# Press Release

16th March 2020

**People Dancing and ArtsWorkAlliance receive Arts Fundraising & Philanthropy’s**

**Sector Innovation Fund for Fundraising Award**

# Arts Fundraising & Philanthropy has announced the recipient of its second Sector Innovation Fund for Fundraising. The Award sees financial and development support given to projects that are driving forward innovation in fundraising that have relevance to other arts organisations nationally.

# This year, Arts Fundraising & Philanthropy has awarded the fund to People Dancing working with partners in ArtsWork Alliance to create a programme of resources to help make it easier for independent practitioners to articulate the impact of their work in funding applications, demonstrating the importance of engaging with and participating in the arts. Often independent practitioners struggle to articulate impact, without the bank of knowledge or resources afforded by working at an institution.

This project is strongly aligned with Arts Fundraising & Philanthropy’s work around storytelling, and the importance of being able to articulate powerful stories to raise funds. Other activities in this area have included running Northern Lights, a conference in Manchester in March 2019 exploring stimulating philanthropy in the North of England; and the Programme’s work with numerous organisations helping them to better articulate their case for raising funds.

**Ruth Bates Lee, Director of Development at People Dancing** said “the project will support the creation of resources evidencing the impact of engaging in participatory arts, a communications campaign and workshops for independent artists and practitioners to help them use evidence to engage partners in joint fundraising.”

**Mary Schwarz, ArtWorks Alliance** said, “The resources created through this project - including commissioned photography - will be collected from and shared back among ArtWorks Alliance partners and used to support participatory artists - so it's another exciting move forwards for the network!”

**Michelle Wright, Programme Director of Arts Fundraising & Philanthropy** said “*We believe that People Dancing and ArtWorks Alliance have identified a necessary gap in the sector and are sure that the innovation will have a significant impact on many individual practitioners’ ability to fundraise for their own work nationwide. Over the year we will support the project’s development and ensure that the learning is shared across the arts, culture and heritage sectors through the Programme’s thematic work around storytelling in fundraising.”*

The project will start in March 2020 and will run to December 2020, with resources available widely across the sectors.

Arts Fundraising & Philanthropy plan to make further callouts for the Innovation Fund for Fundraising later this year with funding generously allocated by Arts Council England.

END

**Editors notes:**

About Arts Fundraising & Philanthropy

[**www.artsfundraising.org.uk**](http://www.artsfundraising.org.uk)

Arts Fundraising & Philanthropy’s mission is to strengthen arts, culture and heritage organisations’ resilience and sustainability by transforming their fundraising knowledge, skills and levels of success. The work is funded by Arts Council England and is led by the Arts Fundraising & Philanthropy Consortium which includes *Cause4* as lead partner, the University of Leeds and the Arts Marketing Association (AMA).

Consortium members work together with a wide range of partners to deliver a nationwide programme that empowers arts and cultural professionals across England to seize the considerable opportunities that fundraising offers them to form important relationships, develop new income streams and develop new commercial opportunities.

Arts Fundraising & Philanthropy is an Arts Council England National Portfolio Sector Support Organisation from 2018-22.

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**About People Dancing and ArtsWork Alliance**

People Dancing is the UK development organisation and membership body for those involved in creating opportunities for people to experience and participate in dance. Our membership reaches more than 4,500 dance professionals worldwide. We have more than 30 years’ experience of working to give everyone the opportunity to enjoy dance. This work is also focused on driving excellence in community dance practice. We strive for; Excellence – in participation and progression in dance for all, Inclusion – always at the heart of what we do and why we do it, Collaboration – where actions give greater strength and voice to all involved and openness – in all our working practices. <https://www.communitydance.org.uk/>

ArtWorks Alliance (AWA) is a network of organisations and individuals with a passion for participatory arts and an understanding that working together to strengthen support for those working in the field will bring benefits for everyone involved. Coming together as AWA enables us to do more – more swiftly – to develop participatory arts than we can each achieve on our own. We can support better both the organisations delivering participatory arts and the artists working in the field, leading to higher quality experiences for participants. AWA comprises 33 partner organisations including founders a-n The Artists Information Company, Artquest, engage, National Association of Writers in Education, People Dancing and Sound Sense. A full list can be found at https://www.artworksalliance.org.uk/about-us/partners/

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