

Appendix 2: Indicative phased activity plan for West Ham Park, and other NLOS Charities for the Financial Year 26/27

By...	Fundraising Readiness	Case for Support	Supporter Mapping	Exceptional Stewardship	Measuring, Evaluating and Reporting	
Q1 (Apr-Jun)	Income baseline (25/26) established CRM options scoped	Priority projects identified	Funding Opportunity Pipeline developed and mapped against projects	Review of online platforms (e.g. Just Giving) and onsite signage.	Current outcome/impact framework mapped- what is already being measured and what are the gaps?	
Q2 (Jul-Sep)	Fundraising Policy drafted	Meeting with stakeholders to inform Case for Support and Stewardship Plan				
Q3 (Oct-Dec)	Recommend income targets for 27/28	Draft Case for Support		Initial Stewardship Plans in place	Outcome framework reviewed	
Q4 (Jan-Mar)	Fundraising FAQs updated in line with new GFM CRM in place	Three-year strategy drafted for approval for 2027-30			First Impact Report drafted alongside statutory charity accounts (both published later in 27/28)	