

## Press Release

28th August 2020



### Fundraising Culture Change 2020 Organisations Announced

Arts Fundraising & Philanthropy is pleased to announce the five successful organisations taking part in **Fundraising Culture Change 2020**.

Funded by Arts Council England, Fundraising Culture Change is a year-long training and consultancy package for arts and cultural organisations undergoing periods of substantial change.

Working with Michelle Wright, Programme Director of Arts Fundraising & Philanthropy and CEO of *Cause4*, organisations will be supported to develop and grow their success in fundraising and income generation and to embed new strategies organisation-wide.

Responding to increased financial pressure on arts, culture and heritage organisations, this programme seeks to support organisations to develop their future resilience and to get all staff and Trustees on board with fundraising. Previous participants have upskilled their boards in fundraising, developed major donor and corporate giving programmes and created bold new Cases for Support.

The programme takes on new meaning this year as we recover and build back after Covid-19, where it is more important than ever that arts organisations have the fundraising strategies and internal cultures required to survive and be resilient.

The five organisations taking part this year have been selected following a highly competitive process, as being at pivotal moments of organisational change or development.

David Johnson, Head of Programme for Arts Fundraising & Philanthropy said: *“Now going into the fourth year of the Culture Change programme we see the enormous benefits of bringing staff and Trustees together to discuss, debate and implement new directions for fundraising strategies within arts organisations. This programme is proven to make fast change by the way that it integrates the whole organisation into the future development of fundraising strategy.”*

Clare Titley, Director, Philanthropy at Arts Council England said: *“The Fundraising Culture Change programme has always supported arts and cultural organisations to develop resilience, explore new ways of diversifying their income streams, and make bold decisions about investing in their business models. Now, with many institutions across the sector facing times of significant change, Arts Council England is pleased to support this programme and the successful organisations as they move forward together through the crisis.”*

The five successful organisations for 2020 are:

- [English Folk Expo \(EFEx\)](#) - an Arts Council England National Portfolio Organisation which supports the English folk, roots and acoustic music industry through showcasing, audience development, artist mentoring, industry training, international collaborations and sector advocacy.
- [Forma Arts](#) - one of the UK's leading visual arts commissioning agencies and creative producers, working with artists to develop new contemporary art commissions both nationally and internationally. With a distinct emphasis on experimentation and production values, Forma is a

unique organisation that operates at all scales - from large and small-scale commissions, R&D initiatives, touring, publishing and events - both with emerging and established artists from a wide range of backgrounds.

- **The Line** - opened in 2015 The Line is London's first dedicated public art walk. The route runs between Queen Elizabeth Olympic Park and The O2, following the waterways and the line of the Greenwich Meridian. The Line's mission is to engage, educate and inspire the public through an outdoor exhibition programme that illuminates an inspiring landscape where everyone can explore art, nature and heritage for free.
- **Nevill Holt Opera** - founded in 2013 on the Nevill Holt estate Nevill Holt Opera is an independent festival with its own distinctive vision. Since then Nevill Holt Opera has been committed both to working with young people and communities across the Midlands and training and casting young UK opera singers, while bringing world-class opera to Leicestershire.
- **Transform** - an engine room for urgent, of the moment theatre. We are the creators of the biennial Transform festivals, citywide takeovers of powerful performance by artists from across the North of England and the globe. Transform's bold, open-hearted festivals unfold across iconic venues, clubs, car parks and community centres across Leeds. Focused on reimagining what theatre can do, Transform celebrates the independent and adventurous spirit of Leeds, reflects the socially conscious and radical North, and connects to the world.

A call-out for the next cohort of Fundraising Culture Change participants will be launched early in 2021. For interviews, images and further information please contact [Sarah Teale](#), Marketing & Events Associate, Arts Fundraising & Philanthropy.

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#### **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 to realise new commercial opportunities. Arts Fundraising & Philanthropy is an Arts Council England National Portfolio Sector Support Organisation from 2018-22.

**Cause4** - [www.cause4.co.uk](http://www.cause4.co.uk)

*Cause4* is a social business founded to support charities to achieve more and better. A small team but with big ambition, it's not the size of project that matters to us but whether it can make an impact. Provoking change is at the heart of our mission.

*Cause4* works across four main strands; support and advice; training; fundraising and philanthropy; and programme design and implementation. Learning lessons from the private sector to benefit not-for-

profit organisations, since its set up in May 2009, *Cause4* has raised over £57 million for clients, and is committed to helping attract the best graduate talent to work on some of the charitable sector’s most pressing issues.

**Arts Council England** - [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

**Arts Council England** champions, develops and invests in artistic and cultural experiences that enrich people’s lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better.

