

The other Northern Rock story



How a charitable foundation got caught up
in the international banking crisis – and
survived!

Fiona Ellis

Northern Rock Foundation

before the crash

Established in 1997/98

5% of pre tax profits (almost £32m in 2006-
more than 275m Dkr)

Responsive and strategic grant-making;
research and commissioning

Producing series of reflective and report
publications

Independent



September 13th 2007



- <http://flickr.com/photos/64097751@N00/138150561>

Revealed: massive hole in Northern Rock's assets

Day 2

Stories designed to make things worse!

Bank PR and communications went to ground

Press and media turned to the Foundation

Northern Rock shares crash as customers queue

Northern Rock shares plunge 32%

Shares in one of the UK's largest mortgage lenders, Northern Rock, have fallen 32% after it had to ask the Bank of England for assistance.

Some customers were queuing outside Northern Rock branches



insist
h has
in
£113bn in
danger of going bust

What we did first

Briefed Chairman, Trustees and staff

Called emergency Trustees' Meeting

Made a crisis team of three staff and four trustees

Prepared statements

Arranged a protocol with the bank

Our worries

The bank, our friends and colleagues

Foundation's future

Grant-holders and beneficiaries

In the following weeks ...

Getting expert help

Planning what stories were helpful to place and what to be kept out

Being clear (again!) about who speaks and does interviews and who doesn't

Lining up grant-holders able to speak

Caring for the staff

Advice for preparation

In the event of ...

Make a crisis folder

Phone numbers - cell phones

List of who briefs, who speaks and who says nothing

Update your data - check and use your website

Try to have 'friendly' informed journalists who know you and whom you can trust - a bit!

Dealing with press

Misconceptions - yours and theirs!

Timing

Integrity

Accuracy

Whose story?

Dealing with television and radio

Agree what questions you will and will not answer

Preparing for camera

Taking a witness

Silence - not your problem

When the camera stops rolling

The Journal



Tuesday September 18 2007

Today's Voice of the North

50p

The Customs House Age Concern Northumberland Berwick Community Development Trust Gateshead Citizens Advice Bureau Tees Music Alliance Glanton Memorial Hall Cumbria Youth Alliance Newcastle YMCA Rothbury and Coquetdale Youth Project Streetwise Opera North Tyneside Disability Forum Sunderland African Association Open Clasp Theatre Company Bowes Railway Dance City Opera North Limited Northern Film and Media Cumbria Farming and Wildlife Advisory Group Durham County Council Reg Vardy Gallery Carlisle Mencap Darlington MIND North Shields Library Club St. Mary's Community Centre Cumbria Rape and Abuse Service Tyneside Cyrenians Skills Centre Teams And Bensham Community 1,520 organisations at Community Garden Middlesbrough Sportability Newcastle Gateshead Initiative Durham Light Infantry Stage Ouseburn Trust Relate North East Sunderland Partnership Baltic Centre for Contemporary Art Whittle Centre Sedbergh Book Town Literary Trust North East Southern African Society Bearpark Community Association University of Sunderland Glendale Gateway Trust Tyneside Cinema Northumberland Fire and Rescue Service Durham County Football Association Northumbria University Friends of the Earth Durham Amateur Rowing Club Crookhall Community Association Soil Association Vindolanda Trust Waygood Gallery Carlisle Rugby Football Club Wrekenton Methodist Church Newcastle United Women's Football Club Sunderland Deaf Society Percy Hedley Foundation Durham Skate and Bike Partnership Pennywell Community Centre New Writing North St. John Ambulance Northumbria

**In the past 10 years
1,520 organisations
have received £175m
from the Northern
Rock Foundation**

NOW IT'S YOUR TURN TO HELP

northern
rock

Government guarantees all deposits in the Rock: Turn to Pages 4, 5, 6 & 10



Questions?