



## Report on Donations Received via the Global Giving Page

**Launch date of Global Giving Campaign: 24<sup>th</sup> July, 2020**

**Currency used: USD**

On 24<sup>th</sup> July, 2020 the Saint Lucia National Trust (SLNT) launched a Global Giving crowdfunding page with the generous support of the International National Trusts Organisation (INTO). The aim of this crowdfunding campaign is to gain financial support from persons interested in sustaining the heritage conservation work of the SLNT. The Covid-19 pandemic has impacted the SLNT greatly, resulting in a complete stop to all SLNT revenue-generating activities for months during an island wide shutdown at one point. The total funds raised from the launch of the SLNT's Global Giving campaign to the end of October is \$1492.03, which was received from 28 individuals, some of whom donated multiple times.



Panoramic view of the empty main lawn area in the Pigeon Island National Landmark (PINL) during the Covid-19 pandemic. The PINL is the SLNT's main revenue-generating site but very few people have been visiting this site, compared to the beginning of the pandemic.

A Facebook post was made and boosted on 24<sup>th</sup> July to signal the launch of the crowdfunding page. This post reached 7,364 people and 37 people shared it. A similar post was made on Instagram on 30<sup>th</sup> July, which reached 408 persons. On 29<sup>th</sup> July an article about the Global Giving fundraising page written by SLNT Programme Officer - Communications and Advocacy, Karetta Crooks Charles, was sent to various media houses for promotion of the page. This article was subsequently placed on the SLNT's website on 30<sup>th</sup> July and can be found at [this link](#). The Global Giving page was also formally announced to the public during the SLNT's Ecosystem-based Adaptation (EbA) project launch on 28<sup>th</sup> July. During this first week of the campaign, \$331.40 was donated to the page by 10 people.



SLNT Programme Officer and Programme Assistant- Communications & Advocacy, Karetta Crooks Charles and Joanne Norville participating in the Girls of A Feather Storytell(her) Bootcamp Closing Ceremony where they promoted the Global Giving campaign

The SLNT has conducted several other social media campaigns to promote the Global Giving crowdfunding page including:

- A Facebook and Instagram post on 15<sup>th</sup> August, thanking persons who shared and donated to the fundraising page. The post also encouraged persons to continue making contributions;
- About 10 Facebook and Instagram posts from 27<sup>th</sup> August to 18<sup>th</sup> September, promoting the Little-by-Little fundraising campaign, during which any contributions made would be matched at 50% by Global Giving for up to \$50. All new monthly donations during this campaign would also be matched at 100% for up to \$100;
- A Facebook and Instagram post on 16<sup>th</sup> September about reaching the \$1000 funds raised milestone. The post thanked all those who contributed and encouraged all to continue supporting our efforts.



SLNT Director, Bishnu Tulsie, and Programme Officer - Communications and Advocacy, Kareta Crooks Charles promoting the Global Giving campaign and talking about the SLNT's work on RC's The Lunch Room with Calixte George Jr. This was aired on live radio and streamed live on Facebook

We also promoted the crowdfunding page during activities like our Citizen Scientist Round 3 prize-giving event on 14<sup>th</sup> September and our Trust Pioneers Lecture which took place on 26<sup>th</sup> September, the day of our 45<sup>th</sup> Anniversary. Throughout the month of October, SLNT representatives promoted the Global Giving campaign on various radio shows including The Lunch Room on Radio Caribbean International and The Morning Riot on Real FM, TV interviews and in-person appearances at other organisations' events like the Girls of A Feather Storytell(her) Bootcamp Closing Ceremony.





SLNT staff continuing to maintain sites like the Maria Islands which is home to protected endemic species.

We have been able to resume some of our revenue-generating operations, though it is on a very limited basis and scale. The funds raised through the Global Giving crowdfunding page have gone a long way in supporting our heritage conservation efforts during this pandemic, however, we would require even more support to offset the financial challenges which we have been facing for most of this year. We encourage all to contribute to our crowdfunding page especially during the [Giving Tuesday campaign](#) on 1<sup>st</sup> December 2020. Each donation made on this day will increase the proportion of Global Giving's incentive fund which we would receive.

We have made it this far thanks to your generous support!

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Climate Action Saint Lucia Project #47502

The Saint Lucia National Trust C-19 Relief Fund  
by International National Trusts Organisation (INTO)

**\$1,408** raised of \$100,000 goal  
29 donations \$98,592 to go

DONATE NOW

Donate once Donate monthly

Help us reach our goal!  
Make a contribution at [globalgiving.org](http://globalgiving.org) today!