

arts
fundraising &
philanthropy

Strategy Support
Programme 2025/26



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

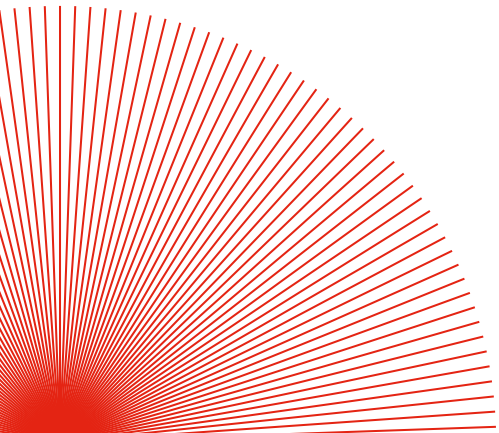
Working with Trustees, CEOs, senior leaders, mid-career and new and emerging talent, Arts Fundraising & Philanthropy empowers cultural professionals to harness the considerable opportunities that fundraising offers and to develop diverse and entrepreneurial practice, building and growing a skilled fundraising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

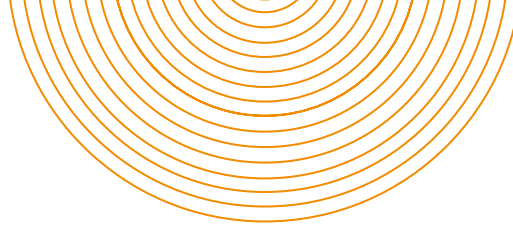
We achieve this through the following strands of delivery:

- **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 Strategy Support Programme

A dynamic programme supporting organisations to develop strategies that help them grow, change and secure their future!

The Strategy Support Programme is a tailored programme of training, mentoring and practical support, helping you to create a sustainable business plan or fundraising strategy.

Facilitated by an expert trainer and working within a peer cohort of up to five organisations, you will work towards developing a refreshed or new business plan or fundraising strategy with plenty of support and training along the way!

The programme (September to December 2025) is designed to help you take ownership of the strategic direction of your organisation, working with peers in a supportive, online environment.

“The Strategy Support programme was excellent...Helen was a fabulous programme leader.”
Sarah-Jane Morgan, Worcester Theatres

Strategy Support Programme 2025/26

Depending on the current needs of your organisation, you can select one of two focus areas:

1. **Business Planning** – advising on background and context review; SWOT analysis and benchmarking, plus a review of existing objectives and support with setting new goals across your team.
2. **Fundraising Strategy** – offering guidance on organisational analysis; benchmarking; recommendations for messaging and fundraising options to develop a well-rounded, actionable fundraising strategy.

Over the course of three online workshops with your expert trainer, you will establish a framework to begin building your Fundraising Strategy or Business Plan, which you will then continue to develop internally within your organisation independently.

Your expert trainer will be on-hand throughout, providing direct feedback on your strategic document, guiding you to develop your plan, and supporting you and your organisation to complete the plan!

To conclude the Programme, you will have the opportunity to present your strategy to a panel of sector specialists, who will provide final feedback for you to take forward as your strategy is implemented.

What will I gain?

By participating in the programme, you will gain:

- Guidance and support in how to identify new business models and approaches to income generation
- The chance to practically develop a tangible and tailored business plan or fundraising strategy to embed within your organisation
- A network of peers to collaborate with and to provide further support and guidance
- Confidence in the future sustainability and resilience of your organisation

What are the costs?

The cost for participating in this programme is £400 + VAT per organisation.

This programme benefits from Arts Council England support and is heavily subsidised. As such, the overall value of this programme is more than triple the cost to the organisation.

How can I apply?

To apply for the Strategy Support Programme, please fill out this [SurveyMonkey form](#) by 12pm on Monday 18th August 2025.

The programme is limited to five places per cohort, and we will review applications based on your ability to tell us what support is needed and why; how it will benefit the organisation and your communities; why your organisation should be selected and how you will maximise the opportunity.

Please note that we will ask all successful applicants to provide us with feedback following the programme to feed into our evaluation.

“It was useful and usable training. I would definitely recommend”

Karen Birch, Babylon Arts

FAQs

How many stages of application are there?

There is only one stage of the application process. Organisations can only apply for support via one cohort stream. Please think carefully about which area of support would most benefit your organisation.

If you would like to talk your application through with us, you can contact us on artsfundraising@cause4.co.uk

What type of organisations are you able to work with?

As an Arts Council England Investment Principles Support Organisation, we are able to support arts, culture and heritage organisations based in England.

We will accept organisations of all size and scale, and we welcome applications from people of all backgrounds to reflect the diversity of artists and audiences for arts and culture in England. Our definition of 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.

What will the support look like?

The programme offers three 2-hour, online sessions with your expert trainer, to support you in establishing and developing the framework for your strategy.

Between these sessions you will work in your organisation to develop specific areas of your strategy and will receive feedback and input from your expert trainer. The programme ends with you presenting your strategy/plan to a panel of experts who will support you to think about implementation and further development.

What if we need support in more than one area?

Unfortunately, we can only provide support in one of the above areas, therefore you will need to consider where our support can best be used. We would be happy to have an informal discussion with you prior to developing your application to help you work out which area might be most suitable at this time.

When will I need to pay for the Programme?

If you have been awarded a place on the programme, we will send you a short agreement for you to review and sign, along with an invoice for payment within 30 days.

For further information about the Programme please contact artsfundraising@cause4.co.uk