

Fundraising Culture Change 2023 – a dynamic programme supporting organisations to grow, change and secure their future

The Fundraising Culture Change programme is a tailored consultancy package led Michelle Wright, CEO of Cause4 and Programme Director of Arts Fundraising & Philanthropy, and the senior team at Cause4.

Designed for arts, culture and heritage organisations experiencing substantial transition or change, the programme supports leaders and inspires teams to work collaboratively to increase fundraising and income generation.

Arts Fundraising & Philanthropy is now recruiting for a new cohort of organisations to join over 30 others that have benefitted from the programme over the last six years including Babylon Arts, Munnings Art Museum, Sporting Heritage CIC and Bethlem Gallery.

What will my organisation gain?

The external context in which the cultural sector operates has perhaps been never more challenging. As organisations grapple with global challenges, the cost of living to localised issues, it's easy to become inward-facing. Right now, it is more important than ever that arts organisations have the fundraising strategies and internal cultures required to survive and be resilient.

Fundraising Culture Change is for:

- Leadership teams
- Board members
- Staff and Volunteers

The programme will build new ways of working through:

- Inspiring leaders to seek out new fundraising opportunities and partnerships with confidence
- Looking at business models and approaches to income generation
- Building or refreshing fundraising strategies and plans
- Supporting teams to feel ownership of fundraising and to build a culture for fundraising
- Developing fundraising skills within teams
- Fostering innovation and growth

The Fundraising Culture Change programme is bespoke to each individual organisation. Previous participants have developed business plans, fundraising strategies, major donor implementation or corporate fundraising strategies – the programme works with whatever is most pressing for your organisation. Our team will work collaboratively and supportively with you to help develop your organisation's capacity to generate income.

“As a small organisation we were thrilled to be given a place on the Culture Change programme in 2022. Working with the team at Cause4 to develop a fundraising strategy has given us the insight and confidence to embrace pro-active and manageable fundraising for the first time”.

Eligibility

The Fundraising Culture Change programme is for organisations of any size, and all artforms – from small charities to universities and local authorities.

- We have the capacity to support five organisations between October 2023 - March 2024 and will prioritise organisations based in Priority or Levelling Up for Culture Places.
- We welcome applications from a wide range of organisations, reflecting the diversity of artists and audiences for art and culture across England. Our definition of diversity encompasses responding to issues around ethnicity, faith, disability, age, gender, sexuality, class and economic disadvantage and any social and institutional barriers that prevent people from creating, participating or enjoying art and culture.

Programme Outline

The core programme schedule includes:

<p>Organisation Training (one day – all staff and board members/ 2 half days via Zoom)</p>	<p>This is a fast-paced session to develop new ideas and ways of thinking. It will set a framework for further informal team-working, informing a leadership development and team-working document.</p> <p>We will look at:</p> <ul style="list-style-type: none"> • Where we are now: fundraising in the current context • Best practice from the private and charitable sectors • Exploring different ways of working and ways to build internal learning culture across teams <p>What is already in place?</p> <ul style="list-style-type: none"> • Existing resources, knowledge sharing, training, mentoring and coaching practices to encourage better collaboration. • Identifying aspects of team working and culture that are already effective, and where teams can improve
<p>Consultancy (three days for smaller organisations and six days for larger organisations)</p>	<p>In consultation with the leadership team, Arts Fundraising & Philanthropy will facilitate the drafting of a written strategy for presentation to participating staff, with suggestions for implementation spanning a 12- 18 month period.</p> <p>We are flexible about the support we provide in this period. Previous participants have developed business plans, fundraising strategies, or other income generation strategies.</p>
<p>Organisation Training (one day – all staff and board members/ 2 half days via Zoom)</p>	<p>A whole-team development day, inspiring all staff and Trustees/Directors to get involved in implementing the plan and building confidence in the organisation’s improved fundraising approach and ways of working.</p>

There will be a further period of support six months after the programme has been completed, to address any opportunities or challenges that may have arisen.

Costs

This programme benefits from Arts Council England support and is heavily subsidised at more than 50% of the total costs. The cost for this package is:

- Organisations with turnover under £3million - £2,000 + VAT
- Organisations with turnover over £3million - £4,000 + VAT

The overall value of this programme is more than double the cost to the organisation. The fee includes all preparation work. Second class rail travel for in-person activity is additional.

Application Process

Applications for Fundraising Culture Change should be made via an Expression of Interest proposal. This should be no longer than three pages of A4 or a five-minute video and submitted by the CEO / Chair of the Board, to include:

- A brief description and history of the organisation
- A brief description of the organisation's business model, mission, income profile and staff structure
- A brief description of the organisation's response to the Covid-19 pandemic and the impact of this as well as other challenges facing the organisation over the next three years
- Why the organisation is interested in participating in the Fundraising Culture Change programme
- How participation will be led and supported by the Executive and Trustees/Directors.

Shortlisted organisations will be contacted in September 2023, and we may hold brief discussions over the phone or online to gather further information before appointment. The programme will begin in October 2023 and run through to March 2024.

We will be holding an information session on Zoom on Wednesday 16th August 2023 which gives an opportunity for prospective organisations to ask any questions. Sign up for free [here](#).

Expressions of Interest and any questions should be emailed to Arts Fundraising & Philanthropy Head of Programme, David Johnson at david.johnson@cause4.co.uk no later than **12.00pm (noon) on 1st September 2023**.

"The Culture Change programme enabled a fresh approach to assessing our organisational culture, providing support and advice which has helped us to move forward in an informed and re-invigorated way."

Claire Somerville, Chief Executive Officer at Babylon Arts



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