

## RAISE NEWSLETTER SPRING 2021

### A Word of Welcome

Dear RAISE Friends,

Welcome to the RAISE Spring Newsletter, which we hope will put a spring in your step as we warmly greet the change of seasons, with longer evenings and hopefully much brighter days to come!

Although we appreciate there are ongoing challenges due to Covid, it is clear from your extraordinary work across Phase 2 of RAISE, that you are committed to remaining innovative and resilient, no matter the obstacles you face.

To highlight this, we need look no further than recent festivities on St. Patrick's Day, where we were thrilled to see so many of our RAISE organisations participating in wonderful online activities to engage audiences and supporters on a national and international stage – the arts and culture sector, key emblems of our Irish identity, were positioned front and centre for all the world to enjoy. It reminds me of what Caitriona Fottrell, CEO of The Ireland Funds, mentioned at our RAISE Knowledge Share on Philanthropy in The Arts - our diaspora around the world are palpably missing Ireland, and it is imperative to continue to communicate with them and to keep Ireland in front of all our supporters and donors wherever they may be through showcasing our rich cultural legacy.

As we reach the end of the RAISE Phase 2, we have been hugely energised by your tenacity, innovation and creativity as you continue to raise the spirits of the nation. What's more, although your doors remain shut and live performance is still on hold, you have accomplished extraordinary fundraising achievements this year. Following the completion of your final Ongoing Evaluation Documents, we are delighted to announce that in the last 12 months, our Tier 1s and Tier 2s have raised over €1.5 million from individual donors, private investment, corporate partnerships and philanthropy. From all of us at the RAISE Team - well done on this outstanding achievement! We have been incredibly proud to support each of you to innovate and grow your fundraising strategies and develop new donor engagement approaches and we are so happy to share the fruits of your labour in the following pages - read on for a summary of your fundraised achievements during Phase 2!

What's more, over the last 12 months you have made significant innovations across numerous areas including digital engagement, sustainability strategies and Board and stakeholder buy-in. While COVID 19 necessitated huge changes to how we engaged audiences and donors and put us all on a steep learning curve it has been really inspiring to observe how organisations have successfully adapted strategies and fundraising approaches, working to Build Back even Better for the future.

Although Phase 2 may have concluded, we are delighted to confirm that we will continue to engage all of you as part of RAISE Phase 3 - our most ambitious RAISE Programme yet! Many of you will continue as part of the new RAISE Accelerate and RAISE Advance streams, however rest assured, we plan to continue to support all of you, as Phase 1 and Phase 2 Alumni, through a series new and exciting of RAISE + Initiatives such as the expansion of our Huddles and Knowledge Shares. We were also delighted and somewhat overwhelmed to see that we had 30 applications to the RAISE Up Fund, which closed last Friday, and we look forward to reviewing these applications over the coming week with some difficult decisions to be made! Read on to hear more about RAISE Phase 3 programme!

From all the O’Kennedy Consulting RAISE Team, thank you - it’s been game-changing to weather the storm of the last 12 months together - you have continually inspired us to do better and we have felt incredibly privileged to have been part of your journey. We look forward to continuing to support you in RAISING your game into the next Phase of the RAISE programme.

*Warm Wishes, Mary and all the RAISE Team*

## 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, companies 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.

Please use the hashtags **#ArtsCouncilRAISE**, **#RAISINGSpirits** or **#supportthearts** when sharing updates.



We were delighted to welcome a number of guest speakers and contributors to RAISE over the last year, all of whom shared their expertise and perspectives to great effect!

Ambassador Dan Mulhall

John Cunningham

Deborah Kelleher

Barney Whelan

Terence O’Rourke

Patricia Forde

Jean O’Brien - The Digital Charity Lab and her associates

Dana Segal & Rachel Collinson

Native Events

Business to Arts

Our Philanthropy and the Arts Panel – Denise Charlton, Caitriona Fottrell, Andrew Hetherington,

Deirdre Mortell and Eilis Murray,

David Duffy – The Governance Company

Niamh O’Kennedy

Thank you to one and all! We look forward to welcoming familiar faces back in Phase 3 and we would also welcome suggestions for new guests speakers and programme contributors – please email your suggestions to [raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie)

# RAISE Review

## What have we been up to?



Karina Howley, Head of Corporate Citizenship

On **26th November**, the first of the 2 scheduled Business To Arts Workshops commenced. 'Corporate Partnerships – An Evolving Landscape' for our Tier 1 organisations, which included a case study from Children's Books Ireland with input from both KPMG and An Post.

Our 3rd Venue and Theatre Huddle took place on **9th December** with a great turnout as always!

Building upon the success of the 2 RAISE Digital webinars, we ran a 3rd webinar, 'Digital Analytics – how to get the data and how to make sense of it' with Jean O'Brien on **10th December** for all involved in RAISE (Current participants, Alumni and RAISE Up).

We continued on with the very popular Festival Huddles, with **16th December's** session being the 7th of the year!

After such a challenging year, we decided to host an online RAISE Christmas Gathering on the afternoon of the **17th December** to celebrate all the amazing initiatives that the organisations created, despite the challenges! Highlights from the year were put into a video for the participants to enjoy, along with greetings from our Irish Ambassador to the US Dan Mulhall and wonderful performances from Glór, Graffiti Theatre and the Irish Chamber Orchestra!



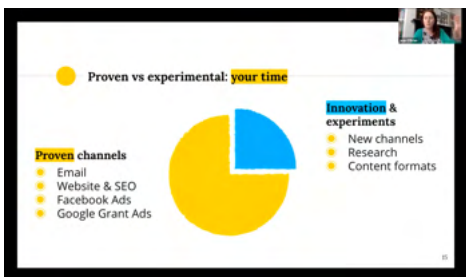
# 2021

On **4th January**, our RAISE Phase 3 application process opened for the 3 levels - RAISE Academy, RAISE Accelerate and RAISE Advance.

Taking place on **18th January**, the first workshop of the new year was our session on 'Developing and Managing a Legacy Programme' for the Tier 1 participants, hosted by Mary.

As part of our ongoing RAISE + Series, we were delighted to host on **26th January** 'An Introduction to Sustainability for the Arts and Cultural Sector' for all Tier 1 and Tier 2 RAISE participants. This introductory ESG session, led by Native Events, took a look at current environmental and social issues and responses at the national and international level.

Embedding Digital Strategies - 2021 and beyond, taking place on **18th February**, was the 4th webinar in the RAISE Digital Series by Jean O'Brien.



The second Business to Arts workshop took place on **21st January** for the Tier 2 participants. The session titled 'Intro to Corporate Engagement, Partnerships & Sponsorship' included case studies from The Ark and Fishamble.

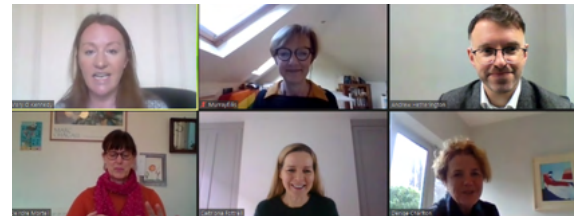
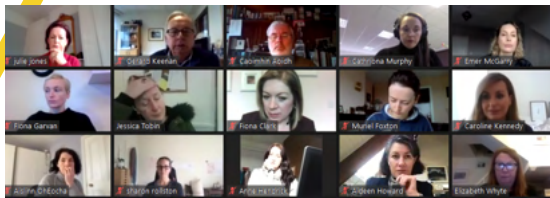
The first huddle (Festival) of the new year took place on **28th January**.

On **11th & 12th February** RAISE Accelerate Interviews took place, online.

On **23rd February** we hosted our 3rd Knowledge Share of the programme. This session was focused on Philanthropy and the Arts, and included a panel discussion with leading voices from the sector:

Caitriona Fottrell - President & CEO of The Ireland Funds, Deirdre Mortell - CEO of Rethink Ireland, Denise Charlton - Chief Executive of The Community Foundation for Ireland, Eilis Murray - CEO of Philanthropy Ireland and Andrew Hetherington- Chief Executive of Business to Arts.

On **24th & 25th February** RAISE Academy Interviews took place, online.



On **26th February** the final Workshop of this Phase took place. The session focused on 'Effective Engagement with Trusts & Foundations' was the final Tier 1 Workshop in the series, hosted by Mary.

**28th February** - Official end of Phase 2! With a closing Huddle on **4th March**.

**APRIL 1st - RAISE PHASE 3 BEGINS!**

# RAISE Achievements



As Phase 2 concludes, we'd like to acknowledge the hard work of all our organisations since March 2020 by noting some key statistics below!

**By innovating and adapting fundraising plans  
RAISE Phase 2 participants  
have raised a collective total of**

**👉 €1,504,818**

▶ **Organisations brought in a collective total of over €509K in Corporate Donations**

▶ **17 organisations now have active Friends and Patrons Programmes which brought in over €206K**

▶ **Organisations received over €663K in Benefit in Kind supports**

▶ **70% of all Board members are comfortable making the ask/introducing prospects**

▶ **95% of organisations brought their boards to RAISE**

# TIER 1 News & Updates

So much has happened since the last RAISE Newsletter!  
Here are some of the wonderful Tier 1 highlights from the past quarter

## Children's Books Ireland

One of the highlights for the team in Children's Books Ireland at the end of 2020, an extraordinarily difficult year for Irish children and the Irish literature sector, was Books Make Things Better, the guide to the wonderful books published in 2020 by Irish authors, illustrators, translators and publishers. With support from the Arts Council, KPMG and Toyota Ireland, this guide informed their selection of 8,000 books that were sent to children in need at Christmas time, through their charity partners working in direct provision centres, hospitals, and homeless services.



Children's Books Ireland was selected as one of the charity partners for the RTÉ Toy Show Appeal raising an amazing €300k for their schools outreach and support programmes. And they are proud to have been selected as a finalist for the National Lottery Good Causes Awards Arts & Culture category, alongside their RAISE friends in Baboró International Arts Festival for Children and Graffiti Theatre Company.

CBI also launched their new Strategic Plan which can be [viewed here](#).

## Dublin Theatre Festival

DTF plans are ongoing to bring live theatre to Dublin in September 2021. In December they began the first in a series of zoom 'In Conversation' events for festival members and supporters. Guests have included Michael Keegan-Dolan, Derbhle Crotty, Mark O'Halloran with director and actor Annie Ryan as guest host for the Spring Series of events.

On International Women's Day DTF hosted a panel discussion on Women in Leadership with Minister Catherine Martin, Anne Clarke (Landmark Productions) and Tara Doyle (Chair of Matheson). Mamobo Ogoro (Founder of Gorm TV) with a reading of her work by playwright Deirdre Kinahan.

On 13th March, DTF marked one year since theatres across the world shut their doors by taking part in Let There Be Theatre, a live theatre global event, with a one night only presentation of Aurora Nova and Nassim Soleimanpur Productions White Rabbit Red Rabbit.

And in fundraising news, DTF are working on transitioning Save Me a Seat donors to regular FUTURES donors. They are currently progressing two specific avenues for corporate sponsorship for 2021 Festival and pinpointing timeline around Spring FUTURES activity. They are also creating a digital Case for Support for a general audience and working on 2021 - 2023 living strategy.



# Druid Theatre



In December Druid's home, The Mick Lally Theatre, hosted an exhibition of poetry films called the Coole Park Poetry Series. In a collaboration between Druid and The Adrian Brinkerhoff Poetry Foundation, a series of 10 poetry films were commissioned as part of the artistic conversation between the past and present. This poetry series involved poets of different cultural backgrounds living in Ireland, reading both their own work and the work of poets associated with Coole Park including Lady Gregory, WB

Yeats and JM Synge. These readings were filmed in the grounds of Coole Park during performances of Druid Gregory. The poets involved were: Seán Hewitt, Doirean Ní Ghríofa, FeliSpeaks, Evgeny Shtorn and the ATMOS Collective. Each of the films were then released online in late December and early January. All 10 films can be viewed [here](#).

In February, Once Upon a Bridge, a new play by Sonya Kelly, was streamed live from The Mick Lally Theatre in Galway for four performances only from 11-13th February. This was Druid's first production to be live streamed to audiences in their own home and was viewed from all corners of Ireland and in 35 countries worldwide. Due to an incredible audience reaction to the performances and increased demand, the production was subsequently made available to view on demand for a limited period from 25-28 February.

In terms of Fundraising and Development, continued programming activity since their production of Druid Gregory in September and October, has meant that one-off donations and new Druid Friend sign-ups has continued to grow over the past months. In addition, existing Friends and Supporters, including Businesses and Foundations, continue to renew their support.

## Irish Chamber Orchestra

Despite the challenges posed by Covid-19, Irish Chamber Orchestra (ICO) has remained steadfast in its commitment to producing excellent artistic works and online content for audiences to savour and enjoy.

At the end of 2020, ICO commissioned a Covid-inspired series of 'shorts' titled I Create Online – through creative and collaborative partnerships with 13 arts specialists, which featured across ICO social media channels and reached an online audience of almost 250,000. The orchestra performed two Christmas concerts live from NCH, Dublin on Saturday 19th December, which broadcast on YouTube, directed by Katherine Hunka. Bach, Beethoven & Deane with Thomas Zehetmair streamed from UCH, Limerick on Thursday 13th January, receiving a great reaction from audiences online.



Meanwhile, ICO's regular online programmes continued and a new series of musical offerings on Thursdays began in January – Musical Tips. I Create Online Series 2 will showcase more creative disciplines including Contemporary Mime with Film-making; Illustration and Print with Film Editing, and Marine Film Production inspired by music, and each expression is accompanied by members of the Irish Chamber Orchestra. These shorts will stimulate the senses, generating more unforgettable ICO experiences. These imaginative episodes will broadcast monthly online from February to April.

Running simultaneous to ICO's artistic output, have been their successful fundraising initiatives. The organisation's Christmas Campaign 2020 featured corporate musically animated E cards, a Donations in Lieu of Gifts option, as well as Ticket Vouchers and Gift Vouchers. ICO also launched its newest fundraising initiative, '21 in 21' in January in support of its music education programmes, receiving incredible support, near and far!

# Irish Film Institute

In the last few months, the IFI has continued to expand their online presence and reach out to audiences new and old. Along with the premiere of the 2020 festival seasons on IFI@Home, IFI also launched IFI@Schools towards the end last year. This online platform provides an accessible, affordable way to present film content in the classroom, revolutionising their ability to expand our education programme across Ireland.

► There is a 6 month window in which to unlock your film. Once you start watching, you will have 14 days to finish watching. You can watch the film multiple times in this period.

School Subscription ► 10 Teacher Passes ► Watch films

Getting Started Guide for School Administrators  
Getting Started Guide for Teachers

Questions?  
If you require further information or a list of supported devices and browsers, please see our [FAQs](#)  
For any questions not answered here or for support with your IFI@Schools account, please contact [schools@irishfilm.ie](mailto:schools@irishfilm.ie)  
If you'd like to request a callback, let us know the best time to call in your email.  
We will respond as quickly as possible within office hours. 10am - 5pm

The team are also extremely proud to announce that the IFI Irish Film Archive received full accreditation from the Museum Standards Programme of Ireland, an initiative run by the Heritage Council. This achievement recognises the IFI's work implementing best practices to preserve Ireland's moving image heritage for future generations.

In philanthropy news, the IFI is delighted to be a recipient of the ESB Energy for Generations Fund, with €10,000 in funding being directed towards improving the student experience on IFI@Home, including expanding their library of films, investing in new technology, and offering subsidised subscriptions to schools.



**Ally D'Astolfo - Development Officer**

## Six Months in the Life of IFI's New Development Officer

It's hard to believe it's been six months since I started with the Irish Film Institute at the end of July, and that all of my work has been done between my bedroom, kitchen and sitting room! I'll admit I was rather terrified my (obviously) sparkling personality wouldn't translate over Zoom – and while maybe the jury's still out on that – I've been lucky enough to join an organisation with an empathetic, brilliantly creative and tireless team who have eased my transition into the non-stop world of the IFI. Having primarily worked in the visual arts prior to joining the IFI, maybe one of the most enjoyable parts of my new role has been making my way through a veritable feast of cinema!

In the last 6 months, the IFI has launched two entirely new online streaming platforms, IFI@Home and IFI@Schools, which allow our cinema programme to reach audiences across Ireland from the comfort of their homes. The extensive expansion of our online footprint has created great opportunities for me to expand the IFI's corporate offerings to include virtual staff engagement and screening events. We've introduced a new virtual Diversity & Inclusion Screening Series, which gives corporate partners the opportunity to tap into the diverse cinematic voices the IFI champions, as well as online benefits for Corporate Members. In March, we'll be trialing this programme on a broad scale for the first time, with 3 new corporate partners onboarding with their own IFI curated staff engagement partnerships.

Being new to the development field in Ireland, having the support of RAISE, as well as the connections to my colleagues working in cultural organisations throughout the country has been an immense help in helping me to navigate a new environment in a strange time. I'm certainly excited to continue to spread the gospel of great cinema, and to broaden the network of supporters who understand the importance of making film culture and heritage accessible to all.



# TIER 2: News and Updates

Since March 2020, our Tier 2s have been extremely busy coming up with creative initiatives to engage their audiences digitally. Here's what they've been doing since the last time we caught up!



The **Irish Traditional Music Archive** were delighted to be chosen as one of the recipients for the Bank of Ireland's Begin Together Fund, in association with Business to Arts, for their online series **Drawing From The Well**. Drawing from the Well will see artists including Radie Peat and Caitlín Nic Gabhann produce new work inspired by material from the Irish Traditional Music Archives (ITMA).

ITMA are also in the process of launching their first Friends and Patrons' scheme, and building on the momentum of Bank of Ireland's investment, with the support of the RAISE team, have developed a compelling corporate pitch document to entice more corporate support for Drawing From the Well.

Despite Level 5 disruptions towards the end of 2020, **Graphic Studio Dublin** managed to produce, print and deliver over 750 hand-printed etchings by Diana Copperwhite, along with a promotional video, to Behaviour & Attitudes as part of their annual commission. These prints are gifted to their clients, some of whom have been receiving prints for over 30 years. Since January, with the studio closed, artists have benefited from a weekly series of online talks by artist-printmakers as part of a series 'Artists Beyond the Studio', attracting up to 90 viewers each week. This is in addition to professional practice up-skilling workshops for members of the studio in photography, social media and web design.



**The Ark** closed 2020 with a fundraising campaign to celebrate their 25th birthday. #ARK25 looked to highlight the organisation's 25 years of making and sharing great art with over 600,000 children, and to encourage donors to support efforts to reach more children from all backgrounds now and in the future. Through online donations, a Facebook fundraiser and the sale of a limited edition print by illustrator Fuchsia MacAree, The Ark exceeded their campaign target, raising just over €10,000.

And, opening on the 16th January was **The Ark's Online Exhibition - Winter Light**, in a special online gallery so that you can enjoy the brand new wintry artworks safely from your own home. The exhibition also featured on RTE's News2Day in mid-February, highlighting how important it is for children to be able to access art galleries, even now when it cannot be in person.

**Clonmel Junction Arts Festival** are busy gearing up for the 20th anniversary Festival in 2021, working with a host of national and international artists, creating unique work under this year's Festival theme 'Reflections.'

And in exciting news, CJAF will find a new home this year in a geodesic dome; a beautiful and creative feat of engineering that has often been considered a work of art in itself. In its 20th anniversary, the dome will give a visual identity for CJAF and act as a central



hub for the annual multi-disciplinary arts festival, creating a sense of wonder and excitement whilst housing a range of art from plays to gigs, from workshops to talk, with work for families, for aficionados and everyone in between. The 2021 festival version is designed to be COVID-resilient. The sides of the dome will open out to allow for maximum ventilation of the space, giving peace of mind to performers, technicians, and audiences alike. It's also created to be a live-streaming venue, with the design put in place with cameras in mind as well as seating, allowing a virtual audience to join the real one, making it a venue that will work at all levels from L1 to L5.

In its 20th anniversary and with this new visual identity, CJAF is currently working with the RAISE team to explore a myriad of corporate sponsorship opportunities



At Christmas, **Graffiti Theatre** launched a wonderful campaign 'The 12 Stories of Christmas'. In partnership with Fighting Words, Graffiti Theatre Company invited young writers between the ages of 6 and 12 years to write their own Christmas story! This campaign was a wonderful way to fire up imaginations, spread some Christmas joy and invite young audiences to create a new classic tale.

Graffiti also officially launched their first **Friends' scheme**, which was rolled out with their first newsletter in December 2020. Since its launch, Graffiti Theatre have been delighted to welcome first time subscribers and new supporters to get closer to the Graffiti family. They are currently working with the RAISE team to identify more opportunities for funding support for their 2021 programme.

# TIER 2: News and Updates Continued.

On 9th December 2020, Rethink Ireland announced 20 Awardees receiving support from the second round of funding of the Innovate Together Fund. **Irish Theatre Institute** has been awarded €23,590 to build the ACCELERATE Programme. ACCELERATE is a professional development, upskilling and mentoring programme, addressing information and skills deficits for freelance professional theatre artists challenged by COVID-19.



The Innovate Together Fund was set up to support innovative responses to the COVID-19 crisis that will also be relevant in the new normal. With an initial commitment of €5 million from the Department of Rural and Community Development via the Dormant Accounts Fund, Rethink Ireland has raised an additional €0.6 million in funding from corporate partners which include the Zurich Foundation, Oakfield Trust, Medtronic and Twitter.



Since the last Newsletter, **Fishamble** has been running at full speed! December saw the organisation host its first online Christmas party for Friends and Supporters. In early February, Fishamble launched 'Tiny Plays for a Brighter Future' in partnership with ESB. The initiative is a challenge for the Irish public, and anyone who feels they have a 600-word play in them, to capture what a Brighter Future means for people living in communities across Ireland. [More info here!](#) Fishamble have also received a Capacity Building grant from the Arts Council, which is being used to conduct audience development research, build a strong Diversity, Equity, and Inclusion policy, improve technical capacity, and to support the wellbeing of staff through training. Finally, the team have also started working on new systems to tour and present theatre online, and as if that wasn't enough, they have just launched their 2021 programme!

On 9th March, **access>CINEMA** released a specially commissioned short film to launch its new GREAT CINEMA DESERVES GREAT AUDIENCES campaign. The film, directed by Dublin-based film-maker Gar O'Rourke, sees ordinary people from all over Ireland discuss their love of cinema and what the unique experience of watching films in cinemas means to them. The campaign showcases access>CINEMA's vital work in supporting film clubs, community cinemas and arts centres to bring cinema from every corner of the world to audiences across Ireland to enjoy and experience in their own communities. The campaign asks people to visit [accesscinema.ie/donate](http://accesscinema.ie/donate), where they have the opportunity to make a donation, which will help the organisation continue this work and advance its goal to share the gift of cinema with as many people as possible across Ireland.



In 2021, **Corcadorca's** Friends programme has been reignited and off to a strong start with 35 Friends signed up already! They are also streaming shows online and applying no charge at this stage as these shows were free of charge in person. Their website is under review and redevelopment, with plans to map out a strong donor journey for digital donations, and for a blended programme delivery. Corcadorca also have prospecting underway for sponsorship for a 2022 production with a series of key corporates from Cork.

In December, **IAYO** unveiled their '[Zooming in on the Music](#)' video which represents a snapshot of all the hard work and dedication of those involved across the programmes this year, and also held their first ever ConCorda Christmas Stocking Filler, an event normally held in the summer. The online summer version was so successful that the team decided to run a post-Christmas three-day version to fill the void for young musicians missing performing together.

2021 saw the launch of the 2021 Irish Youth Baroque Orchestra courses and the 2021 ConCorda Chamber Music Course for Strings, both a mixture of online and in person teaching - if restrictions allow. In February, IAYO hosted a peer-sharing session on keeping orchestras engaged over Zoom. Participants heard from a number of musical figures, all of whom have had very successful online engagement this year. IAYO have created a webpage where you can watch the video of the webinar, download the podcast version, download and view the presentations from the session, and also find a number of other useful resources and links.

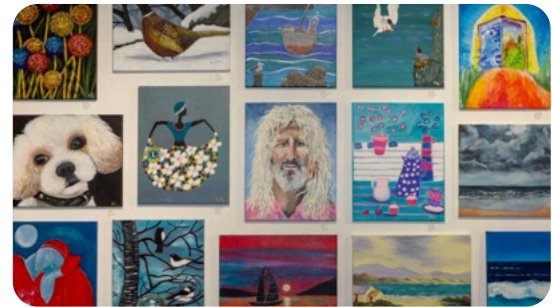


# TIER 2: News and Updates Continued.



This year will mark a significant milestone in **Baboró's** history. Over 25 years, Baboró has grown to become a leading international festival, continuously expanding children's access to the arts through school and outreach programmes. Outside the festival and throughout the year, Baboró has expanded its support of artistic development in theatre for young audiences and championed the sector in Ireland and abroad through international collaborations. Baboró was recently awarded funding under the Arts Council Capacity Building Support Scheme for a new Diversity and Inclusion action research project. This pilot programme, as part of Baboró's strategic objective to improve diversity and inclusivity in theatre for young audiences, will explore ways to support artists from diverse backgrounds.

**Wexford Arts Centre** are delighted to have approved a part time fundraising development manager to support their capital and development programme, 2 days per month! The team have also developed a full master Case for Support incorporating capital and programme, which can be tailored to a given audience and their area of interest. This is being used for the Visionary Committee, with three very strong individuals primed to lead on the closing figure for the capital development.



**CIFF** delivered a full Festival programme despite Level 5 Lockdown, presenting a digital Festival to an audience of over 20,000 people in Cork and nationwide from the 8th-15th Nov on our bespoke Digital Festival Platform, which is now an integral part of the Festival.

2021 kicked off with a special event screening of 'We Have 20 Years to Change the World', as part of the global Green Night of Ideas programme for 2021, in partnership with the Embassy of France in Ireland, with a live panel discussion on

sustainability issues. The second phase of the IGNITE documentary talent development programme, a cross-border partnership with Docs Ireland, Belfast, rolled out in January with a monthly training programme for our six IGNITE alumni supporting the development of new feature documentary films. And, 23rd February saw the launch of their CIFF Film Club for 2021 (in partnership with The Gate Cinemas), their monthly 'book club'-style screening and discussion events taking place on the third Tuesday of each month until June.

**Cúirt** a programme of **Galway Arts Centre**, has gone from strength to strength over the last year and learnings from RAISE process have certainly made an impact. GAC's participation in RAISE has improved the board's awareness and level of engagement with developing a fundraising strategy for the organisation. The consultancy has really helped the organisation put a shape on how we communicate who we are to our stakeholders. And, it's almost time for Cúirt's 2nd online literary festival (they were the first to go digital last year) for which they are expected to secure sponsorship for this year!



**Congrats to all of you on your wonderful achievements!**



# RAISE: Phase 3

O’Kennedy Consulting is delighted to announce the RAISE Phase 3 Programme! RAISE Phase 3 will bring a revitalised structure to the RAISE programme, engaging a new group of participant organisations whilst also continuing to deepen the engagement we have with previous Tier 1, Tier 2 and Alumni organisations from RAISE Phase 1 & 2.

We are committed to opening up RAISE Phase 3 as much as possible and look forward to bringing all of you with us on this journey so you may continue to receive stewardship and support through the newly developed RAISE + programme! Read on to hear about how you can stay involved, and how you can engage in the programme to make the most of it!

## A NEW LOOK!

For RAISE Phase 3, we have created three new levels to ensure the continued growth of fundraising initiatives and private investment. Commencing in April, this new tiered suite of levels will provide a total of 30 organisations with one-to-one guidance and mentorship over the next 12 months in addition to group workshops and support .

**RAISE ACADEMY**

TheLinenhall arts centre

IRISH BAROQUE ORCHESTRA

dance ireland

Galway International Arts Festival

THE DOUGLAS HYDE GALLERY

YOUTH THEATRE IRELAND

Firkin Crane

TYRONE GUTHRIE CENTRE

Branar

create

IMC CREATIVE ABOUT MUSIC

kids' own

GLUCKSMAN

DANCE LIMERICK

SMOCK ALLEY THEATRE

**RAISE Accelerate**

Cork International Film Festival

Irish Architecture Foundation

FISHAMBLE

THE EVERYMAN

The Ark

**RAISE advance**

**RAISE +**

diff

Irish National Opera

dtf dublin theatre festival

Poetry Ireland Eigse Éireann

IFI Irish Film Institute

children's books ireland every child a reader

IRISH CHAMBER ORCHESTRA

BUTLER GALLERY

Druid

## Phase 3 begins on 1st April! What do we have planned?

### **RAISE + PROGRAMME**

The RAISE programme has evolved very successfully throughout Phase 2 this year beyond its original training, development, and mentoring scope on fundraising capacity building. The RAISE team intends to further enhance this through the RAISE + programme as a holistic professional services and support programme assisting participating organisations to take an organisational-wide approach to engagement (to include Board and Senior Executive participation) and explore new opportunities; create support networks for and between individuals and encourage collaboration with other arts organisations. RAISE + will also continue to support organisations to optimise their private investment capacity.

### **RAISE DIGITAL EXPANSION**

In Phase 3, RAISE Digital will focus on accelerating the transition of organisations to successful digital engagement through both creative learning and sharing successful real-world examples. This will provide support on digital analytics which will help organisations optimise the performance and efficiency of their online fundraising campaigns. Phase 3 RAISE Digital will be delivered in partnership with Jean O'Brien, founder of Digital Charity Lab. We look forward to welcoming you to join specific sessions for all RAISE organisations, both past and present!

### **BRING THE BOARD TO RAISE**

In RAISE Phase 2, we have seen a huge increase in levels of engagement across almost all organisations including significantly more engagement from Board members and wider staff. RAISE Phase 3 will work with Trustees from leading Irish and international arts organisations to deliver thought provoking panels to engage Board members and highlight how they can utilise existing networks to forge meaningful introductions with potential prospects.

### **RAISE SYMPOSIUM \*NEW**

We are delighted to announce our RAISE Phase 3 symposium, which you are all invited to! The RAISE Symposium will take the shape of a Fundraising and Philanthropy Conference with sector leaders, international guests and keynote speakers. The RAISE Symposium will run in two phases – an online event planned for early June 2021, working towards a second live symposium in February 2022.

### **RAISE AWARDS \* NEW**

In celebration of the tremendous work of RAISE participants, both past and present, as part of Phase 3 OKC will work with the Arts Council to develop the RAISE Awards – celebrating the exceptional work of our RAISE participants on their fundraising journey.



## **THE SUSTAINABILITY AGENDA - EXAMINING ENVIRONMENTAL, SOCIAL & GOVERNANCE COMPLIANCE POLICIES \*NEW**

A key focus of Phase 3 of RAISE will be embedding Environmental Social, Governance (ESG) practices across all aspects of the programme. Corporate, Individual and Foundation funders are increasingly applying these non-financial factors as part of their analysis process to identify material risks and growth and impact opportunities. ESG criteria is becoming the norm for socially conscious investors in the commercial world and this in turn is directly impacting on their rationale for philanthropic investments, corporate sponsorships, and strategic partnerships.

## **THE CHAIR'S FORUM \* NEW**

In addition to BRING THE BOARD TO RAISE, engagement we will invite the Board Chairs of RAISE Accelerate and RAISE Advance organisations to attend the Chair's Forum. Chairs will be given the opportunity to network, discuss challenges and opportunities and on occasion will be joined by guest Chairs.

## **THE DIRECTOR'S FORUM \* NEW**

The Director's Forum will be an opportunity for the Director's / CEO's to have bi-monthly discussions on key organisational development and strategy issues. These sessions will be principally for RAISE Accelerate and Advance organisations.

## **RAISE IN \*NEW**

RAISE In will be an extension of our existing tailored support to organisations, with members of the RAISE team attending and providing counsel to fundraising sub-committees of RAISE Accelerate and RAISE Advance organisations.

## **RAISE FOCUS \*NEW**

Following the success of RAISE Huddles in Phase 2 ,we will continue these peer to peer sessions, opening them up to all active RAISE participants & Alumni, under a new name; RAISE Focus. This will bring together organisations who can support and learn from each other through aligning art forms, experience and resources.

In addition to our existing Festival and Venue & Theatre Huddles, new huddles in RAISE Phase 3 will include: Children and Youth , Music and the Performing Arts and Innovation & Collaboration.

## **RAISE ADVANCE - STRATEGY SERIES \* NEW**

This programme will focus on supporting past Tier 1 organisations to continue their fundraising growth trajectory. This series will differ, as it will focus more on interactive round table session, networking, and professional development opportunities through a host of digital engagements such as Thought Leadership style events, Knowledge Sharing sessions, Industry Expertise, Panel Sessions and RAISE Clinics, where the organisations determine the conversation.



# What are you saying about our RAISE Workshops?

The workshop was excellent as it re-enforced the need to implement a legacy programme now and not keep putting it to the back of the list

The case studies were excellent, each, though at different stages and sizes organisationally, had something relevant for me to take away from the process. They were engaging, encouraging and thorough despite the short amount of time. Also, I thought it was particularly rounded to have portions of the presentations as videos from the corporate partner sharing their experience and perspective. I'll be making everyone in the office watch it!

Greatest takeaway? Sustainability needs to become part of our DNA in all that we do.

I loved all the case study speakers. We could tell they knew what they were talking about and were passionate about it, plus they kept it succinct but somehow also comprehensive. Great stuff, guys.

The workshop I've been waiting for! It was great to have a conversation that was a mix of a sector-level, big picture conversation on the appetite for cultural sponsorship amongst corporate funders, as well as the more nitty-gritty detailed report from Children's Books Ireland on how their corporate programme has developed.

It was an excellent workshop. Being able to have Google Analytics open and actually be navigated through the most important data points was invaluable to our organisation. This is the second workshop I have done with Jean and I am just blown away by how much I have learned in such a short space of time that is so applicable and practical. Very, very impressed and grateful

I loved the exchange of ideas and discussions around those ideas.

It was a really excellent workshop - informative and inspiring content delivered with sincerity and passion. I found it really interesting and have continued to ponder on a number of issues raised

To be honest, I think it was a renewed sense of positivity and energy around the development and implementation of our sustainability policy. I had been doing a lot of work on it during the summer of 2020 but it has fallen by the wayside a little over the past few months. I'm looking forward to tackling it again! Thanks so much for this seminar, it was brilliant.

# Sector News and Updates

At the end of January, **Bank of Ireland**, in partnership with **Business to Arts**, announced that 36 projects spanning music, theatre, dance, traditional arts, and the visual arts will receive support from the first phase of the Bank of Ireland Begin Together Arts Fund. Funding of €300,000 will be provided to artworks or arts projects which have been inspired by the experience of living through COVID-19 or have been adapted in response to the pandemic - one of which is our RAISE Participant Irish Traditional Music Archive for their 'Drawing From The Well' initiative. [Click here](#) to read more information. The Fund will open for a second round of applications in April and will make a total of €1 million in arts funding available between 2020 and 2022.



In February, **Business to Arts** released their shortlist for their Awards ceremony which recognises businesses, philanthropists, artists and arts organisations that develop creative partnerships. The shortlisted partnerships focus on arts sponsorship, commissioning of artist, staff engagement and CSR initiatives, philanthropy and community engagement. Many of the collaborations are the result of long-term relationships. All of the shortlist demonstrate the importance of supporting the arts and the impact that can be made by quality partnerships and among those shortlisted are RAISE participants - **Druid, Cork international Film Festival, Baboro, Children's Books Ireland, Fishamble** and **Dublin Dance Festival**. The 2021 Business to Arts Awards will be broadcast online on April 21st from the GPO at 5pm. [RSVP here to receive access details to watch this year's ceremony.](#)

February saw the launch of the **Ignite Midwest Fund**, **Rethink Ireland's** second regional fund. 'Ignite' means to 'spark' or 'set in motion' and this €650,000 Fund aims to spark meaningful social impact in the counties of Clare, Limerick and Tipperary. The Fund has been created in partnership with several private donors from the region including the Parkes family Limerick, the Community Foundation for Ireland, and is matched by the Department of Rural and Community Development via the Dormant Accounts Fund.



The **National Lottery's Good Causes Awards** Finalists have been announced. The awards are designed to celebrate and honour the inspirational work carried out by hundreds of volunteers, coaches, care givers and other individuals across Ireland, and the organisations they represent. In total the Awards gives a total prize fund of €95,000. This year there were 36 finalists with RAISE participants - **Baboro, Children's Books Ireland** and **Graffiti Theatre** all being in the mix! Each of the seven category winners will receive €10,000 with the overall Good Cause of the Year winning an additional €25,000. The judging of the National Finals took place virtually on 16th and 17th of February with the winners being announced on Saturday, May 29 at the Mansion House (government guidelines permitting).

The **Toy Show Appeal** was established to raise funds for Irish children's charities through the televised Late Late Toy Show. Throughout the night, over €6,000,000 was raised to support a variety of organisations that support vulnerable children. 50% of the funds raised have been donated to three charity partners: Barnardos, **Children's Books Ireland** and the Children's Health Foundation. The remaining funds will be distributed as grants to organisations supporting vulnerable children across the country. They will be distributed through an application and assessment process and focused around the following themes: 1) Ensuring basic needs, 2) Improving well-being and 3) Reducing inequality through creative engagement. Organisations can only apply once to one of the strands for funding between €25,000 and €150,000 and deadline is 4:30pm on 16th April. [More info here.](#)



**The Ireland Funds** has announced the launch of the Heart of the Community Fund, which will provide critical and timely funding to a wide range of not-for-profit and community organisations across the Republic of Ireland and Northern Ireland. The Heart of the Community Fund is aimed at smaller organisations meeting needs in their local communities. The Fund offers awards in two tiers: €2,500 and €5,000. This fund is available to organisations with an income of under €/£500,000. [More info here](#)

Just a friendly reminder that Charities Institute Ireland run courses and events throughout the year.

[See the CII events calendar here.](#)







**RETHINK  
IRELAND**



# A spotlight on Digital Innovation

This is a collection of highlights of the incredible digital initiatives that our RAISE Phase 2 participants have been coming up with over the past year! (We're sorry we couldn't add them all!)



## Fishamble: #TinyPlayChallenge

During Lockdown 1.0, Fishamble wanted people to keep their creativity flowing by challenging people in Ireland and around the world, to write 600 word Tiny Plays. Fishamble was delighted to receive over 470 submissions in total and published a selection of the Tiny Plays on their website.



## Clonmel Junction Arts Festival goes Digital

The 20th edition of the Clonmel Junction Arts Festival was a year like no other for the organisers and participants because of the ongoing pandemic restrictions! Many festivals countrywide were cancelled or postponed however, after an uncertain few weeks back in March and April 2020, the CJAF organisers decided to press ahead with an event, albeit in much restricted form, with a mix of online and "live" events, including music, poetry, spoken word, visual arts, debate, and nature.



## Druid Theatre: Coole Park Poetry Series

In partnership with the Adrian Brinkerhoff Poetry Foundation, Druid commissioned a poetry series as part of the artistic conversation between the past and present. This series involved poets of different cultural backgrounds living in Ireland, reading both their own work and the work of poets associated with Coole Park. The short films were presented in The Mick Lally Theatre in mid-December, with a one-way system meaning viewers could enjoy each film individually or as complete 20 min film in a safe space!



## Irish Chamber Orchestra: I Create Online

It's ICO's 50th Anniversary Year, and to celebrate they commissioned a Covid-inspired series of 'shorts' through creative and collaborative partnerships. A play on Irish Chamber Orchestra (ICO), the I Create Online series showcases a variety of creative disciplines with each expression accompanied by an assortment of music from the Irish Chamber Orchestra.



## Children's Books Ireland: #ShareAStory

Back in April 2020, Family Friendly HQ and Children's Books Ireland teamed up to launch an initiative, #ShareAStory. While many family members, especially grandparents, were (and still are) finding it tough staying away from loved ones, this initiative has helped them to enjoy reading together, while staying apart. A helpful video featuring CEO of CBI, Elaina Ryan explains how grandparents can still read a bedtime story to their grandchildren by following a few simple tips.



## Cork International Film Festival @ Home

Following the Irish government's announcement to extend level 3 restrictions nationwide to 10 November (and approving the continued closure of cinemas and ongoing travel restrictions) CIFF pivoted its 2020 Festival offering to a fully digital programme, comprising 50 fiction features and documentaries, 14 programmes of shorts and several special events. The event, the longest-running Irish gathering of its kind, took place from 8-15 November, 2020.

# A word on smart digital engagement strategies from our RAISE Associate Jean O'Brien



The thing that makes digital marketing so exciting and so challenging at the same time is that all the digital channels (email, website, social media) are so different. Each has its own audience, each can deliver different goals for your organisation, and each needs a custom approach.

Each has its own audience, each can deliver different goals for your organisation, and each needs a custom approach. What your digital strategy really needs to do in 2021 is identify your top 3-4 priority channels and your plan for each one.

When you have limited resources, it is so important that you know which channels will bring in a real return on your time.

## Some Tips:

- You find your best channels by measuring results. Put some time into setting up analytics and regular reporting. It's not enough to just measure engagement on social media: engagement should be part of a journey. Measure how many sales and memberships are being driven by each social channel.
- With digital you must know the difference between tactics and strategy. 'Post on Facebook every day' is a tactic (and one that rarely works now, unfortunately). 'Build an engaged audience on Facebook and Instagram through ads and organic content, and retarget this audience plus a lookalike audience with ads promoting our events' is a strategy.
- A common thing to hear is "we're on Facebook / Instagram / TikTok because that's where our audience is." You do need to be where your people are, but that's only the very beginning. You also need a good, evidence-based plan for engaging them and using calls to action to convert them to customers. Each social media platform has a punishing algorithm that will squash your posts if people are not responding to them.

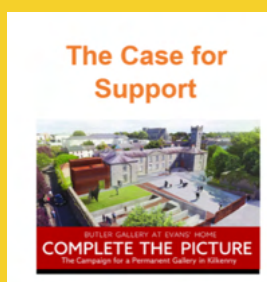
Your audience may be using Facebook every day, but that doesn't mean they're seeing your content. Use the marketing funnel as a guide: what activities will drive reach, engagement and sales from each of these channels?

- Beware of the allure of the 'new and shiny'. Do experiment with new platforms, but before you devote too much time to them, ensure you have a strong base on the digital channels that are proven to deliver: email, Facebook's Ads and fundraising tools, and Google Grant Ads.
- Ensure that each piece of digital content you create has a clearly defined goal. Use this framework when planning what content to develop:
  - > Goal: what business goal will this help us achieve?
  - > Audience: what audience will help us reach this goal?
  - > Channel & content: what channel will we find this audience on, and what content is proven to work on this channel?

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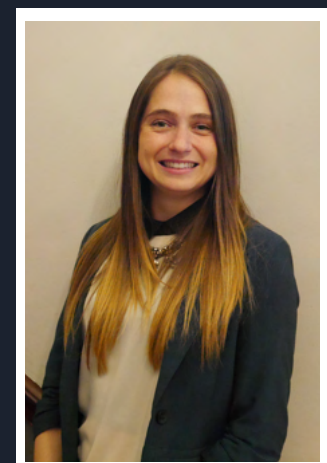
*REMEMBER, you also have access to the RAISE Online Members Area, which includes 15 Handbooks and Guide Books on the various aspects of fundraising (including Digital), examples of Cases for Support and Friends Programme brochures, and a constantly updated list of reports, research and documents around the subject of philanthropy and fundraising!*

*If you are having trouble signing in, please email Lucy on [raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie).*



## RAISE Team Update

In August 2020, Alison decided to go part-time with O'Kennedy Consulting to pursue her interest in Digital and she is currently studying a Digital Marketing course online. At the end of March, Alison will be officially saying goodbye to the OKC Team to take up a new role with the SCOOP Foundation, a not-for-profit focused on improving the lives of disadvantaged children and young adults, especially those caught up in conflict, living in refugee camps and direct provision centres. Alison has always had a strong passion for refugee's rights so is really excited to get started. She has really valued her time with OKC and has learnt so much over the last 4.5 years with the organisation. We will miss her and wish her all the best in her endeavours!



# Team OKC

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



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## Arts Council RAISE Team

**Martin O'Sullivan**, Arts Council Deputy Director, Finance Director and Secretary  
**Kieran MacSweeney**, Arts Council RAISE Private Investment Advisor

the arts  
council  
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