

Daily Dose to close at end of March 2009 unless sufficient funding raised

The good news

Last year was a good one for Daily Dose. We were successful in our sponsorship drive - thank you sponsors! We had a significant increase in readership (e.g. subscribers increased 23% to over 7,500), and expanded the material to which we linked. We also created an urgently needed 'voice' for people affected by substance use problems and people working in the field. A selection of blogs from our new online recovery community (www.wiredin.org.uk) was selected to appear on the Daily Dose listings.

This 'people's media' is now an essential component of the Daily Dose service. It gives people affected by substance use problems the right to relate their experiences and views to a wide audience, without having to go through a third party (e.g. the media) who often distort or taint the message. We received considerable positive feedback about this new aspect of the service.

The bad news

We are reaching the end of the Daily Dose year, which means we have been looking for new sponsors for the period April 1st 2009 – March 31st 2010. We started approaching potential sponsors last month to try and raise the same level of funding as last year. Sadly, to date we have received only a few offers. Our problem has been compounded by the fact that our main sponsor last year (who offered far more than the usual £5,000 annual sponsorship) cut their funding by 80% this year.

The reality

We have run Daily Dose for over eight years now, always at a financial loss (until last year) and sometimes with no funding at all. The team and I have always felt that the sacrifices made over the years would eventually lead to a Daily Dose that was reliably well-supported. Instead, each year we struggle to raise the necessary funding.

This situation arises despite the fact that week on week we receive many positive comments about Daily Dose. This is not surprising given the exceptional quality of Daily Dose and the incredible job Jim (and now his wife Sue) does every morning and evening, 365 days a year. Lucie and Kevin also did a great job in the past year helping run the community that provided the new dimension of content appearing on Daily Dose. That also took a substantial amount of work and level of commitment.

We had hoped that we would not have to repeat what happened last year where we had to threaten to close Daily Dose unless we raised £100k funding. But we cannot continue running this service if we do not have adequate funding. We also cannot compromise the quality of Daily Dose, the range of services we offer (including the people's media), and the standards by which we operate.

Therefore, we are committing ourselves to try and raise £100,000 sponsorship for the coming year to allow the continuation of Daily Dose. If we cannot raise this level of funding, then we will close Daily Dose on March 31st, 2009. We are sorry to have to say this, but we have no other option.

Please support your Daily Dose by becoming a Main Sponsor.

Professor David Clark, Director of Wired In