

Why does Scotland's Gardens Scheme take 40% of funds raised and what does a garden receive in return?

When participating in Scotland's Gardens Scheme, Garden Openers may choose to donate all funds raised to SGS, or to choose a charity or good cause to receive up to 60% of funds raised at the opening, with the remaining 40% going to Scotland's Gardens Scheme.

If you choose to support a charity of your own, the following explains why SGS asks for a minimum of 40% of funds raised and what we do with it.

Scotland's Gardens Scheme is a charity itself and self-funds by the 40% of funds raised through garden openings, as well as making donations to core beneficiary charities (currently Maggie's, Perennial and the Queen's Nursing Institute Scotland), as well as occasional guest charities and grant recipients.

It's worth noting that until 2018, 60% of funds raised went to Scotland's Gardens Scheme and 40% to the Garden Opener charity of choice. Indeed, our sister charity, the National Garden Scheme, takes 100% of funds raised to support a selection of core charities, so garden owners do not get a choice of charity to support.

In order to cover the considerable costs of promoting garden openings as detailed below, and to enable us to keep on running Gardens Open for Charity into the future, we ask that the following are included as part of the overall total, with 60% going to Garden Opener charities and 40% to SGS.

- Garden Gate Entries
- Teas/refreshments
- Plant Sales

For additional stalls, we ask for a donation per stall of £25 or 10% of takings, to be included in the overall total above.

For participation in Scotland's Gardens Scheme, garden owners automatically receive:

- Insurance cover for the garden opening
- Advice and support from SGS local volunteers and Head Office
- Inclusion in our annual guidebook (8000 copies)
- Inclusion in our national leaflet (60,000 copies)
- Listing on our website (around 250k users)
- Promotion in our weekly emails to 15,000 subscribers
- Posters, fliers & signage
- Inclusion in our national and local social media
- If available, photography by our volunteer photographers
- Opportunity to provide content for our blog posts, which could link to our e-news distribution
- Opportunity to be part of something special – a nationwide garden opening movement
- PR opportunities in our launch press release and through our garden opening season.

For gardens that are open all year round, as well as inclusion in our promotional materials for your single date opening, we can also include you as a 'year-round' listing, so that your garden is promoted on our site and in the book as available to visit throughout the year.

<https://scotlandsgardens.org>

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