



FUNDRAISING

CLIMB SMARTER. BUILD YOUR FUNDRAISING FUTURE



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YOUR CAUSE DESERVES SMARTER FUNDRAISING

Most small-to-medium charities never reach their fundraising potential. Why?

Not because they lack passion, but because they're climbing with the wrong kit, outdated maps, or no guide at all.



WE'LL GET YOU THE MONEY YOUR MISSION NEEDS

9 Mountains will show you a smart, sustainable route - designed for your team, your mission, and your stage of growth. We work alongside you to build the right strategy, shape the right team and choose the right mix of fundraising tools to unlock your true income potential.

OUR PRINCIPLES: THE FOUNDATION OF SUCCESS



EXPERTISE THAT MATTERS

Our senior fundraisers bring experience across sectors and income streams. Whether it's trusts, corporate, legacies or digital giving, you'll have specialists focused on results.



ECONOMIES OF SCALE

You get a team of experts for the cost of one junior in-house post. Your budget goes further because we spread the cost of training, research tools, and back-office support.

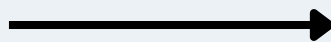


PAY AS YOU GO MODEL

We help you grow with confidence. You can pause, scale, or shift focus at any time. Your journey is yours to shape.



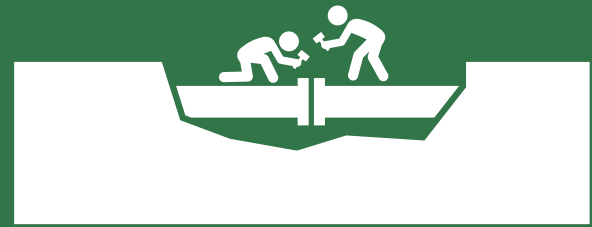
Our team goes beyond traditional services by analysing your existing challenges.



We provide tailored solutions to address them effectively.



CASE FOR SUPPORT & STRATEGY LAY SOLID FOUNDATIONS WITH 9 MOUNTAINS



Lack of core messaging?



We write a compelling Case for Support that anchors all fundraising.



Too much head or too much heart?



We bring emotional resonance and solid figures together to strengthen your message.



Repeated rejections?



We identify and fix weak points in your Case for Support that are costing you income.

9M WILL HELP YOU BUILD A CLEAR FUNDRAISING STRATEGY

When your messaging is unclear, fundraising feels like climbing blind. We bring your team together to define your direction, sharpen your offer, and create a shared language that inspires funders and supporters alike. Then we shape a strategy that fits your charity's capacity - grounded, focused and built for growth.

Blocks: 1.25 blocks (£2,500)

Timeline: 4-6 weeks



VISION, MISSION & STRATEGIC OBJECTIVES DEFINE YOUR DIRECTION WITH 9 MOUNTAINS



Unclear
organisational
purpose?



We lead a session to clarify
your vision, mission and
strategic goals.



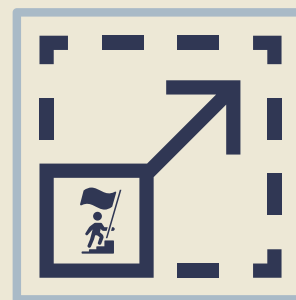
No shared
language internally?



We shape messaging that
unites staff, trustees and
supporters.



Hard to
communicate
big picture?



We develop a set of
strategic objectives that
bring clarity and focus.

9M WILL HELP YOU SPEAK WITH ONE VOICE

We bring your team together to uncover what truly drives your work. Through one powerful session, we craft a vision and mission that unite your people and give funders a clear reason to believe in your cause.

Blocks: From 0.75 Block (£1,500)

Timeline: 2-3 weeks



TRUST FUNDRAISING SECURE THE BUILDING BLOCKS WITH 9 MOUNTAINS



No time for applications?



We create tailored templates and manage a focused campaign.



Can't find suitable funders?



We research funders that align with your mission.



Big bids falling flat?



We craft compelling, funder-ready applications that meet expectations.

9M WILL HELP YOU RAISE GRANT INCOME WITH CONFIDENCE

Most small and medium-sized charities are under-resourced in trust fundraising with limited time, data and expertise. We fill that gap with targeted support, in-depth funder research and tried-and-tested approaches. Whether working alongside your team or leading the function ourselves, we help you build a stronger, more consistent income stream.

Blocks: From 1 Block/month (£2,000)

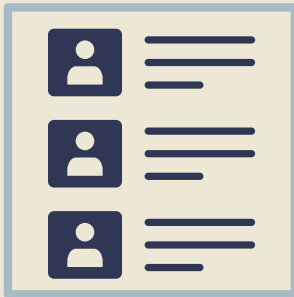
Timeline: 6-month minimum recommended



CORPORATE FUNDRAISING BUILD WIN-WIN PARTNERSHIPS WITH 9 MOUNTAINS



Lack of business contacts?



We identify companies aligned with your cause.



No time for relationship building?



We approach and cultivate partnerships on your behalf.



Proposals not working?



We align your goals with business needs to maximise return.

9M WILL HELP YOU OPEN CORPORATE DOORS

We help you break into the corporate space by identifying aligned companies and creating compelling propositions. Whether it's sponsorship, staff fundraising, or strategic partnerships, we open doors and support every step of the journey.

Blocks: From 1 Block/month (£2,000)
Alps-sized charities typically start at ½ Block/month (£1,000)

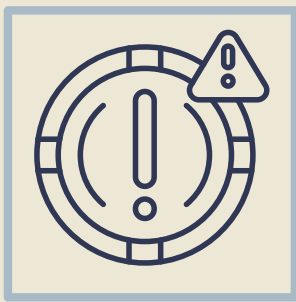
Timeline: 3-month minimum recommended



DIGITAL DONATIONS OPTIMISE YOUR ONLINE GIVING WITH 9 MOUNTAINS



Outdated digital strategy?



We design a plan to grow online income and engagement.



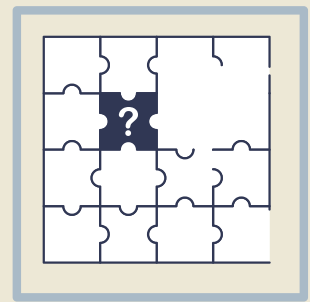
Low website conversions?



We audit and optimise your donation journey.



Missing pieces in the digital mix?



Our team covers web design, social media, content and donation strategy.

9M WILL HELP YOU HARNESS THE POWER OF DIGITAL

We offer strategic planning, one-off campaigns, or a fully outsourced service, ensuring your digital fundraising is focused, effective and ready to grow.

Blocks: From 0.5 Block/month (£1,000)
Setup: 0.75 Block (£1,500)

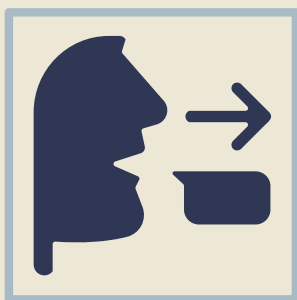
Timeline: 3-month minimum recommended



LEGACY FUNDRAISING SECURE FUTURE INCOME WITH 9 MOUNTAINS



No legacy messaging?



We create compelling copy and campaign materials.



Not starting because of sensitivity issues?



We shape communications that are clear, respectful and persuasive.



Not sure where to start?



We create clear, respectful marketing plans to promote legacies.

9M WILL HELP YOU INSPIRE LASTING SUPPORT

Legacy income can transform small charities, but many never get started. We make it simple, respectful and highly cost-effective to take your first steps.

Blocks: One-off cost of 2.5 Blocks (£5,000)

Timeline: 6-8 weeks



APPEALS & INDIVIDUAL GIVING

ENGAGE AND GROW YOUR BASE WITH 9 MOUNTAINS



Lacking an annual appeal?



We help you structure annual giving to maximise income.



Donor list not converting?



We refresh your supporter list and re-engage donors with purpose.



Not sure what to say?



We write engaging, donor-focused content for multiple channels.

9M WILL HELP YOU RAISE MORE, MORE OFTEN

Whether you're launching your first appeal or building a regular donor base, we create compelling campaigns that deepen engagement and drive results.

Setup (Appeal Copy): 0.75 Block (£1,500) – One-off Ongoing Support:
From 0.25 Block/month (£500)

Timeline: 3–4 weeks per campaign



HIGH-NET-WORTH INDIVIDUAL FUNDRAISING BUILD MEANINGFUL MAJOR DONOR SUPPORT WITH 9 MOUNTAINS



Don't know any wealthy donors?



We show you how to identify and connect with HNWIs already in your network.



Struggling to articulate the ask?



We craft personalised cases for support and cultivation plans.



Not sure where to start?



We test and refine approaches with a select donor group.

9M WILL HELP YOU FUNDRAISE WITH FOCUS AND FINESSE

Major donor fundraising isn't just for the big charities. We help you make confident, credible approaches that lead to genuine relationships and significant gifts.

Blocks: From 1 Block/month (£2,000)
Alps-sized charities may start at ½ Block/month (£1,000)

Timeline: 3-month minimum recommended



STATUTORY FUNDRAISING SECURE THE MOST GENEROUS GRANTS WITH 9 MOUNTAINS



Not accessing government funds?



We identify relevant local and national opportunities you may be missing.



Low success rates?



We review previous bids and strengthen your future submissions.



Need an extra pair of hands?



We provide bid writers, reviewers or project leads as needed.

9M WILL HELP YOU UNLOCK GOVERNMENT FUNDING

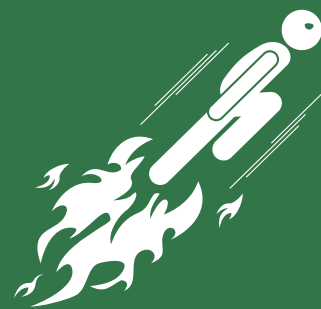
Statutory funding is the biggest pot of money in the sector, yet many charities either ignore it or struggle to access it. We help you identify the right opportunities, make sense of complex requirements and shape competitive applications. Whether you need a full-service bid writer or just a second pair of eyes, we bring experience, structure and focus to every submission.

Blocks: One-off cost of 1.25 Blocks (£2,500)

Timeline: Minimum 2-week turnaround



CAPITAL CAMPAIGNS FUEL YOUR NEXT BIG MOVE WITH 9 MOUNTAINS



Unclear if you should proceed?



We assess feasibility so you don't waste money or donor goodwill.



No case for investment?



We develop a compelling capital case tailored to your audience.



Campaign stalling?



We help you re-energise your strategy and communications.

9M WILL HELP YOU PLAN AND DELIVER A SUCCESSFUL CAPITAL CAMPAIGN

Capital campaigns require clarity, credibility and sustained momentum. We help you define a clear case for investment, assess feasibility, and phase your approach for long-term success. Whether you're early in planning or already underway, we help you move forward with structure and confidence.

Blocks: From 1 Block/month (£2,000)
Larger campaigns may require 2+ Blocks/month depending on intensity

Timeline: Varies by stage and scope – minimum 3-month engagement



COMMUNITY FUNDRAISING UNLOCK LONG-TERM FUNDRAISING POTENTIAL WITH 9 MOUNTAINS



No core materials or strategy?



We produce clear, compelling materials to launch your programme.



Struggling to mobilise supporters?



We recruit, train and manage community fundraising teams and volunteers.



Disconnected from local networks?



We identify key forums and multipliers to grow your reach.

9M WILL HELP YOU BUILD STRONGER LOCAL SUPPORT

Community fundraising is about more than just events and donations – it's a powerful way to engage schools, local businesses, and individuals, while also opening doors to corporate and high-value relationships. We help you build a structured programme, produce high-quality materials and guide your community fundraising team with ongoing support.

Blocks: Setup typically 0.75 Block (£1,500) – One-off
Ongoing Support: From 0.25 Block/month (£1,000)

Timeline: Setup 4 weeks; ongoing delivery as needed



HOW TO WORK WITH US

YOUR JOURNEY TO THE SUMMIT CONTINUES HERE



FINALLY, EXPERT HELP THAT FITS THE WAY WE WORK

"Working with 9 Mountains has been a turning point for us. They understood our challenges and gave us the direction we needed. With expert support in marketing, fundraising, strategy, and operations, we've gained clarity, confidence, and real momentum. We're moving forward with more focus, confidence, and a sense that we're building something sustainable."

— Jo Early, CEO, SAMM National



LET'S CLIMB THIS MOUNTAIN TOGETHER

Whether you're starting out or ready to grow, 9 Mountains helps you build a smart, sustainable fundraising operation tailored to your ambition. Book a session to explore your challenges, and we'll connect you with the right experts. We know the climb is tough, but the view from the top is worth it. Together, we'll map the best route to reach your peak goals.

CONTACT

Get in touch to book your free appointment and take the first step toward elevating your charity to new heights.

📞 0800 208 4749 ✉️ info@9mountains.co.uk

To explore more ways 9 Mountains can support your charity, including our full range of services and other mountains, visit our website.

🌐 www.9mountains.co.uk

