

CST BOARD REPORT

SEPTEMBER 2013

ARTS COUNCIL ENGLAND CATALYST FUNDING

Background

ELDC was awarded £240,000 from the Arts Council England (ACE) Catalyst Funding Programme in June 2012. The grant is over 3 years and is to develop the fundraising capacity and capability of arts organisations so that they become more financially and organizationally resilient.

The funding has two distinct strands and is split as follows; Match Funding £147,000 and Capacity Building £93,000.

When external funding is secured from non traditional sources e.g. Sponsorship, Philanthropy, Trusts and Foundations or Online/ Text Giving the grant will match this funding. All eligible match funding claimed up to 31 May 2014 will be paid at a ratio of 1:1 with eligible claims thereafter paid at a ratio of 1.5:1.

The £93,000 allocated to capacity building will be used to fund a range of consultants, training and skills development or research to carry out the following;

- Research and develop a fundraising strategy
- Explore opportunities for new forms of governance
- Training and skills development
- Using digital technology to connect with potential donors
- Develop a new 'donor profile' and ways of engaging with them
- Investigating what appeals to funders
- Collaboration with other organisations for joint fundraising activities

Current progress

Working with The Management Centre, a leading management consultancy that works internationally and that specializes in fund raising, officers have established that creating an arms length organisation (company limited by guarantee with charitable status) would significantly increase the fund raising potential of its culture and health operations. The next steps are:

Workshop One: The Business Plan

- Reviewing the current portfolio to establish what will represent the 'core' of the new entity's work – and what is not
- Developing an overall financial framework for the agency
- Building the underlying case for the new entity as a distinct/independent agency in need of external support
- Clarifying the structure of the team- competence, structure, management et

Workshop Two: The Fundraising Plan

- Considering the overall brand and how it is positioned
- Developing propositions in terms of key sources/activities
- Setting fund-raising targets for the next 1-3 years
- Looking at what further support the team/agency will need in the coming years

So the output at the end of the workshops will be:

- A business plan for the new agency to share with funding agencies and build credibility/support with them
- A fund-raising case for support to roll-out
- A framework for where the additional funds will come from in the next period
- A structure to secure those funds

To support this work officers have recently contracted Giving Insight, a leading research led fundraising consultancy who specialize in researching High Net Worth Individuals, corporate philanthropy & partnerships and trusts & foundations to research new (cold) prospects not yet engaged with ELDC who would be capable of making a donation of £20k plus to the culture and health related projects.

Successes

Since the award of Catalyst the Council has been successful in securing £53,000 of corporate giving which was matched £:£ by ACE. This secured funding enabled the Council to commission a short film commemorating the anniversary of The Dambusters and has supported SO Festival 2012 and 2013.

The short 20 minute film called 'The Lancaster' was produced by Lincolnshire film company Red Dog Films and was shot entirely in Lincolnshire. It premièred as part of SO Festival 2013 in a hanger at RAF east Kirkby, home of 'Just Jane'. Over 400 people witnessed the films premiere and the Lincolnshire Youth Jazz Orchestra in this unique setting. The film is available free of charge for screenings.

<https://www.facebook.com/Lancastermovie>

The first project to be delivered using the matched

Officers currently have live negotiations ongoing that should see between £20-40,000 of further corporate giving secured. Again this would be match by ACE.

The training undertaken and future training by officers, the work currently being delivered by The Management Centre and Giving Insight and our recent experiences of securing £40,000 are all part of changes and improvements that will help increase the amount of external finance secured.

Further information about Catalyst or The Lancaster please contact Matthew Archer:

Email: matthew.archerE@lindsey.gov.uk

Direct Dial: 01507 613451

Mobile: 07917 777851