent experience and putting them at the heart of fundraising, with Goal Three concentrating on the importance of promoting legacy giving.

2019 Budget Proposal

Director of Finance Neil Fray presented the proposed budget for 2019, which had the overall financial objective of balancing the books in the post Ice Bucket Challenge situation, whilst retaining sufficient reserves and creating sustainable low-impact cost reductions. The Board discussed the proposed budget at length and confirmed its approval of the proposals and of the associated Reserves Policy.

Research funding

Trustees approved funding for two non-clinical fellowship grants, a research project at King's College London aimed at establishing a greater understanding of possible linkages between a gene associated with a form of familial MND, an extension to support the co-ordination and governance of the MIROCALS trial, and a study to validate the early 'Red Flag' symptoms of MND that elicit GP referral to a neurologist.

Brand Awareness Campaign

Director of External Affairs Chris James reported that there had been an estimated 9 million views of the 300 posters displayed at stations. 'The Ride' short film had been viewed by around 1.5 million through Facebook and Twitter and overall had received an excellent reception.