

Arts Fundraising & Philanthropy Programme

Michelle Wright, CEO of Cause4 and Programme Director of the Arts Fundraising & Philanthropy Programme (AF&P) tells us why increasing fundraising expertise is so important and how you can get involved

The difficulties facing arts organisations in this economic climate are well documented. We know from our work with a wide range of cultural organisations that as private-sector giving in the arts comes under increasing pressure, and with Government adamant that it will not restore lost funding to the arts but will rely instead on a drive to increase philanthropy, that the UK faces a situation where pressure on our sector's leaders and associated fundraising departments is intensifying.

With arts organisations now fundraising for their survival, it has never been more important to increase the level of knowledge and skills across the sector. And not just for dedicated fundraising staff. Those organisations that are most successful at fundraising develop a culture where it's the responsibility of everyone in the organisation to play an active role in generating new sources of income.

The *Arts Fundraising & Philanthropy Programme* came into existence in mid-2013 as a result of a *Catalyst* grant from Arts Council England and as part of an aptly named programme entitled *Transforming Arts Fundraising*.

From 2013 to 2016, the programme aims to improve the perceptions of the arts as a charitable cause and enhance fundraising practice, encouraging leadership and entrepreneurialism. Working with trustees, leaders, senior managers and emerging talent our ambition is that the programme will inspire, train and develop people at all levels, helping to achieve a networked, skilled and resilient arts workforce.

The AF&P Programme has been developed and led by a consortium that includes the DARE Partnership of Opera North and the University of Leeds, my own organisation *Cause4* and the Arts Marketing Association (AMA).

THE FIVE MAIN PROGRAMME STRANDS TO THE ARTS FUNDRAISING & PHILANTHROPY PROGRAMME ARE:

1. Fundraising and development training

We offer a range of affordable **one-day fundraising training courses** at Introductory, Practical and Strategic levels for people working in arts organisations, or as freelancers, to improve fundraising skills, confidence and success. All courses are led by expert trainers who offer practical guidance and recommend ways for participants to implement what they have learned immediately into their work. **A modular leadership programme for Development Directors** will launch in autumn 2014.

We also run **half-day training courses in Trustee Leadership in Arts Fundraising & Philanthropy**, designed for CEOs and Trustees to attend together, to explore ways in which Trustees can lead and support their organisation's fundraising strategies.

Our **Coaching and Action Learning** training programme aims to support busy people who are leading arts organisations or development teams. We want to help foster confident, resilient arts leaders and develop a peer-to-peer leadership community that will help people to share working practices and learn from each other.

A number of **Charity Placements** have recently been announced for people working in arts fundraising who are keen to expand their knowledge and understanding of the Third Sector. The initial placements during spring / summer 2014 include the British Heart Foundation, the Science Museum, WaterAid and World Vision.

Working in partnership with The University of Leeds we are developing a **National Summer School for Arts Fundraising and Leadership**. This accredited residential course will run for the first time from 31 August to 5 September 2014, offering an intensive programme of study for emerging cultural entrepreneurs and led by renowned academics from the arts and business schools.

2. Fundraising traineeships

Our **Arts Fundraising Fellowship Programme**, the first of its kind in the UK, aims to create the next generation of Development Directors and leaders skilled with the vision, entrepreneurial expertise and ingenuity to make a significant difference to the arts fundraising landscape.

From the 250 applications that we received in 2013, we recruited 15 graduate Arts Fundraising Fellows who are all based within a host arts organisation. For our inaugural year we have three Fellowship hubs in the North and South West of England and in London. Our Fellows are participating in an intensive 12-month learning and development programme, while meeting ambitious fundraising objectives for their host organisation. We will shortly be recruiting for host organisations and Fellows for Year Two of the Programme.

3. Peer-to-peer leadership community

We work closely with arts sector partners to ensure that our work is reaching, and is relevant to, people working across the arts landscape in England. Sector-specific events for 2014 include partnership projects with **Dance UK**, **Sound and Music**, and the **Visual Arts & Galleries Association (VAGA)**. We also have ongoing partnerships with the **Association of British Orchestras (ABO)**, **Free Word** and **UK Theatre**.

We are working in partnership with the **Arts Marketing Association** and their annual conferences in 2014 and 2015 will include a fundraising programme strand along with heavily-subsidised delegate rates for arts professionals working in fundraising and development: www.a-m-a.co.uk/AMAcference2014fundraisers

We are also working with **Regional Co-ordinators**, development specialists working in arts organisations across England, to encourage live and digital networking and collaboration.

4. Research and digital development

The **Arts Marketing Association** is leading on the creation of National Occupational Standards for fundraising. They are also extending CultureHive.co.uk to include resources and tools to help fundraising and development professionals discover and share examples of best practice.

Working in partnership with **The Audience Agency** we are developing *Donor Finder* to explore the potential to develop the understanding and use of consumer intelligence in fundraising. Other work includes development of a series of seminars with the **European Sponsorship Association (ESA)** and plans to develop pathways into the ESA Diploma for arts fundraisers.

5. Innovation and international

Discussions are on-going with the **British Council** and other international organisations regarding the possibility of extending the Programme into other European countries.

Follow us on Twitter and sign up for the Arts Fundraising & Philanthropy newsletter so that we can keep you up to date with the many exciting opportunities emerging over the next couple of years – the Programme team, trainers, and Fellows also regularly blog about various aspects of the Programme: www.artsfundraising.org.uk

We welcome ideas to help us develop the programme so please get in touch and help us shape these exciting opportunities to develop arts fundraising for the years to come. ■



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