

August 2019

## RAISE Summer Newsletter

Welcome to the RAISE Summer Newsletter! At last we have begun to enjoy some summer sunshine which hopefully has put a spring in your step and a buzz in your fundraising spirit! It's been a busy few months on the RAISE programme, not least due to the number of workshops we have undertaken covering a broad range of areas from major donor engagement and networking for Tier 1 to considering your fundraising mix and legacy strategies for Tier 2 and Friend-Raising strategies for Tier 3.

The RAISE programme is now nearing the final stages of its first year and we are really encouraged by the engagement, fundraising progress and commitment from participating organisations. One of the core missions of the RAISE programme is to embed a sustainable culture of philanthropy within participating organisations by creating the environment for improved donor engagement and partnerships and also by ensuring that fundraising is recognised as a valuable endeavour by the entire organisation - volunteers, staff and board members alike! The OKC team have been working with Tier 1 organisations to design, develop and implement tailored donor engagement strategies and specific partnership proposals, alongside guiding both Tier 1 and Tier 2 participants in the creation and renewal of Friends & Patrons programmes, which we are encouraged to see landing over the last few weeks! OKC is also delighted to see targets being reached and funding being secured across various funding avenues!

While Tier 1 organisations will be monitored for another 12 months, the journey for Tier 2 participants is coming towards the end. There is no question that some organisations have excelled in their fundraising endeavours while others have had a slightly more challenging road but all organisations that began the journey with us have made an effort to actively engage with the programme and we believe this will have long-term benefits for you all!

Tier 3 have completed their introduction to the RAISE programme via two workshops and access to the Online Platform. The Feedback from the Tier 3 has been positive overall and OKC are delighted that the handbooks have been a good source of information and guidance for participating organisations.

**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**

In the following sections, we will share some of the key successes of RAISE and also some promotional videos that participants have produced to attract new supporters. OKC and the Arts Council are delighted to see the fruits of everyone's labour beginning to show - with some organisations even surpassing their Year 1 fundraising targets already!

This newsletter also contains a News & Resources section, directing you to key sector support organisations as well as grant information. There's also an interview with the wonderful Deborah Kelleher, Director of RIAM, who presented at one of our Tier 1 workshops, sharing her career insights and her current fundraising endeavours.

Finally, over the last 7 months many of you have got to know the lovely Karen, who was covering Alison's maternity leave, and managing the administration of RAISE. Now that Baby Vida is almost grown Alison has returned to the OKC family this week. We want to thank Karen for holding the fort in her absence and wish her every success on her future path!

Happy Reading and Keep up the Great Work!

***Mary, Sabrina, Nik, Karen and Alison***

## Tier 1 News and Updates

### Poetry Ireland

After a rigorous application and interview process, Poetry Ireland has been announced as successful partners and awardees of the Social Innovation Fund's Arts to Impact call out. Poetry Ireland leveraged a \$50,000 gift from a high level donor to utilise as match funding to secure 50% uplift on this for their Neighbourhood Programme. The project is specifically designed to spark creative thought and innovation through poetry for children, young people, and beyond, in targeted disadvantaged areas near Number 11 Parnell Square.



The Grandparents, Parents and Toddlers group spans three generations and recognises that instilling creative thought and writing through the medium of poetry must be made accessible and achievable for all. The project extends to refugees and ex-offenders who have extreme stories and life experiences to tell, which can be crafted into words with the Poetry Ireland poet in residence. In other PI news, on May 20th, Anne Hendrick took the helm as Development Manager, and has hit the ground running on the capital development programme - we welcome her to the PI team and wish her the best success in the new role. Finally, Poetry Ireland is also in talks with three high level donors for their capital programme so watch this space! [Click here for Poetry Ireland](#)

# Dublin International Film Festival

DIFF have had a number of corporate partnership successes in April and May meaning that they are already nearing their annual target of €75k in private funding. They have partnered with UEFA on a specialised football documentary series for 2020. This partnership comes in at €31,500 and will hopefully become an annual item. Along with this, Infosys have come on board as one of the first tech 'Dublin Internationals' partners which will see them becoming involved with volunteering at the festival itself, incorporating films from 43 countries, and also with their outreach programmes, Fantastic Flix and Picture House. This is an interesting angle for a multi-annual partnership, starting at €10k and building on this for 3 - 5 years.

DIFF are also in talks with a number of corporates for capsule sponsorship of their suite of Industry Awards, including Human Rights, Documentary, Women in Film and GreenScreen, which looks at Climate Change and Biodiversity through film. In planning is their experiential High Value Donor Engagement event for October/November 2019 with a very special guest.

[Click here for DIFF.](#)

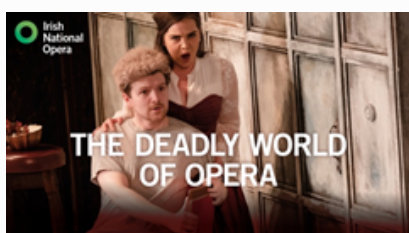


# Irish National Opera

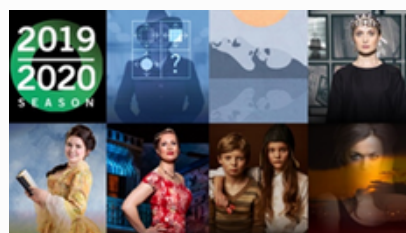
Since the launch of INO's Friends and Patrons programme, INO has welcomed supporters of various levels. These range from Students who contribute €20 a year to Patrons donating €2,500 per year. Many of INO's inaugural Founders who donated €1,000 have joined the Friends & Patrons programme like Catherine & William Earley who are featured in the video below that was created with guidance from RAISE. As INO Patrons, their contribution went towards supporting this outreach project The Deadly World of Opera.

INO is continuing to grow their Friends & Patrons programme - to find out more about INO's Friend & Patrons programme [click here](#)

In May, INO launched their 2019/20 season and hosted an event to officially announce the programme. Friends and Patrons were invited to the event which was held at City Assembly House on South William Street. INO Artistic Director, Fergus Sheil talks about what to expect in the upcoming 2019/20 season in the video below. [Click here for INO](#)



[Click here](#)



[Click here](#)



## The Butler Gallery

The Butler Gallery has made significant changes to their membership scheme which is being re-launched as an exciting new Friends Programme. This new Friends Programme is tailored to suit individual and corporate supporters so that all Butler Gallery friends can receive fantastic benefits now and enjoy the additional new opportunities that will be available at the historic Evans' Home from spring next year. [Click here for The Butler Gallery.](#)



## The Gate Theatre

The Gate kindly hosted the Tier 1 Knowledge Share workshop in June whilst bang in the middle of their latest run of the Snapper! It's been a busy donor engagement time for the GATE as they actively pursue new Gate-Keepers – the extraordinary group of individuals who have made significant multi-annual donations to the Theatre.



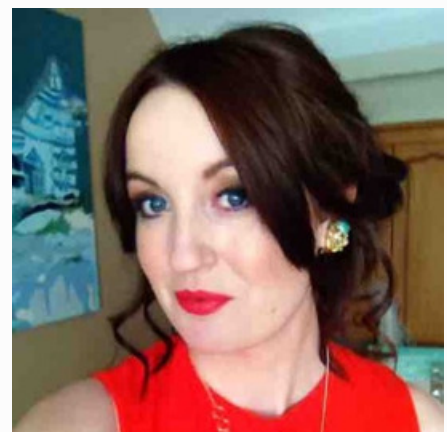
We were delighted that two members of the recently expanded Board of Directors joined the RAISE Networking Workshop with Kinsley Aikins to hear how to effectively network to increase philanthropic investment for the Gate's programme and capital requirements. The Gate is also in negotiation with key funders and sponsors to bring their production of Hamlet to New York – exciting times! [Click here for The Gate Theatre](#)

## Tier 1 Recruitment News

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### Poetry Ireland

Poetry Ireland have appointed Anne Hendrick as Development Manager, formerly Head of Fundraising for The NMH Foundation at Holles Street. Anne is a volunteer member of the Wexford Arts Centre, and is also a practising artist and a member of the Artist collective Scissors Cuts Paper.



# Tier 2 News & Updates

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The OKC team have continued to tailor support to Tier 2 organisations as we have become more familiar with each of your needs. Below are a few highlights from Tier 2.



## Irish Architecture Foundation

Irish Architecture Foundation have raised €20k in the last quarter through their Corporate Circle. As a result of their participation in RAISE, IAF have also remodelled their Membership Scheme to a Friends Scheme



Theatre Royal Waterford signed up 8 new friends and 1 new corporate following a very successful Friends Evening, which they will now host every season! The number of new supporters is up on last season. They took the opportunity at the Friends Evening to share the story of the impact funds raised from the programme has and they aim to build on their Friends and Patrons next season!



Children's Books Ireland has been shortlisted for two Business to Arts Awards: Best Small Sponsorship (<€15,000) for their Family Hubs Libraries project with Coca-Cola Ireland and the Judges' Special Recognition Award for Portfolio of Investment for various book-gifting projects with KPMG, Brown Bag Films and Coca-Cola Ireland. Children's Books Ireland has developed new corporate sponsorships and partnerships with MCD Productions and William Fry, and also secured funding from the Smurfit Kappa Foundation and the Social Innovation Fund. Finally, in more good news they have now surpassed their 2019 fundraising target - well done Elaina, Julie and all the team!



The Irish Writers Centre have seen an 18% increase in their overall membership due to a focused effort in promoting the membership by sending out a Friends and Members letter - this is significant boost on last year.



On March 21st, the Irish Chamber Orchestra were awarded joint first winners of the 2019 National Aviva Broker Community Fund. Given the number of applicants and the calibre of the finalists, the award of €12,500 is testament to the relevant and impactful work of ICO's Sing Out with Strings. Big thanks to ICO for hosting the RAISE Tier 2 workshop on June 18th.



Photo: Joan Garahy, Managing Director Clearview Investments & Cathriona Murphy, Operations Manager Irish Chamber Orchestra (ICO) accepting a cheque for ICO's Sing Out with Strings at an award ceremony for the Aviva Broker Community Fund 2019.



IACC have launched their Friends and Patrons Programme which Chantal says was made possible by their participation in the RAISE programme! They have also been awarded a capital grant, the IACC have credited the RAISE programme and the direct support from Mary, for providing the knowledge and support to complete this application process.



Galway Community Circus was awarded County winner of the National Lottery's Good Causes Awards in Arts and Culture for 2019. They were also nominated for the IPB Pride of Place 2019 <https://prideofplace.ie/>. Following the Bring the Board to RAISE session in Galway, the GCC Board have been very active in attending and creating networking events armed with a "who we are and what we do document". GCC has also seen a 15% raise in income from fundraising throughout their annual shows for 2019!



The Everyman with the support of RAISE has written and designed a new fundraising story, a Case for Support document and Institutional Marketing video. From March to June they have implemented a Friends scheme for Evening Train the musical, which was very successful in supporting the production. They are currently working with designers to update their fundraising brochures.

# RAISE Workshops

As part of RAISE all organisations have had access to our online platform and workshops on fundraising skills and strategies.

## Tier 1

Tier 1 participants attended a workshop on Tuesday 11th June, **Knowledge Sharing and Major Donor Engagement** by Mary O’Kennedy at the Gate Theatre. All participants shared their reflections on engaging major donors and the knowledge share provided a stimulating debate!

It was a busy week for Tier 1 participants when they attended the **Trusts & Foundations and Legacies** workshop on Monday 15th July at the Arts Council presented by Mary. They then joined [Kingsley Aikins](#) on Wednesday 17th July for a bespoke **Networking** workshop ,exploring the key elements of networking and how it can positively impact on your organisation's fundraising success.



Tier 1 Workshop, with Kingsley Aikins

## Tier 2

Tier 2 participants attended the **What Fundraising Avenues Are For You** and **Making the Ask** workshops presented by Mary and Sabrina at the Irish Chamber Orchestra in Limerick. on Tuesday 18th June. The ICO team were very welcoming and the group enjoyed the impressive facilities on what was a wonderful sunny day!

Tier 2 also participated in the **Trusts & Foundations and Legacies Workshop**. The feedback from Tier 1 and 2 was very positive following these sessions, it gave each organisation the opportunity to knowledge share, learning from each other’s successes and challenges in this area and to consider how to improve their grant applications and legacy promotion strategies.



Tier 2 Workshop, Irish Chamber Orchestra, Limerick

## Tier 3

The Tier 3 participants attended the **FriendRaising before Fundraising** workshop presented by Nik at the Arts Council on 7th March. This was the second workshop for the group. It was a pleasure to get to know each organisation and we hope that participants are using the [RAISE online platform](#) and finding the handbooks useful. The workshops were an overall success and a great opportunity for everyone to meet, share and learn from each other!



# Making Sweet Music - An Interview with Deborah Kelleher, Director of RIAM

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Appointed Director of the RIAM in October 2010, Deborah Kelleher has played an integral role in the strategic development of the institution's international profile, outreach, and academic courses. Milestone achievements include the introduction of specialised undergraduate degrees in composition and vocal studies; RIAM Podium, the Centre for Performing Ensembles, which trains musicians for orchestras and large ensembles; and the founding of Ireland's first Historical Performance Department with foundation partners The Irish Baroque Orchestra.

## **What is your current role and how long have you been working in it?**

I am Director of the Royal Irish Academy of Music, a role which I have had since late 2010. The RIAM is a national conservatoire of music, with tertiary programmes in music performance and composition, a large pre-college division and an all-island music examination system.

## **How did you get to where you are today and what influenced your decision to work in your chosen field?**

I was a seriously committed young musician – piano performance was everything during my teenage years. So I never really considered any other career path than music in my life. I studied pure music at Trinity, then musicology at UCD. I didn't feel 100% fulfilled in the traditional roles of music performer or academic, but something drew me to the idea of management. So I did an MBA. That last qualification combined everything for me – music, research, education, organisational skills, and creativity – and made me consider the idea of conservatoire leadership my path.

## **What do you love/enjoy most about your job?**

New ideas. A fresh look at a traditional model. Doing something better and differently than others. I adore the moments at work, and they are pretty frequent, where someone in the team comes up with an idea that brings music education forward in some way. I believe that RIAM has the intellectual and creative heft in music education to stand beside the world's best, when we are at our more creative.

## **And what are the most challenging parts of your job?**

Like all organisations, we are coming out of a recession. Government embargoes on hiring meant that we have been under-resourced in administration in particular. I find it difficult to constantly drive my small and dedicated team to achieve more with less, and am humbled when they do so with grace. There is work to do here.

## **How do you relax?**

My best relaxing activity is a nightly walk by the sea. I march around my part of the coast like a dressage horse, listening to romantic violin concerti. For an extra thrill, I might go for the cello repertoire. I adore vocal music but I couldn't put that on and listen to my own thoughts, so I gave up on that. I find the walk clears up a lot of mental clutter from the day.

## **What skills and personality traits do you think are essential for a job like yours?**

I think the skills that I have that suit the job include a capacity to look externally and absorb trends and shifts in the music profession and wider world; I am extremely deadline driven; and I am pretty slow to anger. The skill that I need to work on for my job is having patience. That comes from a personality trait in which I want answers yesterday.....or the day before yesterday.



**What's your advice to anyone who wants to pursue a career in the same field?**

The best advice I could give to students who might someday want to get into conservatoire leadership is to participate in activities of the Association of European Conservatoires, of which I am a Vice-President. This is an international body that is looking at the future of conservatoires and their significance in society and students participate in all working groups. For those emerging professionals who wish to get into music leadership, I can say that the MBA was a game changer for me. In general as advice, I remember deciding in my twenties not to turn a work opportunity down (as I hadn't found my niche). I started in the RIAM teaching history for 1 hour 15 minutes on a Friday afternoon when I was already a busy musician, and it grew from there.

**What's the best advice you've ever been given?**

This is a tough one. I have been lucky to have had some great mentors over the years, but there is no one piece of advice that stands out. The best ongoing advice I get is from the Chair of the Board of Governors of the RIAM, Dr. Dennis Jennings. RIAM is fortunate at this time to have his expertise and support.

**What has been the best moment of your career so far?**

The best moment so far was probably the day I signed the agreement with Trinity College Dublin making RIAM an associate college (2014). The opportunity here is immense, and we are only beginning to explore it.

**What are your career aspirations?**

We recently presented John Wallace (former Principal of the Royal Conservatoire of Scotland) with a Fellowship of the RIAM. In the citation, I noted that he had: improved the RCS's annual funding; re-developed their building on Renfrew Street; and modernised their offer and curricula. After all of that, they were ranked the 3rd highest performing arts school in the world. That is similar to my roadmap at RIAM.

**Tell us a little about your fundraising activities and donor engagement programme at RIAM?**

We have a re-development programme for our Westland Row Campus, which is a €20 million campaign. We started fundraising for it just after we got planning permission in late 2017. To date we have raised €18.05 million, or 90.25%. Donors are from Ireland, UK and the USA and it includes €9 million from Government. Our plan is to close out the campaign in 2019 and commence the build in January 2020. We open the new campus in September 2021. In addition, we have an annual campaign of about €250,000 for scholarships, outreach projects and performance projects such as our annual operas. We are a very small team who have grown our donor base gradually with intimate events, dinners, concerts and masterclasses. Our success has been in reaching donors who have a real affinity to RIAM, or to music, or to access to education.

**What are your Top Tips for Fundraising for the Arts?**

For me, the process of donor engagement is as creative as making music. One starts with a blank sheet of paper, considers people or corporates who are good fits for what we do, and then crafts the right approach. There are brilliant days, and then days that feel turgid, and then there are the days where an expected yes is a gut wrenchingly unexpected no. Actually, this has inspired by best piece of advice! Padraig Harrington said in an interview once, that work rate was key in his golfing success – get out there and hit the ball, day after day. Success will follow the work.

# Sector News and Updates



**The Impact of the 2013 Change in Tax Treatment of Charitable Donations** - A report launched this year by Philanthropy Ireland.

"The current scheme has not been effective in mobilising large scale philanthropic giving" [Read more here.](#)



The inaugural Charity Excellence Awards took place in June at the Guinness Storehouse. Run by Charities Institute Ireland (Cii), the awards recognise and celebrate excellence within the not-for-profit sector and have a strong emphasis on fundraising. Over 120 submissions were eventually pared down to 12 category winners. To check out a full list of winners, videos, and what the judges had to say head [click here](#). Cii promotes best practice standards and members are encouraged to achieve the Triple Lock Standard which demonstrates openness, transparency and integrity to a charity's beneficiaries and donors.

To find out more about membership [click here](#).



The 2019 Allianz Business to Arts Awards received significant levels of entries in its 28th year, showcasing a diverse range of creative partnerships including architecture, film, design, and visual art. You can read about the shortlist [here](#).

The Awards will be presented on September 3rd at Bord Gáis Energy Theatre. Tickets can be purchased [here](#).



The Ireland Funds 2019 Flagship Grants Round is now open, closing 14th August 2019! Letters of Inquiry for the Flagship Awards will be accepted online from 12pm Wednesday, 24th July to 12pm Wednesday, 14th August 2019. [More info here.](#)

Small Grants Round 2019 Opening Soon: Applications for the Small Grants Round will be accepted online from 12pm on 21st August – 12pm on 11th September 2019.



The Art to Impact fund has reopened and will close for applications on January 22nd 2020. The fund details can be found [here](#)

You will find the details of the Awardees from the previous fund [here](#)

# Information and Resources

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Click on the below Organisations to subscribe to Newsletters, Updates & Blogs





# Online Toolkit

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The Online digital platform for the all RAISE participants 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](mailto:raise@okennedyconsulting.ie) if you have any issues.

## Team OKC!

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Team OKC welcome any RAISE enquiries you have, please contact Alison, [alison@okennedyconsulting.ie](mailto:alison@okennedyconsulting.ie) and/or your project lead:



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