



Smarter cultural working in the East Midlands

Raising Funds from External sources

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Chief Executive

Fundraising
Philanthropy
Shared Services
Collaboration
Entrepreneurialism

Background

- Spending cuts
- Emphasis by government on philanthropy and fundraising
- New Arts Council England National Portfolio from April 2012

Implications

- Uncertain landscape
- Reduced public funding – Arts Council and Local authorities
- Changed climate – relationship with funders and the public
- Need for clarity and direction in deployment of resources
- Loss of confidence
- Lack of skills

Fundraising

➤ THE ROLE OF THE TRUSTEE

- Responsibility to raise funds
- “Give, Get, Get Off”
- Fit for purpose boards
- Recruitment

➤ CASE STUDY

- Galleries of Justice



Philanthropy

- Established Philanthropy Action team – individuals representing EM networks
 - Defined “philanthropy” –
 - Identified key strands – the route, the people, the ask and the models
 - Organised symposium
- **CASE STUDY**
 - First Movement



Shared Services

- Build partnership/alliance for mutual benefit
 - Define the terms of reference for all parties
 - Clarity on who leads on what and who is responsible for what
- **CASE STUDY**
 - Spirit Nottingham



Collaboration

- Define areas for collaboration
 - Build relationships
 - Overcome barriers
 - Determine shared responsibilities
 - Maintain relationships
- CASE STUDY
 - Lincolnshire Challenge Group
 - and Lincolnshire One Venues



Entrepreneurialism

➤ SKILLS IN UPSELLING

- Using data intelligence to build stronger, better relationships with our public

➤ CASE STUDY

- Ticketing Network East Midlands

➤ EXPLOITING ASSETS

- Investigating alternative use of assets such as buildings or sites

➤ CASE STUDY

- Film Location Project Renaissance West Midlands



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