



Programme Extension Press Release

Arts Fundraising & Philanthropy Programme to be Extended Until March 2018

The Arts Council England-funded Arts Fundraising and Philanthropy Consortium today announced that its Programme is due to continue until March 2018, with additional generous support from Arts Council England.

Arts Fundraising & Philanthropy (AFP)'s mission is to strengthen cultural organisations' resilience and sustainability by transforming their fundraising knowledge, skills and levels of success. The Consortium members: *Cause4*, the Arts Marketing Association (AMA) and the University of Leeds work together with a wide range of partners to deliver a Programme that empowers arts and cultural professionals across England to seize the considerable opportunities that fundraising offers them to form important relationships, develop new income streams and develop new commercial opportunities.

Consortium partners believe that fundraising is every cultural professional's responsibility, and all professionals benefit, personally and professionally, from improving their fundraising knowledge and expertise. More importantly, artists, audiences and participants benefit from a cultural sector that has more financial flexibility, a healthy attitude to external partnerships and greater confidence in its public value.

The Programme Evaluation has shown considerable success to date:

- AFP has been a ground-breaking interventional programme that has left behind a living legacy of skilled, engaged and connected fundraisers; robust academic and vocational learning programmes; a bespoke training needs analysis; a significant body of online learning materials; and an effective consortium of training deliverers.
- The overall impact of AFP has been significant, with 88% awareness across the arts sector since the programme was established in 2013.
- AFP has developed arts and cultural fundraisers who are experienced and passionate about fundraising and development. As well as developing a sustainable legacy of case studies and complementary digital learning resources, AFP has also facilitated a burgeoning network of peer support across England, and fostered a culture of coaching and action learning that is having a broader influence on developmental practice in the arts.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



The extended Programme will start its activity in early 2017 with some special announcements, including:

- An open call for brilliant and inspirational trainers to help deliver national fundraising training;
- An open call for senior arts fundraisers to become Regional Coordinators and help shape, test and develop the Programme;
- The launch of Mid-Career Fellowships, offering ten cultural professionals the opportunity to develop their fundraising expertise through a tailored year-long programme of activity;
- The development of a new online course (MOOC) led by the School of Performance and Cultural Industries at the University of Leeds, designed to support arts and cultural organisations to grow and change in a strategic way;
- The launch of new Culture Change Sessions, giving organisations intensive support to help them adapt their income profiles and to ensure the whole organisation becomes active in fundraising;
- The further development of AMA's CultureHive resource for fundraisers, and new opportunities in marketing and fundraising training;
- The introduction of thought leadership seminars run and hosted by the University of Leeds.

Michelle Wright Programme Director of the Arts Fundraising and Philanthropy Programme, Cause4 said:

‘The Arts Fundraising and Philanthropy Programme has developed an extensive programme across England to support individual artists and organisations to adapt their fundraising in a much more difficult and uncertain economic environment. This extension programme from Arts Council England comes at an important time and allows us to look at the development of new business models, accredited training programmes as well as a new programme of digital resources leaving an important legacy of data and information about best practice in fundraising development for the sector.’

Clare Titley, Director of Philanthropy and South West at Arts Council England, said:

‘The Arts Fundraising & Philanthropy programme of skills development, training and online resources is an important and much-valued provision for the sector. As the Private investment in Culture survey told us last week, organisations continue to work hard to diversify sources of income but many companies still lack the capacity to undertake fundraising with confidence. With this contract we hope to support more organisations to gain the skills and knowledge they need to move forward.’

-ENDS-



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



About the Delivery Partners

Cause4

www.cause4.co.uk

Cause4 champions new ways of scaling up charities and social enterprises supporting them to change and grow. A small team but with big ambition and a big heart, it's not the size of project that matters to us but whether it can make an impact. Provoking change is at the heart of our mission.

Cause4 works in partnership with corporations, charities and people to develop important charitable projects, create new business models, as well as to raise vital funds working across the *charity, arts, sports* and *education* sectors. Learning lessons from the private sector to benefit not-for-profit organisations, since set up in May 2009, *Cause4* has raised over £46 million for clients, and is committed to helping attract the best graduate talent to work on some of the charitable sector's most pressing issues.

As a social enterprise and certified B-Corporation, *Cause4* measures its social impact based on the level of income achieved for clients, and the associated impact of programmes across multiple beneficiary communities. We also evaluate the effect of our talent development programmes and the leadership journey of our graduates.

University of Leeds

www.leeds.ac.uk/culturalinstitute

University of Leeds is The Times and The Sunday Times University of the Year 2017. It is the lead education partner in the Arts Fundraising and Philanthropy Programme and delivers accreditation for learners participating in the programme. Through its Cultural Institute, the University works to increase pioneering research collaborations, to wide cultural engagement and participation and to create more opportunities to extend the knowledge and build the skills of our students, in partnership with leading arts and cultural organisations.

Academic colleagues from the School of Performance and Cultural Industries and Leeds University Business School, as well as sector partners, have developed the first National Summer School for Fundraising and Leadership in Europe and a Post Graduate Certificate in Arts Fundraising and Philanthropy, with a module delivered through online and work-based learning.

The Arts Marketing Association

www.a-m-a.co.uk www.culturehive.co.uk

The AMA is a membership organisation with nearly 2,000 members working at all levels in the arts, culture and heritage sector. The AMA provides professional development for those working in cultural marketing and management, helping its members to make better connections between art and culture and the public.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Some of the AMA's major projects include CultureHive, the website for sharing best practice, the resilience programme Future Proof, the intensive online Digital Marketing and Audience Diversity Academies and the AMA's conference, which attracts over 600 delegates to a new city annually.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



CAUSE4 UNIVERSITY OF LEEDS

