



RAISE
your fundraising game

RAISE Tier 1 organisations together with Arts Council Representatives and O'Kennedy Consulting representatives at the RAISE launch in December 2018.

Back row, left to right: Nik Quaife (OKC), Muireann Sheahan (Poetry Ireland), Kate Cunningham (DIFF), Sarah Sharkey (DIFF), Meghan Elward-Duffy (The Gate), Hollie Kearns (The Butler Gallery), Diego Fasciati (Irish National Opera), Sarah Freeman (Irish National Opera), Sabrina Kevany (OKC).

Front row, left to right: Martin O'Sullivan - (Arts Council Deputy Director), Mary O'Kennedy (OKC), Orlaith McBride (Arts Council Director), Kieran MacSweeney (Arts Council RAISE Adviser), Anna O'Sullivan (The Butler Gallery)

WELCOME TO THE FIRST RAISE NEWSLETTER 2019

After a 4-month competitive application process, five Tier 1 and thirty Tier 2 organisations were selected to participate in RAISE, the Arts Council initiative aims to build capacity among Arts Council funded organisations to generate significant new private investment.

On the 8th November 2018, Arts Council Director Orlaith McBride and Deputy Director Martin O'Sullivan, welcomed all Tier 1 & Tier 2 participants to the Arts Council for the inaugural RAISE workshop led by [O'Kennedy Consulting](#). Speaking at the launch Orlaith said "the Arts Council are delighted to be supporting so many organisations who are focused on growing their private investment and philanthropic support". For a complete list of organisations participating in RAISE [Click Here](#)

Due to the large volume of applications it was also decided to introduce a Tier 3 level. The Tier 3 organisations will participate in three workshops including "Bring the Board to RAISE" and will have access to the [online platform](#), newsletters and support materials.

Philanthropy, in tandem with government investment, has a key role to play in promoting Ireland's vibrant arts and cultural sector, supporting organisations in creating and sharing impactful work across a diverse range of art forms. [O'Kennedy Consulting](#) is delighted to partner with the Arts Council to deliver RAISE, providing fundraising training and support to dozens of arts organisations across the country, and empowering them to engage individual donors, businesses and foundations as partners in delivering first-class programmes, events and exhibitions.

The RAISE programme supports Arts Council funded organisations to augment their regular funding by building capacity to generate significant new private philanthropic investment

#artscouncilRAISE

Throughout 2019 we will be sharing updates and stories from RAISE participant organisations and providing relevant news regarding philanthropic grants and opportunities for donor engagement. The O’Kennedy Consulting team are here to help maximise your participation in RAISE so please feel free to share your feedback on the programme.

Happy Fundraising!

Mary, Sabrina, Nik and Karen



RAISE Tier 2 & 3 Launch

Pictured at the launch of RAISE Tier 2 are participants representing each organisation, the Arts Council and OKC.



Pictured at the launch of RAISE Tier 3 are participants representing each organisation, the Arts Council and OKC.

Tier 1 News and Updates



Irish National Opera

Irish National Opera closed out its inaugural year with 95 Members of its Founders Circle, each of whom committed €1,000 towards the new opera company. The Founders were the first official Friends of Irish National Opera and, to build on this INO held a launch of a Friends & Patrons programme at the Goethe Institut on the 22nd January. Founders and potential Friends were invited to attend an INO Studio Masterclass showcasing the training techniques for an operatic performance. For more information on the Friends & Patrons of Irish National Opera, please [click here](#)



The Butler Gallery

The Butler Gallery recently launched a Capital Campaign to raise funds towards their move into Evan's Home in 2020. This move to the newly renovated Evan's Home will allow the Gallery to finally showcase works from its substantial permanent collection and to expand its learning and public engagement programme. To kick-start the Campaign the Butler Gallery sold a limited edition of prints by the famed Kilkenny artist Jane O'Malley of her late husband, the esteemed artist, Tony O'Malley. To date, 65 of these prints have been sold, to purchase one of the remaining prints, please [click here](#).



Dublin International Film Festival (DIFF)

The 2019 Dublin International Film Festival along side its core sponsor Virgin Media, took place from the 20th February to the 3rd of March to rave reviews! DIFF have been focused on developing a corporate engagement programme and have been working closely with the RAISE team to devise an innovative angle for techs hubbed in Dublin - specifically around a 12 month partnership programme for digital nomads arriving in the city! To find out more about corporate partnerships with DIFF [click here](#)



The Gate Theatre

It's a very busy time at the Gate with the launch of Season two 2019 Love & Courage kicking off with The Children. The Gate also has eight nominations at the upcoming Irish Times Theatre Awards and have managed to find the time to develop a legacy promotion brochure. The Gate is soon to launch a new Friends and Patrons programme with the working title "1928 Club" paying homage to the year the theatre was founded. The Gate is currently exploring how best to engage new individual and corporate Patrons for the coming year to join their existing key donors who are known as the Gate-Keepers. For more information please [click here](#)



Poetry Ireland

Poetry Ireland continues to engage supporters for their Capital Campaign. The RAISE team is providing advice to Poetry Ireland on individual and corporate engagement, sourcing the funding necessary to "Open the Doors" of No. 11 Parnell Square, thereby securing a future for Irish poetry that is as celebrated as its past. For more information on their capital campaign please [click here](#)

Tier 1 Recruitment Update

A key part of the Tier 1 programme is to assist participating organisations to grow their fundraising capacity and philanthropic income by recruiting key development personnel. The process is been managed by [Charity Careers Ireland](#) on behalf of RAISE and promoted through its sister company, [Creative Careers](#). RAISE is delighted to share the new appointments to date!



Dublin International Film Festival have appointed Kate Cunningham as their new Head of Development and Marketing, prior to this role, Kate was DIFF Marketing Manager, Kate was responsible for the marketing of the 2019 festival as well as production of the festival catalogue and sponsor relations.

The Butler Gallery have appointed Rebecca Reynolds as Development Director. Rebecca joins The Butler from Focus Ireland, where she was Head of National Fundraising initiatives and Retail.



Irish National Opera have appointed Claire Lowney as Development and Marketing Assistant. Claire is joining the INO team from Scottish Opera, Glasgow where she was Marketing Officer.

The **Gate Theatre's** Director of Development role is now at the final stage of the recruitment process.



Poetry Ireland's Development Manager role is now live, please [click here](#)

Tier 2 News and Updates

Since November the OKC RAISE team have met with or spoken to all Tier 2 participants to provide tailored funding support to each organisation. Below is a brief review of what some of the organisations have been up to!



Dublin Dance Festival launched their 15th Festival on Tuesday 12th of March at the Bar Academy. Chair of DDF, Helen Meany, used the opportunity to launch their new Friends programme **#JoinTheMovement** and encouraged attendees to sign up! [click here](#) for more info about DDF



Children's Book Ireland secured €10,000 from the Coca-Cola Thank You Fund and €2,500 from the Drouillard Family Fund. This support will enable CBI to continue their vital work. [click here](#) for more info about CBI



Irish Architecture Foundation launched its 2019 Programme & Strategy in February. Bank of Ireland have signed up to be 2019 and 2020 Principle Partner of Open House Dublin by providing €100,000 over 2 years. Arup will continue their ongoing support of the IAF. [click here](#) for more info about IAF



Backstage Theatre have launched a 'Members get Members' Campaign for their Business Friends scheme [click here](#) for more info about Backstage.



In January AOIC rebranded to **Sing Ireland** and also launched their new website. [click here](#) for more info about Sing Ireland



Dublin Fringe Festival has launched €25 - for - 25, a crowdfunding campaign to support and celebrate 25 years of championing Irish Artists. Dublin Fringe interviewed artists and captured their Fringe memories for a video series for the Campaign that will launch at the end of March. [click here](#) for more info.

Share Your RAISE Story

As part of RAISE, we are encouraging participating organisations to share videos of their stories of donor engagement and the impact philanthropy can have on their programmes. Children's Books Ireland, DIFF and Age and Opportunity have each created videos, please click on the logos below to watch them. If you would like to share your story of RAISE participation and donor engagement please contact raise@okennedyconsulting.ie



Bring the Board to RAISE Tier 2 & Tier 3

One of the key elements in implementing a successful donor development programme is having your Board on board! Fundraising buy-in is required across the organisation and the Board has an important role to play in this regard. The [RAISE Online Platform](#) includes information on Board engagement but OKC also wants to give Boards the opportunity to come together and share their role in fundraising. Mary O'Kennedy is leading these "Bring the Board to RAISE" sessions and we encourage your Board members to attend.



The first of these Board sessions took place at the Arts Council on March 14th. The session was a great success, with Board representation from 23 participating organisations. Martin O'Sullivan, Deputy Director of the Arts Council welcomed attendees before the workshop was delivered by Mary. The response from Board members in attendance has been overwhelmingly positive.

Remaining **Bring the Board to RAISE** dates:

Galway:

Venue: Galway Community Circus

Thursday 21st March, 5.30pm - 7pm

Limerick:

Venue: Lime Tree Theatre:

Tuesday 26th March, 5.30pm - 7pm

Cork:

Venue: The Everyman Theatre:

Thursday 28th March, 5.30pm - 7pm

Fundraising for the Arts - An International Perspective

Fundraising for the Arts -
An International Perspective by Lucy
Blythe



Founder/Director, Philia International

Some people think that professional fundraisers require ethical flexibility, charm and long lunches. I did once, and remember thinking, 'not a career for me'. But after writing a few successful grants as a curatorial assistant, I found myself leading fundraising at the [San Diego Museum of Art](#) for a brief stint before moving to the UK in 1992. I was still sceptical about fundraising when I arrived in the UK, nonetheless, seeing how much could be done for Brighton's wonderful cultural portfolio if they had more funding, I secured a new post as Development Officer for the [Royal Pavilion, Art Gallery and Museums, Brighton](#).

Quickly, I had to get my head around UK funding environment and best practice in cultural and arts fundraising. I had a lot to learn – mostly about my own attitude to the work. The light bulb moment – and one that every fundraiser will have before they can be truly successful – was understanding that this work is not begging; it is an honourable profession offering people an inspiring chance to do something amazing and wonderful for humanity. It is not about the money.

Next I joined the [RSA](#) as their only fundraiser, focusing on the Student Design Awards, but lobbied for and ultimately set up a central development department working on lots of fascinating programmes and a capital campaign. I was then headhunted to the [Victoria & Albert Museum](#) as Development Director, where we delivered the £31million British Galleries Campaign as well as other exhibition and capital projects.

At the [Royal Botanic Gardens](#), Kew, during my tenure as Chief Executive of the Kew Foundation, I grew the team and strategy to transform income from under £1million/year to over £12million/year, funding projects including the new Herbarium building, the Jodrell Laboratory extension, and my personal favourites: the Millennium Seed Bank; Davies Alpine House; and Sackler Crossing.

In all my in-house jobs, I was fortunate to have fantastic colleagues who were hard-working, creative and productively challenging. We learned a lot together. Developing an expert and enthusiastic team and an effective board at the Kew Foundation enabled the later delivery of the £103million Breathing Planet Campaign under my successor Michael Murphy. It's important to remember that some of our most effective work as fundraisers is building great teams, and institutional capacity-building. We may not see the full outcome of our work, but if we can put the building blocks in place, we will have made the most significant and sustainable impact.

It was a tough decision to leave Kew – beautiful place, wonderful interesting people – but I needed challenge and disruption, and I knew the Foundation would be in the capable hands of a great team. I agreed to join the search firm Bird & Co as Partner to establish their not-for-profit and public-sector practice. This was illuminating and prompted the decision in 2009 to set up my own consultancy specialising in board development.

For over 20 years I had worked in and observed organisations where it seemed to me that one of the invisible magic ingredients was the governing board. Good boards enable organisations to thrive and create an environment for success. Lack of board diversity, ad-hoc recruitment, unclear responsibilities and expectations for trustees, and a lack of resource and support for their work were widely limiting factors, often severely disabling an organisation in carrying out its mission.

I was asking myself that mid-life question: how to apply my capabilities? No-one at that time was thinking much about boards. But the Kids Company scandal and greater transparency in the sector has since focused minds on the importance of good governance and diversity, and I am delighted that many other entities – from the Charity Commission and NCVO, to consultancies, head hunters and funders – have since been contributing to the effort to build better and more diverse boards.

Arts fundraising is not fundamentally different from other forms – people are people, motivated by the same deliciously various reasons as the ‘caring’ charities. That said, it’s impossible to overlook the advantages enjoyed by the arts for cultivating major gifts. You often have beautiful facilities for entertaining and donor visits; thought-provoking experiences and interesting people to help make supporters’ involvement a pleasure.

Fundraising, your work, makes great things happen – it is NOT about begging. You have the privilege of helping people do something wonderful with their resources. Indeed, research has shown that giving makes people happy.[1]

If you ever see someone discussing fundraising and making that double-hand-bowl gesture when not in character as Oliver Twist, please take them aside and explain kindly, calmly, even joyously, what a privilege and pleasure it is to be a fundraiser! You help people find ways of enriching the lives of others, while finding meaning and happiness for themselves.

One of many studies showing that giving is high on the list of ‘what makes people happy’: Dunn, EW, et al. (2008). Spending money on others promotes happiness. *Science*, 319(5870) 1687-1688.

Lucy Blythe - *Philanthropy Impact*, Zurich Committee Member, Reekimlane Foundation Trustee, The HALO Trust Advisory Group

RAISE Workshops

All RAISE organisations have access to day-long workshops on fundraising skills and strategies.

Tier 1

Tier 1 participants attended a workshop on Corporate Sponsorship and Fundraising Campaigns led by Andrew Hetherington and Michelle Reid from Business to Arts. All participants were asked to submit draft cases for support and case studies were presented by Deborah Kelleher, Director of RIAM and Natalie Weadick, Director of IAF.

Tier 2

To date Tier 2 participants have attended workshops on 'The Case for Support & Creating an Effective Fundraising Plan' with Mary O'Kennedy, and 'Friend-Raising before Fundraising' with Nik Quaife. Workshop C: Corporate Sponsorship and Crowdfunding takes place on Monday 29th April at the Arts Council, Merrion Sq, facilitated by Business to Arts.

Tier 3

The first workshop for Tier 3 participants, 'Fundraising Planning, Organisational Buy-In and Readiness', took place on Thursday 7th March at the Arts Council, facilitated by Business to Arts. Martin O'Sullivan welcomed participants to RAISE and Mary O'Kennedy outlined what they could expect from the programme. There was a great buzz in the room and participants' feedback has been very positive!

Online Toolkit Live

The Online digital platform for the 65 RAISE organisations is populated with nine fundraising handbooks and a number of additional support materials. Each RAISE participating organisation has their own password-protected access to this platform via the OKC website through the [RAISE button](#). Contact raise@okennedyconsulting.ie

A Note on Tax Relief

At our last Tier 2 workshop, there were lots of questions regarding tax relief on donations from individuals so here's a quick summary:

From 1st January 2013 all donations of €250 or more from individuals (both PAYE and Self-Assessed) have been treated the same, at a new blended rate of 31%.

This means that, with the donor's permission, if you are a registered charity with a CHY 1 and CHY 2 number, you are now eligible to claim tax relief on donations of €250 or more. That's an additional €112.32 on every €250 donated, or a total of €363.32, significantly increasing the impact of the donation. To make tax efficient donating easier donors can now also opt to make an "enduring declaration" to charities (5 years), removing the need for annual form filling and easing the administrative burden on charities and the Revenue. Please Note: If a supporter is receiving a direct financial benefit from their contribution (such as is the case in many membership schemes), this DOES NOT constitute a donation for tax relief purposes.

Information, Funding & Grant Resources

The Social Innovation Fund:

<http://www.socialinnovation.ie/arts-to-impact-fund>

<http://www.socialinnovation.ie/children-youth-mental-health/>

<http://www.socialinnovation.ie/children-youth-education/>

<http://www.socialinnovation.ie/ignite-fund/>

Organisations to Subscribe to:

<https://www.wheel.ie/funding/subscribe>

<https://www.activelink.ie/content/community-exchange>

The Ireland Funds:

<https://irelandfunds.org/wp-content/uploads/2018/03/Flagship->

<https://irelandfunds.org/wp-content/uploads/2018/02/FAQs-Small-Grant-Round-2018a.pdf>

Business to Arts:

<http://www.businesstoarts.ie/awards/>

International Websites:

https://visualartists.ie/jobs-and-opportunities-_/opportunities-international/

<https://www.artworkarchive.com/blog/complete-guide-to-2019-artist-grants-opportunities>

Share Your Creative Career!

Some of you may be familiar with OKC's sister company, [Creative Careers](#) where, in the News Section, we share interviews with lots of arts and culture professionals as part of the 'My Creative Career' series. You can read these interviews [here](#) but we would also encourage you to share your own career journeys with us. You can use the existing interviews as templates but please add a question/answer on your thoughts around the RAISE programme and your organisation's fundraising development. Please send these to raise@okennedyconsulting.ie and we will share these on the Creative Careers site, on the RAISE online Platform and in future newsletters.

Team OKC!

Team OKC welcome any RAISE enquiries you have, please contact Karen, raise@okennedyconsulting.ie and/or your project lead:



mary@okennedyconsulting.ie



sabrina@okennedyconsulting.ie



nik@okennedyconsulting.ie

