

October 2019

RAISE Autumn Newsletter

Welcome to the RAISE Autumn Newsletter, the final in the current series!

It's hard to believe that almost a year has passed since we welcomed you all as new RAISE participants! So much has happened over the last 12 months across participating organisations and there's been some wonderful fundraising success stories, a number of which we will share with you in this newsletter. We are also delighted to include the perspectives of two longstanding champions of the arts, John Fanning and David McLoughlin, and I want to thank them for taking the time to write these pieces for us.

On a personal note, and a view I know is shared by all the **OKC RAISE Team**, it's been a pleasure to have the opportunity to mentor and support so many incredible arts and cultural organisations - you all do such extraordinary work despite often limited resources. We are proud to deliver this programme on behalf of the Arts Council and the support and encouragement we have received from Martin O'Sullivan and Kieran MacSweeney has been invaluable.

We are delighted that so many of you have had a positive experience with RAISE and your engagement, fundraising progress and commitment to the programme has in turn encouraged us to strive for the best possible outcomes!

While this phase of RAISE has concluded for Tier 2 and Tier 3 organisations, Tier 1 organisations will be monitored for another 12 months. Application details and dates regarding the next phase of RAISE will be announced over the coming weeks. We will be making some changes for RAISE 2020 so watch this space!

Finally, Sabrina, Nik, Alison and I want to wish you all continued fundraising success - you deserve it!

Onwards and Upwards - RAISE that fundraising roof!

Warm regards
Mary O'Kennedy

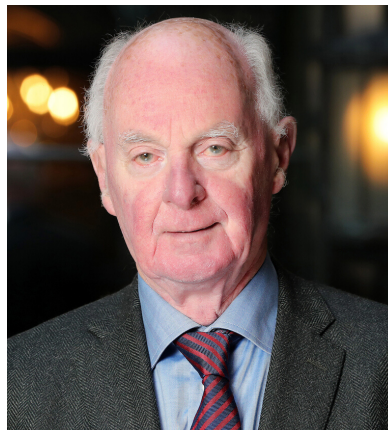


A Perspective on RAISE

The Arts Council's RAISE initiative was originally launched in 2012 and, after some initial scepticism, is now an established feature of the arts sector in Ireland. The scepticism was understandable, we're a sceptical people, but we also lack an embedded culture of philanthropy, especially in relation to the arts, compared to many other countries. That this is now changing is in no small part due to RAISE, as more and more arts organisations dip their toe into the fundraising water before fully immersing themselves in strategic philanthropy. The fact that the Arts Council's budget is still less than it was in 2008, in spite of the near universal acceptance of the contribution of Irish artists to our impressive standing on the global stage, is testament to the absolute necessity of developing a deeper philanthropy culture in Ireland.

Over seventy arts organisations have now had some involvement with RAISE, significant sums have been raised, new fundraising strategies and structures have been developed and a small committed, skilled cadre of fundraisers are now in place in organisations across the arts sector, actively engaging with individual, corporate and foundation donors in new and innovative ways. Another hugely positive outcome of all this activity is that there is now a new body of knowledge in the form of case studies describing the fundraising initiatives and donor engagement strategies that different arts organisations, large and small, from all over the country have undertaken and the impact this is having on their programmes. Fundraising is a tough business. It requires patience, persistence and perseverance but it is also a highly creative business; the most imaginative initiatives invariably produce the best results. Picasso was reputed to have said; 'good artists copy great artists steal'. These case histories are yours to plunder; feel free!

**John Fanning, Chairman
of the Arts Council's Private
Investment Committee**



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

RAISING EXPECTATIONS

Here are the key highlights from Tier 1 and Tier 2
from the last year

(These figures are up to end
of Sept 2019)

30%

increase in
Fundraising Income to
€1.8 million

22

organisations now
have fundraising
committees

Over
€350K

in Corporate
Donations

26

now have
Friends and Patrons
Programmes

Tier 1 and Tier 2
combined achieved

98%

of their 2019
fundraising
target

74%

of organisations
Brought their Board
to RAISE

Tier 1
achieved

88%

of the combined
target

Tier 2
achieved

103%

of the combined
target

76%

of organisations now
have Corporate
Engagement
Programmes

Due to an overwhelming number of applications, we decided to add on an additional Tier 3 level which meant we could support an additional **30 organisations** through our Online Platform, attendance at 2 workshops and access to the RAISE newsletter!

Tier 1 News and Updates

Poetry Ireland

Poetry Ireland has established a dynamic Development Council and they are working with the team towards the final stages of fundraising for the capital programme: the development of No.11 Parnell Square East, which will become the Poetry Ireland Centre. Poetry Ireland is in conversation with several major donors and potential corporate partners: these individuals and companies will create the bedrock for the Centre in 2020 and far in to the future. A high profile launch will be held in the spring of 2020 to officially Open the Doors of No.11.

[Click here for Poetry Ireland's Website](#)



Butler Gallery

Butler Gallery are delighted to announce that their Benefit Art Auction which took place on 16th September at the RDS in Dublin in association with Whyte's Auctioneers raised in excess of €50,000 which includes 20% commission on sales, generously donated by Whyte's. Funds raised from the sale will help the team to provide essential equipment for Evans' Home to be enjoyed by as broad an audience as possible. They are thrilled with the result and would like to say a very sincere and heartfelt thank you to Whyte's Auctioneers who have been amazingly supportive and generous. Butler Gallery will be following this sale with another Fundraising event/live auction on Friday 29th November in the exquisite Picture Gallery of Kilkenny Castle.

In addition they are delighted to welcome Glanbia on board as their newest Corporate Friend!

[Click here for the Butler Gallery's Website.](#)

Irish National Opera

Irish National Opera and ABL Aviation are delighted to announce a new partnership. As part of a multi-annual agreement, the international aviation investment company take title sponsorship of INO's opera studio mentoring programme which henceforth will be known as the ABL Aviation Opera Studio.

[Click here for Irish National Opera's Website](#)



Dublin International Film Festival

DIFF recently had their Screen8 Funding doubled, meaning their 2019 target has been exceeded! Fundraised Income in 2019 has seen a 1875% increase from 2018, jumping from €4,000 to €79,000! In other DIFF news, **Helen Hutton** has been announced as their new managing director.

[Click here for DIFF's Website](#)



Tier 2 News & Updates

Over the last year we have thoroughly enjoyed getting to know and support all our Tier 2 participants. Below are some recent highlights.

Children's Books Ireland are one of the ten proud winners, and the only Irish winner, of the Ecclesiastical Movement for Good £50,000 Award! The funds will enable them to expand the associated shadowing scheme, particularly targeting senior primary school students in 20 additional schools per year for three years across Northern Ireland and the Republic. Huge congrats to all the team!

Children's Books Ireland also received €20,000 from Smurfit Kappa Foundation and forged a new relationship with AIB which saw them launch their Friends & Patrons Programme on Thursday October 10th at AIB's HQ in Molesworth Street with an exclusive reading from their Patron Eoin Colfer, author of Artemis Fowl.



Na Píobairí Uilleann raised €8000, through their annual sponsored Cycle to Miltown and, in conjunction with funding from the Music Network's Music Capital Scheme, this enabled to add 9 new sets of practice pipes to their Pipes on Loan scheme. They also successfully secured funding from Culture Ireland to support six pipers travelling to events for International Uilleann Piping Day in Italy, Toronto, Melbourne, Buenos Aires, London and Manchester.

Open House Dublin 2019, an initiative of the Irish Architecture Foundation and sponsored by Bank of Ireland, is Ireland's largest architectural celebration. It ran from 11th to 13th October, and focused on the theme of 'City in Motion'. 121 buildings across the city threw open their doors to the public for the festival weekend, with 160 events - ranging from building tours to family-friendly workshops taking place.



Galway Music Residency have secured first time sponsorship from The Port of Galway (€4,500 for the *From Europe with Love* Lunchtime Concert Series) and LK Shields (€1,000 for 3 Kinds of Music Christmas Special).

The Model has secured a further €10,000 for corporate sponsorship for a major exhibition, *Everywhere the Sea* in early 2020, and are in discussions regarding multi-year funding from 2021-2024. In September, they received six paintings as part of a bequest, two by Jack Butler Yeats. Which has stoked and interest in legacies with the total value being €100,000.



Galway Community Circus are partnered with a local catering company to deliver their first ever Circus Dining Experience Fundraiser in November 2019.

Dublin Fringe Festival has raised €100k in corporate sponsorship so far this year from three partners (Ballymore, Wild Irish Gin, Blackcraft Beers), more than a 1600% increase on the €6k from 2018.



Lime Tree Theatre has now exceeded their target for 2019, of which 80% of this is committed via a high donor, and their gala event raised €13k in July.

Sector News and Updates



2019 Allianz Business To Arts Winners were announced on September 4th, 2019. Pictured here are the winners of the Best Large Sponsorship Category the 'Female Conductor Programme' with Grant Thornton and National Concert Hall. Congrats to RAISE participants Butler Gallery, Irish Architecture Foundation and Children's Books Ireland, who were shortlisted for the awards.

[For the full winners list, go to Business To Arts website here.](#)

Charities Institute Ireland are bringing back their Board Training with Dan Pallotta for the second time this year - Nov 12th. To book for this event, or to view their full calendar of training events, [click here for the CII website.](#)



'Growth in Philanthropy Accelerates for the Irish Not-for-Profit Sector' is one of the key findings in the 2019 Annual Irish Not-for-profit Sector Report, launched on Friday 27 September. The report builds a year on year performance insight into fundraising by the Not-for-Profit sector in Ireland.

To download the report, [visit The Wheel's Website here.](#)

The Charity Impact Awards is a special night The Wheel honours and celebrates organisations and individuals who make a positive contribution to their communities.

Venue: Round Room, Mansion House, Dawson Street, Dublin 2.

Event Date: 10 Dec 2019

Time: 6:30pm to 9:00pm

The event is free but [click here](#) to register as this must be done to attend.



Fundraising for the Arts - An Operatic Perspective!

In the lead up to the 68th Wexford Festival Opera, one of the world's leading Opera Festivals, 22 October - 3 November 2019, we hear from *David McLoughlin, CEO of Wexford Opera*, and previous RAISE participant on his role at Wexford Opera and his thoughts on RAISE and the scope for philanthropic and corporate support for the Arts.



I am the Chief Executive of Wexford Festival Trust, one of Ireland's leading cultural not-for-profit organisations with global reach. My role encompasses overall executive responsibility, including the operational, developmental, funding, and strategic management of the Trust's two divisions: the world renowned and critically acclaimed Wexford Festival Opera (WFO), named Best Festival at the International Opera Awards; and The National Opera House (NOH), Ireland's only purpose-built opera house and one of the country's most modern multi-disciplinary performance centres, winner of the Best National Live Music Venue Award at the IMRO Awards.

The company's development function within the executive structure currently consists of three full time staff with specific responsibilities covering the broad areas of corporate income, Friends/subscription income, with both of these executives reporting to the Head of Development, who also has responsibility for individual giving, and reports to me as CEO and to the board. The company raises €1m p.a. in voluntary income, from the three broad income streams of corporate, subscription and individual giving, with subsets of each, including corporate philanthropy, Trust and Foundation grants, bequests, etc. The vast majority of this annual total is raised to support our artistic activities (WFO), while a small, but growing, level of funding is raised each year to support our venue (NOH), principally in the area of membership and corporate sponsorship income.

Wexford was one of the first seven participant companies in the inaugural RAISE scheme, which commenced in 2013. The capacity building support directly enabled the company to hire its first dedicated major gift fundraiser, a role that has continued with successive incumbents since then. The learnings and mentorship also helped the company evolve its development objectives and strategies.

The objective of Wexford Opera's comprehensive development strategy, which has evolved since our original involvement in RAISE, is to enable the company secure new sources of sustainable philanthropic income to fund its ongoing and future ambitions, supported by a three-pillar national, and in international, development structure, including two new entities which I set up in recent years:

- The American Friends of Wexford Opera: a fundraising committee which has enabled Wexford Opera to grow its US donor and audience base, and enhance its American media profile, with the first two AFWO New York Dinner Galas grossing over \$500,000.
- The National Development Council: a select group of well-connected and influential Irish based supporters who contribute in an advisory and ambassadorial manner to the company's development strategies and objectives.

In addition the UK Trust dedicated to receiving philanthropic donations in the UK to support Wexford's artistic endeavours, has been revitalised to assist Wexford to increase the levels of support from current and potential UK individual and corporate donors. The challenges facing Wexford in the voluntary income generation arena I believe are shared by most, if not all, participants. The primary challenge is the restricted nature of donor pipelines, which form the base of non-profits' prospect lists. Basically, too few prospects being cultivated to fund development targets result in conversion rates being too low to achieve such goals.

The other challenge is time. In particular, the conflicting balance between the need to secure funding in the immediate term against the long-term nature of donor cultivation. We need to temper short term expectations for voluntary income growth with greater acceptance that successful fundraising is essentially based on relationship building which requires the investment of time, with both the timing and certainty of successful outcomes hard to accurately predict.

Establishing sufficient and sustainable visibility in the corporate sponsorship field, and convincing the commercial sector of the strategic and market benefits of investing in cultural propositions, is also a challenge, compounded by the crowded and competitive nature of the current Irish corporate sponsorship environment.

However, to end on a positive note, the more strategic approach of Irish not-for-profits, particularly in the cultural sector, to voluntary income generation, aided by the shared learnings and mentorship afforded by the recent iterations of RAISE are resulting in more sustainable success for the sector in such endeavours.

David McLoughlin, Wexford Opera.

Information, Grants and Resources

Click on the below links to subscribe to newsletters, updates and blogs.



Online Toolkit

The Online digital platform for the all RAISE participants is populated with a number fundraising handbooks and 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 if you have any issues.

Remember: You still have access to the [RAISE ONLINE PLATFORM](#) until December 1st so please download any information you require before this date.

Team OKC!

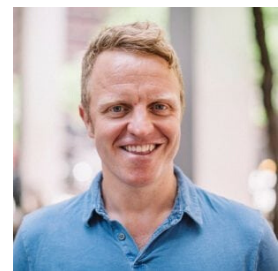
Team OKC welcome any RAISE enquiries you have, please contact Alison, alison@okennedyconsulting.ie and/or your project lead:



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