



# RAISE NEWSLETTER 1

## JUNE 2020

# A Word of Welcome

Dear RAISE Friends,

Welcome to our first newsletter for 2020. Little did we know back in January when we commenced the selection process for Tier 1 and Tier 2 RAISE participants that all our worlds would change so dramatically in such a short period of time! After a competitive application process, five Tier 1 and fifteen Tier 2 organisations were selected to participate in RAISE (2020-2021), to focus on building capacity among Arts Council funded organisations to engage new audiences and supporters and generate significant new private investment. [Click HERE](#) to see a full list of participating organisations.



**Mary O'Kennedy - Director of RAISE**

In the midst of these hugely challenging times, we are acutely aware of the operational and funding issues facing numerous arts organisations. Although many of you have been dealing with both professional and personal challenges, we have been immensely heartened to see the innovative ways you are finding to create digital content - sharing stories, music, art, performance and creativity online, which in turn has been playing a key role in raising the spirits of communities across Ireland and further afield. Our role is to assist you as you try to navigate your way through these challenging days; finding innovative ways to engage your supporters and donors while encouraging them to support you. It is also to ensure that when the clouds part, you have the supporter engagement tools and knowledge to not only survive but grow and thrive into the future!

In our series of RAISE newsletters, we will be sharing updates and stories from RAISE participant organisations and providing relevant news regarding upcoming philanthropic grants and opportunities for donor engagement. In these challenging times the OKC team are here to help maximise your participation in RAISE so please feel free to share your feedback on the programme and any suggestions for improving it!

We know that the arts sector will continue to showcase the vital role you play in society and in strengthening our communities as your organisations have done so effectively over the last number of months. Despite postponed events, openings and gatherings, your creativity is prevailing! As we have all had to learn to adapt to operating in a digital world over the last number of months, we want you to know that we are here to help you grow even stronger and to work with you to engage donors and supporters in new ways or as my colleague Sabrina is fond of saying ‘Build Back Better!’

Again, thank you for allowing us the privilege of working with you - I am absolutely certain that in years to come, history will document just how creative and resilient our extraordinary arts and cultural community were during Covid and the healing, comfort, pleasure and even laughter you brought us all during such difficult times - without question this deserves both public and private support.

We look forward to continuing to innovate with you and support you over the coming months.

Best wishes,  
Mary and your RAISE team - Sabrina, Nik & Alison

# A note from Maureen Kennelly, Director of the Arts Council



*On behalf of the Arts Council, I want to firstly commend each of you for being chosen to participate in this year's RAISE programme. I know it was a hugely competitive process so you can all feel justly proud that your organisation was selected. As a past participant in RAISE, during my tenure at Poetry Ireland, I appreciate that fundraising is never an easy task and, of course, the current Covid-environment has made it an even more challenging endeavour. I fully appreciate that this is an immensely worrying time for people. I really admire how you are finding innovative ways to engage with your audiences, and with your donors and corporate partners. Through the RAISE programme, the Arts Council is fully committed to supporting you in your fundraising efforts as you navigate these less than calm waters.*

*As I referenced in my first note, following my appointment as Director, the relevance of the arts has never been clearer than it has become in recent weeks and your existing and in many cases new work has enabled people to feel a powerful connection to community and to each other. I admire the grace, dignity and generosity that you have shown in your response to the Covid crisis and the Arts Council is energetically advocating to ensure that you receive the Government support required to sustain yourselves in the months and years ahead.*

*Through RAISE, we are delighted to be supporting so many organisations to develop donor engagement strategies. I firmly believe that, alongside state funding, private investment and philanthropic support can play a key role in supporting your recovery, sustaining your existing programmes and enabling you to develop new initiatives into the future.*

*Monday June 8th marked a new chapter in Ireland's journey to recovery and I invite you to continue to engage with the RAISE team and your Arts Managers on how best we can assist each of your organisations over the coming weeks and months.*

*Thank you for your ongoing support and for your inspiring commitment to your work, especially at this time.*

*All the very best,*

*Maureen Kennelly,  
Director, Arts Council*



**Philanthropy**, in tandem with government investment, has a key role to play in promoting Ireland's vibrant arts and cultural sector, supporting organisations in creating and sharing impactful work across a diverse range of art forms. **O'Kennedy Consulting** is delighted to partner with the **Arts Council** to deliver RAISE, providing fundraising training and support to dozens of arts organisations across the country, and empowering them to engage individual donors, businesses and foundations as partners in delivering first-class programmes, events and exhibitions.

The **RAISE programme** supports Arts Council funded organisations to augment their regular funding by building capacity to generate significant new private philanthropic investment. Please use the hashtag **#ArtsCouncilRAISE** or **#RAISINGspirits** when sharing updates.

# RAISE

## 1st Quarter Review

### Phase 2 of RAISE Programme begins, 1st March.

In late January and early February, the Tier 1 and Tier 2 Interviews took place, with 11 finalists for Tier 1 and 22 finalists for Tier 2, invited to participate in group workshops and one-to-one conversations. The 5 Tier 1s and 15 Tier 2s participants were selected from this shortlist and we were ready to roll!

The 1st call for the RAISE-Up Consultancy Fund, which provides consultancy support through matched funding from the Arts Council, opened on 18th February 2020 with a deadline for applications by 1st March 2020. A 2nd call is planned for September.

12th March signalled the beginning of a new norm, with COVID-19 restricting people to work from home and doors closing across the country. OKC briskly moved all operations online and reimagined delivery of the RAISE Programme, engaging with participants remotely by video, emails and calls, with a key focus on how organisations can engage their audiences, supporters and donors during restrictions.

9th April was the RAISE Kick-Off Webinar welcoming all new Tier 1s and 2s. Mary presented 2 sessions - 'Creating a Compelling Case for Support' & 'Developing your Fundraising Plan' in her first online workshop, which received lots of positive feedback!

7th May, OKC initiated the RAISE Festival Huddle so that festivals and organisations with festival events in their programmes could share ideas and advice for dealing with the COVID-19 environment and discuss re-positioning and re-imagining their festivals.

There has now been 3 Festival Huddles with more planned for the summer months!

The second online RAISE workshop took place on 12th May to all 15 Tier 2 organisations. The session was on '*Exploring Fundraising Avenues*' & '*Making the Ask*'.

On the 3rd June we initiated the first Tier 1 & Tier 2 online Knowledge Share, which was attended by Maureen Kennelly and John Cunningham, both sharing their perspectives on the vital importance of supporting the arts in the weeks and months ahead. We also heard from a diverse group of participants as to how they are responding to Covid-19 challenges.

### And coming soon to a screen near you!

16th June - Tier 1 Workshop Online '*Major Donor Engagement*'  
24th June - Festival Huddle Part 4

Click here for the full [TIER 1](#) and [TIER 2](#) Workshop Schedules.



# A word on the



RAISE



Fund

The RAISE UP Consultancy Fund is open to previous or current RAISE applicants or participants to apply for matched-funding fundraising consultancy services from the OKC team at a special rate\* of €200 per half-day or €400 per day.

\*This represents 50% of the actual consultancy cost as the Arts Council will cover the other 50%. Minimum consultancy ½ day and Maximum 4 days per org.

Organisations eligible to apply to the RAISE Up Fund include all Tier 1 and Tier 2 organisations from Phase 1, all organisations who participated in the 2012-2016 RAISE programme and all eligible organisations who apply for Tier 1 and Tier 2 for Phase 2 whether they are selected for Tier 1 or Tier 2 or not.

The RAISE-Up Consultancy support hours will be available from the 1st March 2020 to the 1st of March 2021. The 1st call for the RAISE-Up Consultancy support closed on 1st March 2020. A 2nd call is planned for September. Details will be emailed to all eligible organisations when it opens in the autumn but if you are interested in learning more or have an urgent need for support in the interim please email [raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie)

Note: The RAISE UP Consultancy support is subject to a maximum budget of €30,000.

## Fundraising in a time of COVID-19

### Innovation and creativity around donor engagement

*In the early days of lockdown, we posted recommendations and tips on the Arts Council's website aimed at helping you to adapt. While it seems like a long time ago, we feel the points are still valuable and worth a re-share!*

While some organisations might be finding it challenging to proactively fundraise in the current climate, it's certainly a good time to share positive messages with your audiences, supporters and friends. Our RAISE participants and the wider arts and cultural sector are playing a pivotal role in raising the spirits of the nation by showing solidarity and sharing uplifting messages, videos and content with the public.



*Remember people may sometimes forget what you did for them  
but they will never forget how you made them feel.*

So now is your opportunity to help Raise the Spirits of communities across Ireland and further afield by sharing the extraordinary breadth and depth of your work. You and your Organisations have amazing artistic and creative skills to share. So find ways of connecting and sharing what you have in an online environment, be that live streaming content; sharing recordings; uploading visuals and positive messages or simply checking in with friends and supporters by email, phone or video call. Adopt the mindset of “what can I do for you”, showcase your art form where possible and, above all, help to show solidarity and spread hope into as many lives as possible by raising their spirits.

**#RAISING Spirits**



# Top Ten Things Arts Organisations Can Do for their Stakeholders during the Covid-19 Crisis

- 1. Communicate** - show your audiences, friends and supporters that you are there for them at this time – the more personal the contact the better! You can check-in by phone, video call, email, or on social media. Make Sure you are clear on who is leading on your communications strategy and make sure the message is consistent organisational-wide. Respond quickly and effectively to queries. Ask the question “What can I do for you?”
- 2. Create & Share** - use all avenues available to share existing work and create new work; be it delivering readings, sharing music, performance or art, providing digital tours, encouraging intergenerational connectors – use all digital platforms to share this work. Strengthen relationships with existing friends of your organisation and make new friends.
- 3. Plan** - use this time to plan to **build back better** as an organisation, work with your team and harness this time to strategise for the future.
- 4. Support** - your partners and donors, even if they need to pause their sponsorship or donations, this is a difficult time for everyone but they will remember how you support and communicate with them now and how you make them feel. Focus on how you can help and support them and how you can make a positive impact on society at this time of national need.
- 5. Inspire** - your artists to keep producing, keep ideas knocking back and forth, keep innovating, keep communication lines open as much as possible and come up with new creative ways of reaching your audience.



- 6. Focus** - on the older generation and those who are most vulnerable and at risk, deliver work that raises their spirits and takes away fear and anxiety. Focus on showing the impact you are contributing to Irish society in particular at this time of national crisis.
- 7. Breathe** - the world has become a very small place as we all tackle the same issue, take solace from other art forms, help to keep their conversations going as well as your own.
- 8. Prepare** - for different restrictions, this is an ever changing situation and things may get stricter or more relaxed - how can you keep messaging positive as we enter new phases and continue to keep your stakeholders motivated. How can your art and creative talent be delivered remotely?
- 9. Reassure** - your team, staff and audience that you are there with them, if even in an altered reality, listen to their thoughts and ideas and let them know you've got their back. At this time, your priority is to help others.

**10. Investigate** - companies and funders who are still doing well, these companies and foundations will be in a position to approach for relevant, well researched, well fitting asks now and in the near future and will appreciate your selfless actions of helping to raise the spirits of others and make a real impact.

Remember how you communicate and support your audiences, friends and donors in these times of huge challenge will make all the difference in the longer term – by offering a supportive, warm and reassuring presence. *We can't change the direction of the wind but we can adjust our sails to deal with it.*



## **Children's Books Ireland**

Children's Books Ireland Awards were announced online (via their YouTube Channel) on 19th May with over 310 people watching it live, with 2,600 viewing it in total. Five wonderful women made up the award winners list, announced by book-loving broadcaster Rick O'Shea. Children's Books Ireland have also continued to engage with donors and sponsors during this time and are excited to announce that they have just secured philanthropic funding from The Community Foundation to roll-out the next phase of ImagineNation, which is focused on delivering playbooks to those children who are most vulnerable in our society.

Over the last 3 months, in direct response to the pandemic, Children's Books Ireland have launched multiple initiatives to ensure that children across the country can still have access to the joy of reading. These included the ImagineNation playbook in partnership with An Post, that bought together Irish children's authors and illustrators. The Playbook delivered creativity to thousands of homes across Ireland, bringing a huge amount of joy to children (coupled with relief for parents)! Another of their lovely initiatives, #shareastory in partnership with Family Friendly HQ saw family members enjoy reading together while staying apart.

For the first time in its thirty-year history the KPMG

# **TIER 1**

## **News & Updates**

**An introduction to our new Tier 1s for this Phase of RAISE and details on how they are innovating to engage their audiences and donors.**



## **Druid Theatre**

In the last few months, Druid have been working on making all six plays of the 2005 DruidSynge cycle available free online. So far 4 of the 6 productions have been released, which have been viewed in more than 50 countries worldwide! They are also putting out regular #FromTheArchives postings on their social media platforms including behind the scenes imagery from key Druid productions, over the years. Druid are keeping in regular contact with Supporters, Friends and Partners at home and abroad with personalised messages via text and email as well as phone and Zoom calls. The objective has been to offer support and keep in communication with many of those the Druid team would otherwise be meeting in person at this time. Druid also posted out a Covid19 card with an image of our production of Waiting for Godot, to all Supporters and other stakeholders offering reassurance that all in Druid are continuing to work behind the scenes and that we are planning a return to producing theatre when the time is right and it is safe to do so. With regards to the immediate future, their Galway2020 commission, Druid: The Galway Tour, which was due to start in early May, is very important to them and is still very much in Druid's plans. They are busy working with their partners on this project to re-imagine and re-schedule the tour while adhering to government guidelines.



## **Dublin Theatre Festival**

DTF are continuing to work on this year's festival in light of Covid and exploring the best ways of delivering theatre with due consideration to the guidelines. They are working on their DTF Futures programme for Corporates and High-Value Donors alongside looking for a sponsor for the festival! They remain in regular contact with their Friends and Patrons, sharing resources and information with on where they can access online theatre.





## **Irish Film Institute**

# **TIER 1**

## **News & Updates Continued.**

ICO musicians have produced engaging material for their various social media platforms, reaching a wide audience both at home and abroad. Over 150 'At home with the ICO' videos have already been produced and uploaded for distribution on ICO's Youtube channel. They have seen a significant growth in their social media reach since launching their digital programme. For e.g, Barbershop Quartet 'sending love to our

audience' had 6,800 reach and 1,300 engagements. ICO now has a planned series of performances, 'Magic Moments', by members of ICO at Nursing Homes in Limerick, Cork, Clare and Dublin. ICO concerts (virtual and/or physical) will run from Sept to Dec. The team has access to an in-house professional recording system and intends to produce new content for social media and possibly national television. ICO is also delighted to be able to continue its community outreach by delivering the Sing Out with Strings and ICOYO programmes online and creating targeted content for individual classes, including violin, viola, cello, ukulele, singing, and songwriting, with material adjusted for appropriate age levels distributed through a secure YouTube channel for students. All programming is being delivered online until schools reopen.

The IFI Player is a virtual viewing room, giving audiences across the globe instant access to their archived collections. They have been using this time as an opportunity to dig into their Archive and share a huge amount of the assets on their Player, and the outcome has been extremely positive with increased traction on the site and a surge in IFI Player app downloads! IFI are also using this time to put out institutional messaging about activity that normally doesn't get to be foregrounded - e.g. stats on their outreach programmes and educational activity.

With regards to supporter engagement, IFI have been in consistent contact with all members and supporters, updating them on what's happening at the organisation during COVID-19. The team also created a campaign to go to all their expired and expiring members to appeal to them to consider renewing their membership and putting them into a draw. They have also, personally contacted their higher level supporters by sending them some personalised material from the Archive.



## **Irish Chamber Orchestra**



**Joanne Tierney**  
**Development Manager**  
**Irish Chamber Orchestra**

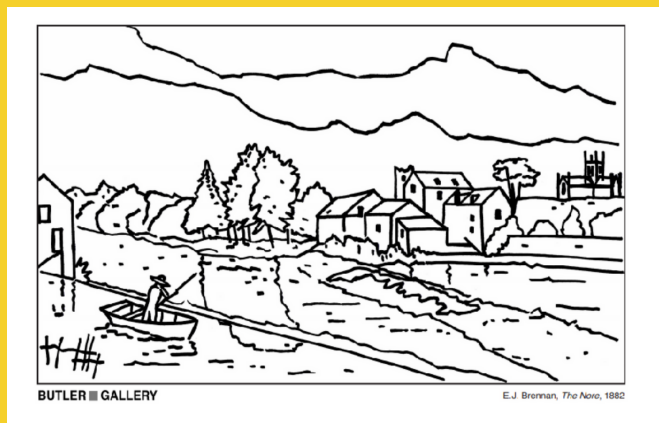
## **TIER 1 Recruitment Update**

Joanne was recently appointed Development Manager with the Irish Chamber Orchestra, as part of the RAISE programme. With almost 10 years' experience of fundraising for the not-for-profit sector, Joanne is extremely passionate about her work and helping organisations realise strategic objectives in order to positively impact the lives of others. She previously worked as Fundraising and Communications Officer with Galway Hospice Foundation and subsequently, as Fundraising and Communications Manager with Galway Rape Crisis Centre.

A long-standing supporter of the Arts, Joanne considers it a privilege to join the ICO team and lend her knowledge and expertise in support of the orchestra and the organisation's life-changing community engagement initiatives.



And not forgetting our **Phase 1 Tier 1s**, who are a part of the RAISE Programme until October 2020



## Butler Gallery

Butler Gallery is closed while the team relocate to Evans' Home, where, pending current health restrictions, they'll be open this summer! But they have been busy on social media, promoting their Home Studio Series, which has included lovely initiatives such as Colouring Pages, based on works in their Collection!



## Irish National Opera

Like all arts organisations, INO's scheduled season has been affected by the outbreak of Coronavirus. And although this may have led to the cancellation of their remaining season they are working hard to engage their audiences online. INO made their back catalogue available to view for free online and created new digital content such as their Instagram Live Interview Series featuring INO Artistic Director, Fergus Sheil in conversation with leading artists that INO have collaborated with previously. On Friday 29 May INO launched the first in a series of bite-size opera performances entitled, Friday Opera Sessions on their Youtube and Facebook channels in partnership with Istituto Italiano di Cultura, Dublino . Every week, for five weeks, five singers will perform a selection songs from their own home.



## Poetry Ireland

Poetry Ireland are working on a target of €200k to open up funding from Urban Regeneration and Development Fund with a series of HNWIs. They have also just launched their Storytime for Smallies series, in response to the ongoing situation. In other news, Poetry Day's digitally iterated version was an amazing success this year, reaching almost 3.5m people. The day also saw the launch of The Poetry Line, a new initiative from Poetry Ireland and members of Aosdána, in collaboration with ALONE, which invites individuals who are currently cocooning to sign up to receive a phone call from a writer/poet who will read them two reassuring poems. Poetry Line will run again in June.



## Dublin International Film Festival

DIFF are currently in full strategy mode for future festivals after finishing out their 2020 festival just in advance of the Covid-restrictions with huge sponsorship of over €100k meaning they are in a very good position to re-ignite for 2021!



## The Gate Theatre

The Gate Theatre's innovative adaptation of A Christmas Carol, by Charles Dickens, ran until mid-January this year and was hugely successful, receiving astounding reviews! In February, with the support of RAISE, Paula McDermott was appointed to the new role of Development Manager, in preparation for an ambitious drive towards the centenary celebrations of the Gate Theatre in 2028.

# TIER 2: News and Updates

Introducing our Tier 2s, who since March have been extremely busy coming up with creative initiatives to engage their audiences digitally. Click on the logos to see more of what each organisation is doing to engage donors and audiences in COVID-19!



Fishamble is excited to present a unique opportunity to keep the creativity of businesses and their staff flowing, by setting them a company-wide creative challenge and offering them a chance to enjoy bespoke theatre pieces made just for them through 'Tiny Plays for Companies'. The initiative includes production of bespoke Tiny Plays to inspire staff, the ability for staff to send in their own 600-word plays, special playwriting workshops for shortlisted staff members. The top 3 plays will be made into videoed theatre pieces with pro actors, directors, and designers, to be shared and celebrated with the whole company.



Access Cinema has been engaging their members behind the scenes to check out what they have been getting up to, whilst providing and promoting a variety of virtual cinema nights through their social media channels.



As Baboró International Arts Festival for Children continues to plan for an Autumn festival celebrating Irish artists, their audiences can enjoy 'Super Happy Fun Times at Home', a collection of regularly updated performances, resources and interactive workshops for families and schools.



Clonmel Junction Arts Festival is going ahead in a re-imagined fashion 4 to 12 July with a theme of 2020: Visionaries. In Visionaries Symposium, Séan Rocks talks to composer Roger Doyle, visual artist Ailbhe Ni Bhriain and Cardboard Citizen's Adrian Jackson, about creative vision. In Eyes on the Town, Orla Hegarty discusses urban regeneration with Orla Murphy (Free Market), Annuntiata Maria Oteri (Politecnico di Milano) and others. Art videos, I Oedipus (Roger Doyle/Marina Carr/Trish McAdam /Morgan Crowley) and Between The Beats (Marian Ingoldsby /Michael Coady/Alex Petcu/Kelley Lonergan), Vision Revolution lectures by Anne Cleary & Denis Connolly and a host of other events. Full programme June 11th. [Booking Eventbrite.](#)



Cork International Film Festival, Ireland's first and largest film festival, has been offering film lovers new ways to enjoy Festival films at home including 'Daily Dose of Film' recommendations on their social platforms of Festival films you can now enjoy online. They have also worked with their Principal Media Partner, RTÉ, to present a curated selection of CFF2019 Irish short films on the RTÉ Player and have launched a new catalogue of Irish and international short films from the CFF2019 programme on the [AVA EU streaming platform](#), including a special selection for children and young people as part of Cruinniu na nOg.



**corcadorca**

Corcadorca Theatre have adapted to the restrictions recently imposed on the Irish people by conceptualising a mini site specific performance that will travel to the 'Greens' of housing estates and streets across Cork, where the build and assembly will be part of the show. Corcadorca hopes to attract Cork based sponsors who value local, community and the arts.



# TIER 2: News and Updates Continued.



Galway Arts Centre had huge success with its recent, re-imagined digital version of Cúirt International Festival of Literature, which raised over 10k in donations.



ITMA houses the largest collection of Irish traditional music in the world. By prioritising remote digital access, ITMA is connecting artists with archival material to inspire new art in a new series called 'Drawing from the Well'. Other upcoming milestone digital projects include the virtual Willie Clancy Summer School and the ITMA/Music Network Bunting Commission with visual artist Aileen Barry.



Kilkenny Arts Festival recently announced that the 2020 Festival, due to run from 6-16 August will not take place as originally planned this year due to the global pandemic and the restrictions in place. However, the Festival is committed to continue supporting artists during this time and plans are underway for the Festival to present number of events this year, in different ways.



In response to Covid, Graphic Studio Dublin launched an online shop, and their first online exhibition by asking artist members to make work at home, using a Japanese water-based printmaking process known as Mokuhanga. All the gorgeous prints are for sale on their website.



This year, IAYO launched their Friend's Scheme, which provides audiences who are passionate about Ireland's youth orchestras, with an opportunity to support the amazing work of the members. They are currently working towards a Covid-friendly Festival in 2021.



This year marks The Ark's 25th Birthday and at the start of the year they secured the support of a 25th Birthday Sponsor - BDO Ireland. From the moment the COVID-19 restrictions were announced, The Ark have been working around the clock to share online activities and experiences with children, through The Ark @ Home initiative.



IRISH THEATRE INSTITUTE  
creating opportunities abroad strengthening resources at home

ITI has moved many of its Artist Supports programmes online in response to current restrictions. The team continues to provide information, advice and resources to individuals through one-to-one Information Clinics and to the wider sector via online group workshops/sessions. ITI is currently developing an enhanced programme of supports to resource artists and enable artistic development nationwide.



Graffiti has successfully moved its Activate Youth Theatre weekly workshops online, continuing to connect children and teenagers in this lonely time. Collaborating and innovating, the groups adapted scripts using animation, filming and recording voiceovers through Zoom, to release three short pieces on Youtube to replace their previously planned end of year live production.



Since the Wexford Arts Centre was temporarily forced to close its doors in mid-March, the organisation has been extremely active on social media, as well as re-imagining workshops and events online - including Little Artists Club, Caca Milis Cois Tine Cabaret and upcoming Wexford Literary Festival.



# Sector News and Updates



**Survey Report on the Impact of Coronavirus (Covid-19) on Charities** 19 May 2020. The Survey was anonymous in order to encourage open feedback on how charities are being impacted by the Coronavirus (Covid-19) pandemic.

[Click here to read the full report](#)

Revenue has confirmed that in light of COVID-19 pandemic the closing date for submission of claims under the VAT Compensation Scheme has been extended this year, from 30 June 2020 to 31 August 2020. Charities are still encouraged to submit their claims as early as possible. [Click here to read the full update from CII](#)



In April, **Business to Arts** announced their new online weekly series showcasing some of the work of Artists-in-Residence - from the homes of the artists. The series is live on the [Business to Arts Facebook Page](#), every Friday at 1:00pm.

[Click here to see the full schedule.](#)

With the support of OKC, Charities Institute Ireland is offering RAISE participants a special 18 months membership rate of €395 (until 31 December 2021). **For more details on this please email [raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie).** CII also kindly gifted the RAISE

Participants with free access to their Grant Writing Webinar on 28th April.

[Click here to see the full list of courses and events they run throughout the year](#)



Building a stronger performing arts community in Ireland.

**Theatre Forum** has released guidelines for the reopening of arts centres in Ireland. These will assist arts centres throughout the country to consider how they might prepare to re-open under radically changed circumstances. [Click here to download the guidelines](#)

The **Social Finance Foundation** has announced two new funding initiatives for community organisations and social enterprises in Ireland.

Under the first agreement, AIB/EBS, Bank of Ireland, Permanent TSB and Ulster Bank will make an additional €44m available in low cost funding to the Foundation from 2021 to 2025. Under the second agreement, the European Investment Fund has agreed to provide loan guarantees totalling €25m to support new lending by the Foundation.

[For more information on this funding, click here.](#)



The **Social Innovation Fund - Innovate Together Fund** is a collaboration between Government, philanthropists and social innovations. The Fund is supported by a commitment of €5 million from the Department of Rural and Community Development through the support of the Dormant Accounts Fund. The 1st call closed on 27th May, but the 2nd and 3rd calls are in June and September. [Keep up to date here](#)

The second window for the **European Culture of Solidarity Fund** opens on June 22nd, and will have a deadline on July 14th, 13:00 CET PM. The Fund has grants available in three amounts: €5,000 – €15,000, €15,000 – €30,000 and €30,000 – €50,000.

[Click here for more information](#)

**European Cultural Foundation**

**Benefacts**

The Benefacts Nonprofit Sector Analysis 2020 Report is now available.

[Click here to see the report](#)

Irish Youth Foundation announces Generation Pandemic Recovery Fund of €500,000 to support Ireland's most excluded children and young people. [Click here to apply.](#)





**SOCIAL  
INNOVATION  
FUND**  
Sustaining great ideas

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wheel** Stronger Charities.  
Stronger Communities.



**European  
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**Tomar Trust**  
*National influence. Local implementation*



# **We were delighted that John Cunningham was able to join us at our inaugural Knowledge Share on June 3rd. Here John tells the story of IMMA 1000 - a simple fundraising idea that made a big difference!**

IMMA 1000 is a fundraising campaign launched a number of years ago to support the future of Irish contemporary art. The campaign was created to raise a €1,000,000 fund to support contemporary art and artists in Ireland. It was in response to the reduction of funding as a result of the recession. The campaign was conceived following my attendance at a Business to Arts event in RTE where the then Director of IMMA Sarah Glennie made a presentation. She spoke about the organisation and impact the dramatic reduction of their Government funding due to the recession was going to have on the “art industry”.

Sarah explained that severe cuts in arts funding since 2008 were having a devastating effect on supports available directly to contemporary artists, and as a result, artists simply couldn't afford to live and work in Ireland, creating a huge concern for the future of Irish art and contemporary Irish culture. As an individual member of IMMA and as someone who has invested in art, sculpture and object D'art, albeit with an amateur eye for over 30 years Sarah's words resonated with me and had a big impact. I believe that our society suffers if artists cannot sustain a practice in Ireland and I knew there were many people like me who would want to create a better support infrastructure for working Irish artists.

I approached Sarah and suggested the simple concept that if over a period of time we could secure 1000 individuals to donate €1000 we could realise the ambition of a one million euro fund for IMMA. This fund would support artists to

live and work through bursaries and studio space on the IMMA residency programme, support artists' income through commissions and exhibitions at IMMA and support artists' work through the purchasing of artworks for the IMMA collection. To date we have raised over €300,000. One interesting outcome from this campaign has been the fact that many of the initial contributors have made annual contribution to ensure the endowment grows and have also brought new contributors from their own networks.

I have always believed that art helps us understand our past, it allows us experience our present and provokes us to anticipate the future. The ability art has to capture the essence of society at a particular time, the power to provoke the deepest of feelings is so important. If we were unable to collect the best representation of that art for a period of time or even for a generation it would be a great loss to us all.

As with most things IMMA 1000 took longer than was expected to launch, but about a year after our initial discussions the IMMA 1000 campaign was launched. People loved the simplicity of it and its aspiration seemed realistic, practical and measurable. The response was amazing, people loved the idea and supported it. It was seen by officials as a new and innovative way to fundraise for the arts – we had to be very careful that it would not be seen as an excuse to reduce our core funding – this was money with a very particular objective!

At a very simple level IMMA 1000 demonstrated that we, as individuals, can all find ways of supporting the arts and artists in this country and we should not be afraid or embarrassed to say the arts are important, not just personally, but nationally and internationally and that we want to support it as best we can.

One of the most powerful outcomes from the campaign was the thanks that we received from artists who said “thank you for caring”, “thank you for supporting us” and thank you for extending the narrative.

I have always encouraged people to buy art, not to be nervous, to “buy with your eye” and to surround yourself with beautiful and sometimes provocative  
*(continued on next page)*

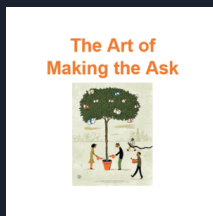
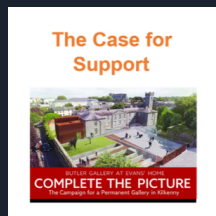


*John Cunningham's career has spanned almost 35 years in marketing, management, business development and executive management. John is Commercial Director with Morgan McKinley, an Irish Head Quartered global recruitment and talent solutions business. He has a long association with the arts in Ireland and with IMMA in particular where he helped to found the initiative IMMA 1000; a fundraising programme in support of Irish artists. John is Chair of Gaisce, The Presidents Award, a director of the Irish Youth Foundation and the Immigrant Council of Ireland. He is Chair of the judging panel for the CSR awards for Chambers Ireland.*



# RAISE Online Members Area

The Online digital platform for the all RAISE participants is populated with a number of fundraising handbooks and additional support materials. Each RAISE participating organisation has their own password-protected access to this platform via the [OKC website](#) through the RAISE button. Contact [raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie) if you have any issues.



things, everyone can own art it is not the preserve of a small or defined group art is for all and does not need to be expensive. IMMA 1000 is more than a fundraising campaign. One of the reasons it is successful is that contributors and members feel part of a new alumnus, we get to meet at exhibitions and events and we feel very proud that we have made a, small, but important contribution the narrative around art and its importance.

Perhaps RAISE participants can take something from this fundraising model to create a campaign for your organisation!

Go to the [IMMA website](#) if you want to find out more or indeed [support the Fund!](#)



## Team OKC

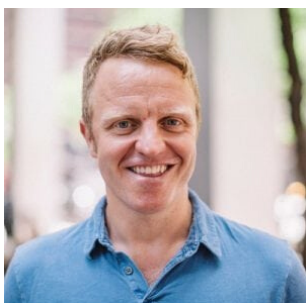
Team OKC welcome any RAISE enquiries you have, please contact Alison, [raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie) and/or your project lead:



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## Arts Council RAISE Team

**Martin O'Sullivan**, Arts Council Deputy Director, Finance Director and Secretary.  
**Kieran MacSweeney**, Arts Council RAISE Private Investment Advisor