

arts
fundraising &
philanthropy

Professional Fellowship
Programme

2023 Recruitment Pack



Arts Fundraising & Philanthropy transforms the fundraising knowledge, skills and levels of success of arts, cultural and heritage organisations.

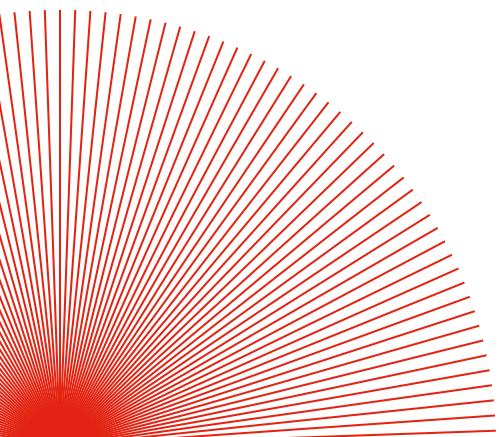
Working with Trustees, CEOs, senior leaders, mid-career and new and emerging talent, Arts Fundraising & Philanthropy empowers cultural professionals to harness the considerable opportunities that fundraising offers and to develop diverse and entrepreneurial practice, building and growing a skilled fundraising workforce.

We achieve this through the following strands of delivery:

- **Ideas and innovation** - developing new ideas and practical solutions to support organisations to achieve their fundraising potential.
- **Strategy and fundraising leadership** - stimulating new sources of private income and cultivating commercial opportunities as part of impactful business planning.
- **Training and lifelong learning** - creating and sharing ideas for innovative practice via face to face, online and accredited training and learning.

Cause4 leads Arts Fundraising & Philanthropy with consortium partner, the University of Leeds (UoL).

Arts Fundraising & Philanthropy is an Arts Council England Investment Principles Support Organisation (IPSO) from April 2023 - 2026.



The Fellowship Programme

The Professional Fundraising Fellowship Programme is designed to support arts and cultural professionals at a middle stage in their careers to become confident, skilled, entrepreneurial fundraisers, either as development specialists or as specialists in other roles where fundraising is an important strand of their work. We strongly believe that all arts and cultural professionals should possess fundraising skills, and we want to encourage a broader range of people to contribute to, and lead, this area of work.

As we reflect on some of the biggest challenges the culture sector has ever faced, we are offering a year of support to help fundraising professionals reflect, plan and move forwards. The Arts Fundraising & Philanthropy programme has been delivering the Fellowship for ten years, and has offered support, mentoring and training to an alumni of 104 fundraising practitioners in the cultural sector.

Thanks to ongoing funding from Arts Council England, for 2023 a further ten mid-career Professional Fundraising Fellows will be recruited from across England. They will be expected to continue within their current employment and will undertake the Fellowship as an exceptional Continuing Professional Development (CPD) opportunity, with the support of their employer.

The Professional Fundraising Fellows will benefit from participation in a tailored 12-month training programme that will help to take them to their next career level, whether in fundraising or within another specialism with fundraising as an additional responsibility. Their employers will benefit from having a member of staff that will take back the latest fundraising learning into their organisation, as well as tangibly promoting an organisation-wide approach to fundraising.

The year-long Programme will include:

Developing high-level fundraising and enterprise insight

Fellows will take part in the Arts Fundraising & Leadership Intensive residential event delivered by the University of Leeds from 13 – 15 September 2023 and in subsequent online seminars and tutorials as part of a hybrid Post-Graduate programme. There will also be face to face residentials led by *Cause4* in December 2023 and April 2024 with a focus on fundraising and income generation.

Sessions will offer a mixed model of training, covering practically applied knowledge and academic theory. The structure will include:

- Best practice in business plan development, reflecting on strengths and weaknesses of your organisational model.



- Resilience in income generation models – what works and what doesn't, how models need to grow and develop.
- Reflection of leading through significant change post Covid-19 and the personal skills and strengths required.
- Consideration of Arts Council England and National Lottery Heritage Fund data sets and understanding of where money comes from and where it is likely to come from in the future.
- Critical analysis of Fellows' own situation and sector, as well as learning from peers.
- Peer mentoring and training sessions on influencing and negotiation.
- Development of a support and wellbeing network to help future development and to explore future leadership roles.
- Exploration of personal leadership styles and strength analysis.

Exchanging Ideas and experience, upskilling knowledge

The year will be enhanced by a series of breakfast webinars, where Fellows connect with and hear from professionals that are leading change in their organisations. Fellows come together a final time for facilitated reflection and sharing. The group will reflect on their learning and will develop future plans for individual development and collaborations,

as well as an organisational plan. As a baseline accreditation pathway, Fellows will complete a Post-Graduate Certificate at the University of Leeds. The pathway offers optional progression onto further study programmes at the University of Leeds at Masters level and beyond.

Growing networks, and peer support

Our Fellows often talk about the connection they make with each other as part of the programme, as being of huge value. Alongside this, the Fellowship offers access to a wide range of cultural sector professionals, policy makers and funders.

Who is the Fellowship Programme for?

This programme is for mid-career arts and cultural professionals based in England with at least five years' relevant work experience. This can either be within a fundraising role, or within a role that carries an expectation of engagement in active fundraising (e.g., Administrator, Education Manager, Curator, Producer etc.). We would expect the professional to have some direct fundraising experience and to be at a management level within their organisation.

Applicants must be in employment for the duration of their Fellowship year. This can either be as an employee within an arts and cultural organisation, or as a freelancer where they can evidence tangible links to a particular organisation.

How much time will it take up?

To access the Fellowship, you will need to invest 24 days across the year. Seven days of this are full days in line with the residential element of the programme. The rest constitutes part days for mentoring, training, meetings or reflection. The academic component of the Fellowship requires circa 5 hours of personal study a week. It is anticipated that Fellows will agree a study plan, and an allocation of Continuing Professional Development study time directly with their employer.

What are the costs?

The Professional Fellowship Programme is offered on a sliding scale based on the turnover of participating organisations.

Organisation Turnover	Cost
Less than £3 million	Free
£3 - £5 million	£800
£5 million plus	£1,500

The fee includes all costs for the Fellowship including residential accommodation, food and drink and travel. The total value of each Fellowship is circa £8,000 per Fellow. The Post-Graduate qualification is included in this cost, progression routes such as an MA or PHD are not included.

What are the benefits for the employer?

The Fellow's employer will benefit significantly from having a member of staff participating in the Professional Fellowship Programme. The Fellow will bring back into the organisation learning, new ideas and new resources that will benefit all staff. To help foster an organisation-wide engagement in fundraising, Arts Fundraising & Philanthropy will also offer all employers exclusive access to online training resources for all staff, and up to £500 (in-kind) per organisation towards their team attending any Arts Fundraising & Philanthropy one-day training courses.

What will my year look like?*

Month	Activity
July 2023	University of Leeds Registration Process
13 – 15 September 2023	Leadership Intensive and Induction at University of Leeds and Weetwood Hall
October 2023	Presentation Assignment preparatory online seminar with University of Leeds Library
December 2023	Residential with <i>Cause4</i>
January 2024	Essay Assignment preparatory online seminar with University of Leeds Library
February 2024	Online Masterclass
April 2024	Residential with <i>Cause4</i>
June 2024	Final Submission of Post-Graduate Certificate Assignments
December 2024	Post-Graduate Certificate Graduation

*A programme of monthly online Industry Q&A sessions, expert masterclasses, individual mentoring and one-to-one University tutorials will run throughout the year.

Role Outline

Professional Fundraising Fellows will be expected to undertake the following duties and responsibilities:

- To participate in a diverse programme of training activity including residentials, and other events to take place around England.
- To participate in all training, mentoring and coaching activities as required by the Programme.
- To commit to the academic programme, including preparation of three assessed assignments.
- To participate actively in the Fellows' network and wider regional and sector networks.
- To share learning gained from the Programme with colleagues, Fellows and across wider networks.
- To take part in all evaluation activities as required by the Programme.
- To advocate for, and act as a credible representative of the Arts Fundraising & Philanthropy Programme.



Skills and Experience:

- Minimum four years' relevant work experience either in fundraising or within arts and cultural management where fundraising is a key component of the role.
- An awareness of the challenges and opportunities for the arts and cultural sector in fundraising and income generation.
- The ability to think and act creatively, bringing fresh perspectives to address challenges and opportunities.
- A proven ability to work to tight deadlines and manage multiple priorities.
- A track-record of success in working as part of a team to achieve shared goals.
- The ability to think and write analytically and reflectively.
- A proven ability to engage and motivate people at all levels, internally and externally.
- Outwards focused and interested in new developments and sector trends.
- A passionate commitment to the work of arts and cultural organisations.

How to apply

Before completing an application, please check that you fulfill the following essential criteria:

- As the Arts Fundraising & Philanthropy Programme receives funding from Arts Council England, all Fellows must be based within England for the full twelve months of their Fellowship and have the right to work in the UK for that period.
- Applicants must either work for or with an arts and cultural organisation based in England.
- Applicants must demonstrate that they can support themselves financially for the duration of their Fellowship.

Please note that due to the nature of the programme, this Fellowship is not suitable for freelance fundraisers, consultants or independent practitioners, other than when their work is closely connected to a specific organisation.

Please submit:

- A CV (no longer than two pages of A4) detailing your career so far.
- A covering letter or short video (max 5 minutes) that tells us how you meet the essential criteria and skills outlined above, why you would like to become a Fellow, and what you want to achieve through your year on the Fellowship.
- The name, and email address of your Chief Executive or Chair of Trustees, and a short letter of support for your application.
- A completed Equality of Opportunity Monitoring Form, which can be downloaded from our website: www.artsfundraising.org.uk/opportunities

Please email these documents to David Johnson, Head of Programme, Arts Fundraising & Philanthropy at david.johnson@cause4.co.uk by 12.00pm (noon) on Friday 16 June 2023.

Further Information

This is a two-stage application process with interviews taking place online from week commencing the 26 June 2023. Successful applicants will be expected to be available to participate in the Induction at the University of Leeds and Weetwood Hall from 13 – 15 September 2023. Although Fellows will engage in the University of Leeds Registration Process from July, the programme will begin with the residential in September 2023 and will run through to June 2024.

As the Fellowship involves academic learning in partnership with the University of Leeds, it is desirable that applicants have a University Undergraduate Degree in any subject. Applicants that do not have an Undergraduate Degree will be considered where they can demonstrate significant relevant industry experience in an arts or cultural organisation.

We welcome applications from people of all backgrounds to reflect the diversity of artists and audiences for arts and culture in England. We understand diversity encompasses many aspects including race, ethnicity, faith, disability, age, gender, sexuality, class and economic background as well as many social and institutional barriers that prevent people from creating, participating and enjoying the arts.

We are keen to ensure that the benefits of this Programme are spread across the country and particularly interested in applications from Arts Council England Priority Places. We would like to appoint Fellows within different kinds of rural and urban environments. We are also keen for the ten Fellows to work across different artforms, including Museums and Libraries, as well as within different scales of organisations.

For further information about the Fellowship Programme, Arts Fundraising & Philanthropy or the work of *Cause4* please contact David Johnson, Head of Programme on david.johnson@cause4.co.uk.