

ALL CHARITIES ARE  
NOT CREATED EQUAL

SNOWDON

TRUST

**Industry sector:**

Charity

**Client company:**

Snowdon Trust

**Design consultancy:**

Elmwood

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elmwood

## Executive summary

**Not all charities are created equal. But we're helping to level the playing field.**

Founded in 1981 by Lord Snowdon, The Snowdon Trust offers grants and bursaries to help students with disabilities access higher education. The charity suffered from low awareness and confusion over its purpose and was struggling to be heard in the crowded and highly competitive world of charity marketing.

## THE SNOWDON AWARD SCHEME

Old identity

Donations had begun to stagnate, and the Trust found itself in the position where it was giving out more in grants than it was receiving in donations.

# SNOWDON DISABILITY

New positioning

In providing clarity of purpose with a new name and strong brand communications, the Trust increased its sphere of influence and credibility. It secured not one, but two, meetings with the Secretary of State for Universities, as well as senior policy makers in its campaign for improved statutory funding for disabled students.

Snowdon has re-engaged donors and more than doubled annual donation income, meaning that it no longer eats into its financial reserves and has doubled its maximum level of grants given to students to £5000.

# £351K

MORE THAN DOUBLE THE ANNUAL INCOME  
DONATION PRE-REBRAND AND EXCEEDING  
THE YEAR'S STRETCH TARGET OF £250K

Above all, the Trust's profile helped to attract its first significant legacy donation which will give the Trust the financial stability needed to further invest and provide support for many years to come.

# SNOWDON

# TRUST

New identity

**“Our branding has made a clear statement. We now have more impact and influence and are punching well above our weight for a charity of our size.”**

Renny Leach, Chairman, The Snowdon Trust

## Project overview

### Outline of the brief

**Founded in 1981 by Lord Snowdon, the Snowdon Award Scheme was set up to support students with physical disabilities in further and higher education – an area of education where statutory funding is not as forthcoming for disabled students.**

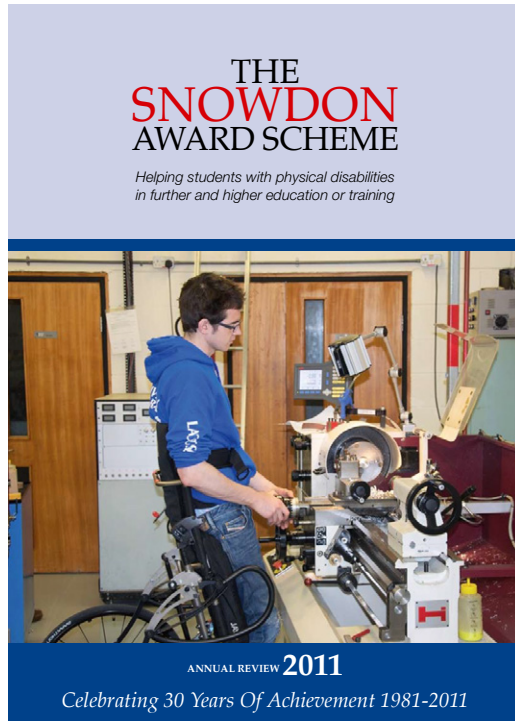
**Year on year, the charity receives far more applications for help than it is able to process, and despite its good intentions, by 2011 the Snowdon Award Scheme was starting to face significant challenges.**

In the highly competitive world of charity fundraising, Snowdon struggled to be heard. The charity had been active in campaigning for disabled rights issues, publishing research in 1999 and 2006 in order to raise Governmental awareness about the challenges disabled students faced. Yet there was still low awareness about what the 'Snowdon Award Scheme' actually was. The organisation's name caused confusion, prompted associations with things like the Duke of Edinburgh Award Scheme, and failed to clearly communicate the charity's purpose.

While Snowdon relied heavily on investments and donations, it had minimal resource allocated towards fundraising. By 2011, the charity was treading water and frustrated by their self-imposed restraints on maximum grants. For the previous six years, donation income had stagnated at around 162k per annum, and the maximum ceiling of a single grant was £2.5k. Snowdon had been using its financial reserves (in the region of £50k per annum) to offer continued support to students, and did not have a viable long-term solution to keep up with increased demand for funding.

The Snowdon Award Scheme needed help reinvigorating the charity. Its identity, branding and communication were not conducive to competing in today's highly crowded and slick world of charity marketing. It needed to get its message across in a simple and compelling way.

Before



### Our key objectives were to:

- 1 Create a clear, purposeful and engaging brand in order to raise awareness and profile amongst influencers and potential donors.
- 2 Raise more donations than given out in grants – i.e. not continually eat into its assets.
- 3 Increase the maximum level of grants in order to help more students achieve their full potential.

# Project overview (continued)

## Description

Previously known as the Snowdon Award Scheme, The Snowdon Trust believes everyone should be given the opportunity to achieve their potential. When funding cannot be secured through other channels, the charity offers grants to physically and sensory disabled students, in order to help them access vocational and academic courses in the UK. The grants can be used towards equipment and essential study needs.

The trust was founded by photographer Lord Snowdon in 1981, after he identified a critical link between post 16 qualifications, employment and socio-economic integration, and wanted to help the young disabled gain equal opportunities. Lord Snowdon is supported by three Vice Presidents and 12 further trustees from all walks of life. Following her retirement from the board in 2015, Paralympic athlete Baroness Tanni Grey-Thompson DBE was appointed as the Trust's first Patron.

## Overview of market

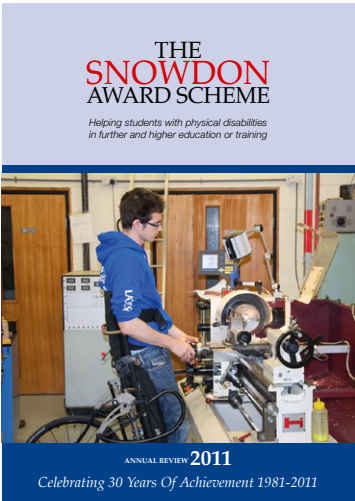
In the highly competitive world of charity fund raising Snowdon was a tiny voice in a world of noisy professionally marketed competition. According to the Charity Commission's website, as of March 2016, there are 165,813 registered main charities in the UK, with 21,393 of those helping people with disabilities of some kind.

## Project launch date

August 2012

## Size of design budget & production costs

A donation in kind of £100,000 (recognised in the Annual report) to cover the creation of brand strategy identity and designed brand collateral such as leaflets, stationery, banners, annual report and web design templates



## Outline of design solution

### A brand with a clear cause

We wanted turn a relatively unknown charity, into a recognisable brand that punched above its weight and that reflected the organisation's passion for equality, inclusion and achievement. We articulated this spirit in a new, clear cause: **'Everyone should have the opportunity to achieve their true potential'.**

### A new name

To remove any ambiguity surrounding the organisation we renamed it the, 'Snowdon Trust' so that people could immediately understand this was a charitable body and a force for good.

### A distinctive marque

The Snowdon Trust is based on equality. We ignored the norms of the sector, which usually focused on the problem or disability first, and created a distinctive brand marque for the charity; a simple, striking, 'equals' sign logo. A universally recognised symbol, the marque is a versatile device that is campaignable, and particularly effective when combined with emotive copy. It allows The Snowdon Trust to graphically communicate the multitude of ways it supports its beneficiaries.

Old

THE  
SNOWDON  
AWARD SCHEME

New

SNOWDON

TRUST

SNOWDON  
= DISABILITY

SNOWDON = A LAPTOP

SNOWDON = A FULL-TIME CARER

SNOWDON = A VOICE

SNOWDON = INDEPENDENCE



## Outline of design solution (continued)

### Unique emotive imagery

When you have one of the world's most celebrated photographers on your team, you leverage it. We elevated the role of imagery using specially commissioned portrait photographs by Lord Snowdon. Our aim was to present the human being first and their the disability second reversing the norms of usual communication.

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*We helped Louis pay for hearing loop equipment and sign language interpreters while he honed his craft as a stone carver. Louis is profoundly bilaterally deaf as a result of meningitis.*





## Outline of design solution (continued)

### A distinguishing colour

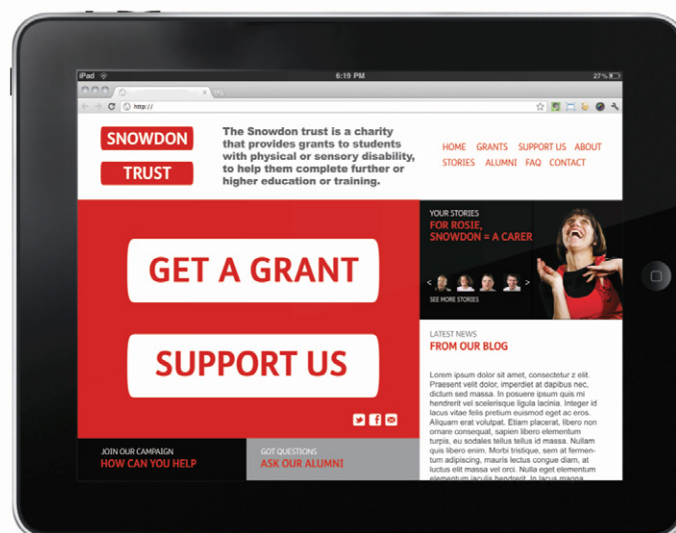
Lord Snowdon's signature colour is red, so we decided to amplify the role of the colour in our communication to create a striking feel that was visually arresting and thus would help distinguish its messaging.

### Storytelling and the power of the word

The power of the word was key to the solution both from a campaignable perspective when used in conjunction with the equals marque, and in telling the individuals' stories in all communications.

### Easy to implement and low-cost to reproduce

The charity is staffed by a small hard working team of just 4 part-timers so there was no big marketing team to implement the solution. So we created an easily applied communication style and simple guidelines that would allow the team to continue to create stunning and effective communication in a highly cost effective way.



## Summary of results

# SNOWDON = ENGAGING

The rebrand was just the launch pad for change that Snowdon Trust needed.

**Create a clear, purposeful and engaging brand in order to raise awareness and profile amongst influencers and potential donors.**

We created a simple and emotionally engaging brand that has allowed The Snowdon Trust to make its presence known.

**A simple and engaging brand for people to rally behind**

The trustees, staff and everyone linked to the Trust feels more engaged and positive. People love the simple re-naming, the bold new red and white branding with the clever use of the = sign to say that Snowdon is all about equality with words like Snowdon = Fulfilling Potential, and the new much simpler strapline "Investing in students with disabilities".

**"Our branding has made a clear statement, we now have more impact and influence and are punching well above our weight for a charity of our size."**

Renny Leach Chairman, Snowdon Trust.

**"Our new brand focuses not on disability, but the skills, abilities, achievements and positive attitudes of the people the Trust helps. We cannot thank the team at Elmwood enough for helping us to take this enormously positive step forward. The resources and guidance you've so generously provided have given us an amazing opportunity to create a strong identity and values to take us forward."**

Paul Alexander, Chief Executive, Snowdon Trust

**"I very much like the new direction, especially the name within the equals sign with the by-line underneath it. I feel it very much captures the spirit and intentions of the charity."**

The Rt Hon The Earl of Snowdon GCVO





## Summary of results (continued)

# SNOWDON = CREDIBILITY

### Increased awareness and profile in the places that matter.

Awareness is undoubtedly increasing and the Trust has received much more interest in its activities, as well as requests for information from journalists and for articles to appear in various publications:

- The Guardian June 2016
- The magazine of the British Association for Teachers of the Deaf – Jan 2016
- The newsletter of the cochlear Implanted Children's support Group – March 2016
- NFDC's Demolition and Dismantling Magazine – April 2016
- The 2016 Berkeley Foundation Annual Review

And, on 29th May 2016 BBC Radio 4 broadcast an appeal for Snowdon Trust, a prestigious fund raising opportunity.

**Snowdon's sphere of influence has vastly improved, and the Trust is being taken far more seriously. After the 2006 Snowdon Survey, the Trust's representatives met with senior Civil Servants to discuss the findings and press a case for improvements to statutory funding. But, after the 2013 survey, they twice met with the Secretary of State for Universities as well as with senior policy makers.**

The rebrand and subsequent improvement in the Trust's perception also enabled it, in 2014, to attract the help of Richard Stilgoe's Alchemy Foundation. The Foundation agreed to fund the salary for a part time fundraiser (3 days per week) with the aim of helping to boost the charities funds by £100K.

Awareness and influence of the charity's activities continues to increase with the Trust now frequently asked to comment on key disability topics. The charity has also recruited 14 (and counting) past Snowdon students as ambassadors, who regularly speak with supporters and potential donors about Snowdon's work, to help keep up with the demand for information on the organisation.

Finally, former Snowdon special award recipient, Baroness Tanni Grey-Thompson DBE, who is best known as a Paralympic athlete, retired from the Trust's Board, to become its first Patron. Tanni was a Trustee from 2011 to 2015 and has worked tirelessly to help raise the Trust's profile. The new branding has given them greater credibility and a higher profile, which contributed to Tanni being asked to appear on the celebrity edition of ITV quiz 'The Chase' where she raised £6,000 for the Trust.



Baroness (Tanni) Grey-Thompson DBE appeared on the celebrity edition of ITV quiz 'The Chase' where she raised £6,000 for the Trust.



Baroness (Tanni) Grey-Thompson DBE was a Trustee of the Snowdon Trust from 2011 to 2015. She then became the Trust's first Patron.



The Trust was featured on BBC Radio 4.

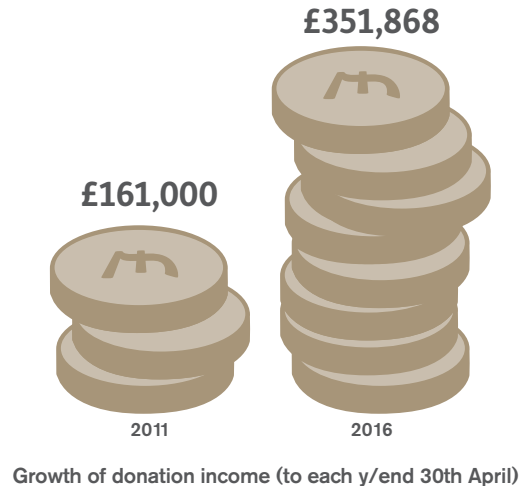
## Summary of results (continued)

# SNOWDON = ACTION

### Raise more donations than given out in grants.

The annual donation income in 2016 has more than doubled the level from 2011, and exceeded the year's stretch target of £250k by more than £100k.

The Trust has also been informed that it will receive its **first significant legacy donation**. This will push The Snowdon Trust back into the black and keep them there, giving them the financial security to potentially invest in further fund-raising opportunities, campaigns and a scholarship scheme.



# SNOWDON = MORE

### Increase the maximum level of grants in order to help more students achieve their full potential

This goal was very much dependent on achieving the first two objectives, but the Trust has managed to make a difference here too.

#### Increase grants

- Student grants for the past 2 years have averaged £190k – 45% higher than the 2011 figure, but for 2016/17 on the back of the recent fundraising success, they are looking to increase these much further still.
- The maximum individual student grant had been £2,500 since 1997. In 2015/16 the Trust increased this to £3,000 and for 2016/17 they are doubling it further to £5,000.
- The Trust have planned their first Snowdon Scholarship in association with the RCA. A commitment to supporting four students (one per academic year) for each year to a maximum of £50,000 over two academic years. Applications will open in October this year for a student commencing their MA studies in October 2017 worth £25,000 per year for a maximum two years.
- The Trust is planning to reinstate the Snowdon Award for the best design idea for people with disabilities, in conjunction with the Helen Hamlyn Centre for Design. The prize will be £2k to continue to reinforce the need to consider people with disabilities in all aspects of design.



MAXIMUM GRANT LEVEL DOUBLED TO

# £5,000



Royal College of Art

## £25K<sub>PA</sub> SCHOLARSHIPS

The Trust plan their first of four Snowdon Scholarship in association with the RCA

## Summary of results (continued)

# SNOWDON = ACHIEVING YOUR POTENTIAL

And of course, Snowdon Trust is all about enabling people with disabilities to help achieve their potential. Here are just a few examples of the incredible achievements that Snowdon students have been able to fulfil.

**SOPHIE STONE**



### **SNOWDON = THE FIRST DEAF GRADUATE FROM RADA**

"RADA was a truly amazing journey but I could not have received as much knowledge and training without my communicators or the generosity of Snowdon Trust support. I've won the Best Actress Award for the film 'Retreat' and have had a play written for me by award winning writer Katie O'Reilly. I am also a founding member of The Deaf and Hearing Ensemble."

**DOMINIC HYAMS**



### **SNOWDON = EMPOWERING DISABLED PEOPLE WITH GREATER INDEPENDENCE**

Dominic Hyams graduated from Warwick University with a degree in Management and needed special accommodation to help him cope with Osteogenesis Imperfecta – brittle bone disease. On graduation he got a job with Channel 4's graduate scheme and went on to become Assistant Producer. 'Dom's latest venture is the Communications and Digital Director of 'assist-Mi' app – a revolutionary app that offers comprehensive assistance to disabled users on the go, empowering them to greater independence when accessing everyday goods and services.

**DR. NICHOLAS M ALMOND PHD**



### **SNOWDON = POTENTIAL NEW TREATMENTS FOR CEREBRAL PALSY**

The Snowdon trust provided three years of funding for Nick to hire a PA to assist him with his research until he won a scholarship. Dr Almond has published a number of journal articles and chapters relating to cognitive decline in aging. Now Nick is working with world experts to investigate new treatments for cerebral palsy. He is the team leader of CPRes and is a big advocate of equality for people with disabilities.



## Summary of results (continued)

# SNOWDON = A FUTURE

Since 1981 the trust has helped over 2,200 students and has given out grants of over £3m. Moving forward, Snowdon aims to help many more students – both through direct financial support and by continuing to raise the ‘awkward questions’ with Government ministers as to why inequalities still exist for disabled people in education. After all – everyone must have the opportunity to achieve their true potential!

As the momentum grows and the Trust continues to benefit from its newfound higher profile and renewed confidence, then the dream and scale of its ambition gets bigger. Whilst in an ideal future the Trust hopes not to have to help any students because of a lack of support, it takes a pragmatic view and is looking to award grants and scholarships of over £500,000 per year in the future. And with the Trust having just been informed that it has attracted its first significant legacy donation, that ambition may be realized sooner rather than later.

**Future ambition**  
**=**  
**£500,000 p.a in Grants & Scholarships**

**SNOWDON**

**TRUST**

## Other influencing factors

None. Snowdon is such a small charity in the plethora of charities trying to survive. The brand is its only tool to achieve cut through in a highly sophisticated and competitive market.

## Research Resources

All information provided by the client.