



## HOME Fundraising recruits one millionth donor

After 11 years, tens of thousands of fundraisers working hundreds of thousands of shifts, supported by a unique operational infrastructure, HOME Fundraising, the largest commercial employer of fundraisers in Europe and the market leader in the UK door-to-door fundraising market, has signed up their millionth donor raising in excess of £300 million for good causes in the process.

Whilst all of the 15 regions within the HOME Fundraising UK network have been vying to deliver the millionth signup, in the end the plaudits went to Emma Powell working on a campaign for Oxfam in HOME's Birmingham region. Emma Powell said, "There are so many great causes that need support, and we become their voice talking to potential donors. There is no better feeling in the world when you get a signup because you feel like you've done something amazing, and with HOME you know there are also thousands of fundraisers across the country every night, collectively making an even bigger difference. Being part of that is really special and to be the fundraiser that has signed up the millionth donor makes me very proud, for my team, my region and for everyone who works for HOME."



HOME Fundraising's Emma Powell with Oxfam's Acting Fundraising Director Andrew Barton

HOME Fundraising work with many of the leading UK fundraising charities including Oxfam. HOME's work for the charity has focused on supporting Oxfam's emergency response work all over the world. Their working relationship is typified by a close partnership approach created by Andrew Barton, Oxfam's Acting Fundraising Director and Dominic Will, joint Managing Director of HOME Fundraising that goes beyond many traditional charity/agency arrangements.



Andrew Barton said, “We are delighted that it was a member of the public inspired by Oxfam’s work who has become HOME’s millionth donor. Door-to-door is an important fundraising channel for the charity, and we have tried to increase understanding of HOME’s work across our internal functions and build closer links to them throughout the organisation. Investing the time to develop the relationship is important because the closer they are to what we do, the better they are able to represent the amazing difference Oxfam makes in emergency situations like the current crisis in Syria. I am proud that over the last five years they have recruited 63,000 donors raising £6.5 million in regular gifts.”

Dominic Will said, “This is a huge achievement for everyone who has been part of HOME Fundraising in the last eleven years. The spotlight today is on Emma but in reality its recognition for all those working behind the scenes, not only the two thousand hard working fundraisers we employ, but also every other department and function within HOME working to a common goal of supporting our fundraisers at the door step. This milestone shows both the strength and ongoing importance of the door-to-door channel. We look forward to recruiting our next millionth supporter and working with many more great fundraising charities to make a difference.”

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## About HOME

HOME Companies Ltd comprises multi-award winning and market leading HOME Fundraising and HOME India.

HOME have raised over £300 million over the last 11 years, working with a range of over 40 different charities.

HOME Fundraising is the largest commercial employer of fundraisers in UK and Europe and is the market leader in the UK door-to-door fundraising market with 35% market share.

HOME Fundraising has the most rigorous compliance and validation system, delivering the highest levels of accountability for the UK’s leading fundraising charities.

HOME Fundraising does not employ subcontractors or operate commission-only payment structures and is ethically opposed to this practice.

HOME Fundraising is setting the standards for the sector and has an industry leading quality control program.

The HOME approach is successful and award-winning – our campaigns have won the Institute of Fundraising ‘Best Use of Face to Face’ award three times in the last four years, and we were shortlisted for an international award in 2010.

Neil Hope and Dominic Will the joint Managing Directors of HOME Companies Ltd, have written a book, *You Can’t Plant A Tree in Space* due out in March 2014 related to leadership principles and setting the conditions for sustainable business.

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