

RAISE NEWSLETTER AUTUMN 2020

A Word of Welcome

Dear RAISE Friends,

Welcome to the RAISE Autumn Newsletter! At last it seems we are slowly turning a corner in our fight against Covid and although I know there are still many challenges to face in re-opening society and giving the public full access to the arts again, we are beginning to see some light - let's hope this positive road continues and that by the New Year we may even see a return to some live events!

You have all been extraordinarily busy over the last number of months, firstly adapting your programmes and policies in order to open venues, cultural spaces and run your festivals safely as restrictions allowed. And also, creating wonderful and uplifting online content and digital strategies that enabled you to deliver blended programming with both online and physical events taking place during the summer months and into the autumn. Your resilience and creativity has inspired us and your audiences!

In the last few months, the RAISE team has focused on helping participants to monetise the numerous initiatives you have been creating to keep audiences and supporters engaged, and from the figures in your most recent evaluation reports, there has been a steady increase in income, with both tiers bringing in significantly more fundraised income in Quarter 2, and Tier 1 participants almost doubling the Quarter 1 total despite the hugely challenging fundraising environment. This was achieved through organisations including calls to actions and donation asks in supporter communications. We also launched RAISE Digital which you have responded to with huge enthusiasm – read on for more on this!

While it has continued to prove challenging to get corporates to support online initiatives, there has been a significant increase in successful applications to trusts and foundations alongside a surge in social media engagement, website visits and online donations. You can read about the positive news stories from your fellow RAISE participants in the coming pages.

Autumn is bringing changes at OKC too. Our associate Nik Quaife, who has been a hugely valued part of the RAISE delivery team over the last 2 years, will be finishing up with us at the end of the month to pursue new opportunities. We want to take this opportunity to say a big thanks to Nik for all his support and expertise – we will miss you Nik but I know that you will keep in touch and watch RAISE participants progress with interest. We are also delighted to announce that we have appointed a new full-time member to the OKC team – Oonagh O'Donovan officially took up her new position as Client Relations and Development Manager on Thursday 12th of November. Oonagh is a seasoned arts fundraiser and you can read more about her background in our 'Introducing Oonagh' section. We are delighted to have her on board and you will all have the opportunity to meet her in the coming weeks at upcoming webinars and huddles!

We look forward to continuing to support you in RAISING your game over the coming months and we will continue to innovate to ensure we are delivering the best supports in the current environment.

Warm wishes,
Mary and all the RAISE team

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, companies 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 hashtags **#ArtsCouncilRAISE**, **#RAISINGspirits** or **#supportthearts** when sharing updates.



RAISE digit@l

Over the last number of months, we have become increasingly aware of the vital role digital engagement is playing for the arts sector, not only in terms of sharing content, but also for facilitating ongoing communication with all your stakeholders. In response to this, and with the support of the Arts Council, we were delighted to launch **RAISE Digital** at the beginning of September. We believe this initiative will assist our RAISE organisations in integrating robust and sustainable digital pillars into your strategies. RAISE Digital is being delivered in partnership with Jean O'Brien, who brings a wealth of digital fundraising and marketing expertise to the programme.

To kick-start this programme we have already run a number of digital workshops. The first two sessions focused on *Building Online Communities* and *Optimising Your Website - Renew and Refresh*. Both webinars were accompanied by detailed handbooks, which we have uploaded to the **RAISE Online Members Area**.

Alison, with input from Jean also collated the RAISE Digital Handbook, which lays out the basics of Digital in the context of fundraising. This Handbook acts as an introduction to the avenues and recommendations around digital audience and supporter engagement. This can also be found on the Online Platform.

As the digital environment continues to evolve, so too will RAISE Digital. Integrating social media strategies, website optimization, online donations, peer to peer fundraising (and the list goes on...) isn't necessarily a new thing, but embedding a Digital Pillar into your organisation is absolutely needed in today's climate and the RAISE Team look forward to helping you on your journey to increased connectivity - watch this space!



Jean O'Brien is an experienced Digital Fundraiser and Marketer with nearly 20 years of experience working in digital communications, fundraising and design. Jean is partnering with OKC to deliver the RAISE Digital initiative.

Jean will lead upcoming RAISE DIGITAL session on 'Analytics and Reporting' and 'Email Marketing' with the next session planned in early December.

RAISE Review

What have we been up to?

On the **3rd of 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 during Covid. We also heard from a diverse group of participants as to how they are responding to Covid-19 challenges.

On the **1st of July** our Tier 1s & 2s and Alumni participated in our 4th Festival Huddle.

Our 'Major Donor Engagement Workshop', the 2nd official workshop from the RAISE Programme calendar took place online on the **16th of June**. We welcomed Deborah Kelleher, Director of RIAM to present a report on their Major Donor Capital Campaign and share her insights.

Niamh O'Kennedy, former Business Development Director at Ogilvy and founder of Noknok Marketing, led a

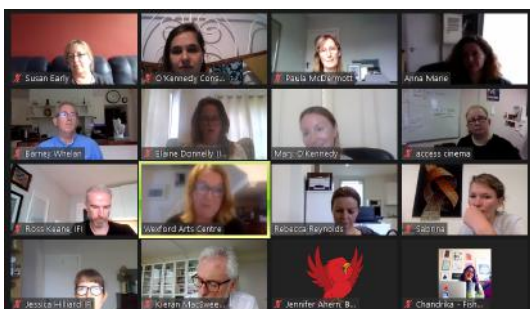
We were delighted to be joined by Barney Whelan (Former Director of Comms and Corporate Affairs at An Post and Chair of CIFF) and Liz Hughes (CEO of Charities Institute Ireland) on the **8th of July** for our 2nd Knowledge Share Session. Barney's insights were particularly of interest to the participants as most were trying to renegotiate or ignite new sponsorship deals with corporate partners - he had some really interesting perspectives in this regard.

session on the **16th of July** on Brand Building and the Importance of Institutional Marketing. The session was the 1st in a 2 part series.

The Global Fundraising Summit for Arts, Culture & Heritage organised by the UK National Arts Fundraising School took place on the **18th of August**. The Arts Council kindly sponsored RAISE participants attendance. It saw over 30 experts from around the globe come together to share best practice, insights and predictions for the future of fundraising for the arts.

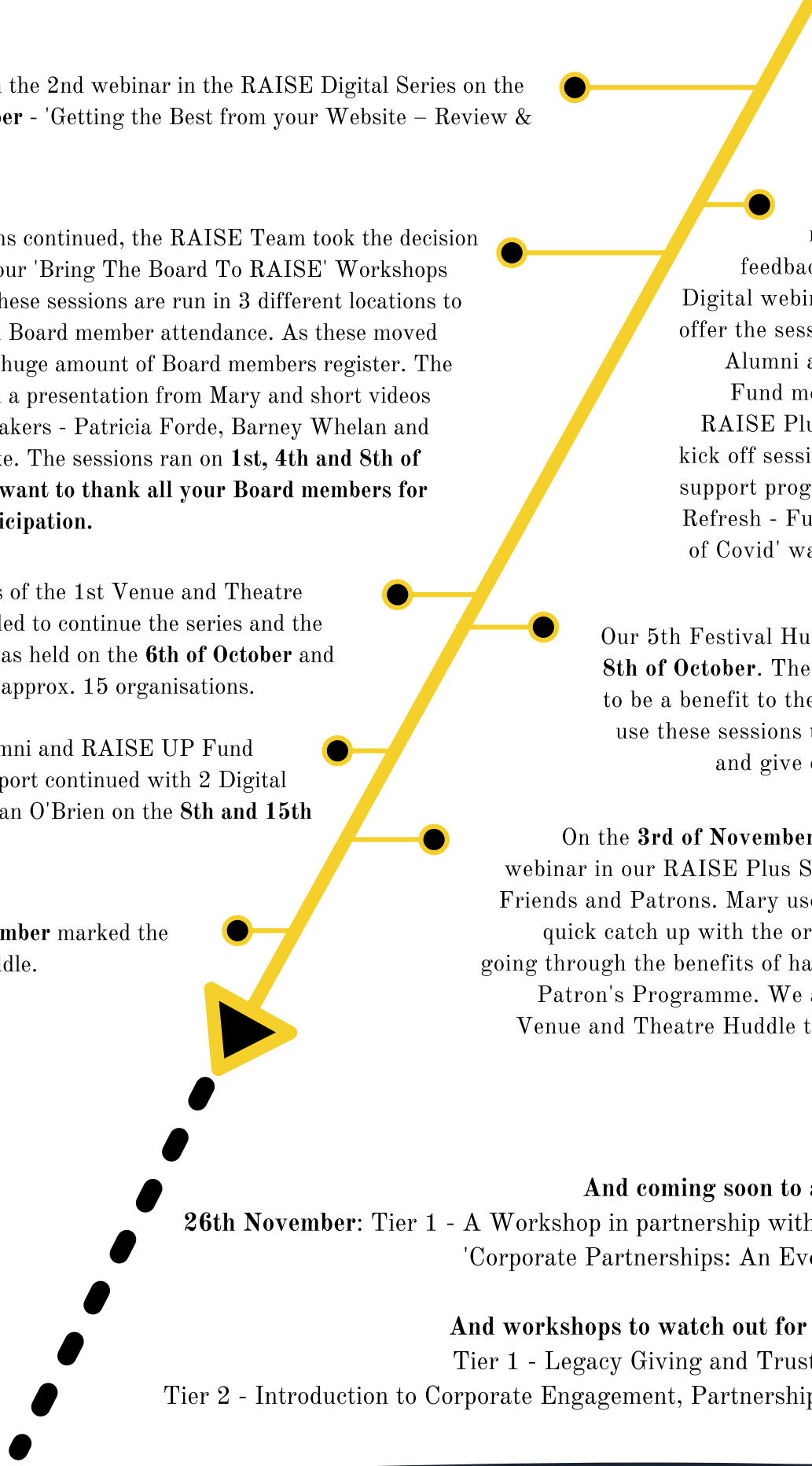
Following the success of our Festival Huddles, the RAISE Team decided to launch a Venue and Theatre Huddle, which we felt would be a useful addition to the programme as restrictions started to relax and venues were reopening to the public for the first time since March. The first of this series was on the **19th of August**.

The 5th Festival Huddle was held on the **20th of August**.



The **3rd of September** marked the launch of RAISE Digital in collaboration with Jean O'Brien. The programme kicked off with our 'Building Online Communities' webinar.

Nik Quaipe ran the 'Growing your Friends and Patrons Programmes' Workshop on the **9th of September** and 'Brand Building: The Importance of Institutional Marketing - Part 2' on the **16th of September**.

Jean O'Brien ran the 2nd webinar in the RAISE Digital Series on the **23rd of September** - 'Getting the Best from your Website – Review & Refresh!'. 

As the restrictions continued, the RAISE Team took the decision to move all 3 of our 'Bring The Board To RAISE' Workshops online. Usually these sessions are run in 3 different locations to ensure maximum Board member attendance. As these moved online, we had a huge amount of Board members register. The sessions included a presentation from Mary and short videos from 3 guest speakers - Patricia Forde, Barney Whelan and Terence O'Rourke. The sessions ran on **1st, 4th and 8th of October** and we want to thank all your Board members for their active participation.

After the success of the 1st Venue and Theatre Huddle, we decided to continue the series and the second session was held on the **6th of October** and was attended by approx. 15 organisations.

The RAISE Alumni and RAISE UP Fund RAISE Plus support continued with 2 Digital Sessions with Jean O'Brien on the **8th and 15th of October**.

The 5th of November marked the 6th Festival Huddle.

As we were receiving excellent feedback from the RAISE Digital webinars, we decided to offer the sessions to the RAISE Alumni and the RAISE UP Fund members as part of a RAISE Plus programme. The kick off session of this extended support programme - 'Intro and Refresh - Fundraising in a time of Covid' was held on the **23rd of September**.

Our 5th Festival Huddle took place on **8th of October**. The Huddles continue to be a benefit to the participants who use these sessions to sound out ideas and give each other advice.

On the **3rd of November**, Mary ran the 4th webinar in our RAISE Plus Series - A Focus On Friends and Patrons. Mary used this session as a quick catch up with the organisations, before going through the benefits of having a Friends and Patron's Programme. We also hosted the 3rd Venue and Theatre Huddle the same afternoon.

And coming soon to a screen near you

26th November: Tier 1 - A Workshop in partnership with Business to Arts 'Corporate Partnerships: An Evolving Landscape'

And workshops to watch out for in the New Year!

Tier 1 - Legacy Giving and Trusts & Foundations

Tier 2 - Introduction to Corporate Engagement, Partnerships & Sponsorship

And REMEMBER, you also have access to the [RAISE Online Members Area](#), which includes 12 Handbooks on the various aspects of fundraising (including Digital), examples of Cases for Support and Friends Programme brochures, and a constantly updated list of reports, research and documents around the subject of philanthropy and fundraising!

If you are having trouble signing in, please email alison@okennedyconsulting.ie.



RAISE



RAISE Plus

Re-engaging our Alumni & extended support to our RAISE-UP members

The RAISE Team and the Arts Council fully appreciate the momentous challenges that Covid has brought to the arts sector and we have been greatly heartened by the tenacity and innovation that arts organisations have shown in addressing these unprecedented challenges.

At the early stages of the Pandemic, we decided to reach out to support organisations who are Alumni of the RAISE Programme by renewing their access to the RAISE Member's Area and inviting them to our Huddles. In September, as the challenging environment continued, the RAISE Team, with support from the Arts Council launched RAISE Plus - a suite of new online supports for Alumni and RAISE UP Fund members (some organisations are in both groups).

RAISE Plus includes a number of fundraising and digital sessions, access to the RAISE Newsletter, email support with the RAISE Team as well as continued participation in all Huddles and access to the Member's Area.

As part of RAISE Plus, the Arts Council also agreed to provide an additional 5 hours of direct mentoring support to all current Tier 2 participants.



TIER 1 News & Updates

So much has happened since the last RAISE Newsletter!

Here are some of the wonderful Tier 1 highlights from the past few months.

Much has happened at Children's Books Ireland since our last newsletter. They started by growing their team by hiring a Communications Officer, who

is responsible for rolling out their new comms strategy over coming months. In July, CBI in partnership with An Post delivered an additional 15,000 copies of the beautifully produced #ImagineNation playbook to children experiencing significant disadvantage including those living in direct provision centres and emergency accommodation, those experiencing homelessness, and to children in hospitals. This was achieved with support from the Community Foundation of Ireland.

In September, Children's Books Ireland and KPMG launched their latest BOLD GIRLS initiative—BOLD GIRLS meets 20x20 – identifying a number of books for children that highlight women in sport. This selection of books including Jacqui Hurley's *Girls Play Too*, *She Can* by Chris Judge and Cora Staunton's *Great Irish Sports Stars*, to name a few,

Children's Books Ireland



tell the real-life stories of women who have proven that gender is not a barrier to success. This programme was rolled out in a number of KPMG partner schools. Each participating class received a bundle of 25 selected books along with a specially commissioned exclusive video from author and broadcaster Jacqui Hurley. Jacqui will inspire the next generation as she delves into her own career, sporting passions and the stories behind *Girls Play Too*. To celebrate women in sport and literature, the BOLD GIRLS meets 20x20 initiative

also included weekly competitions for schoolchildren across the country. And finally, in response to the ongoing climate, Children's Books Ireland, in partnership with Jigsaw and ISPCC Childline recently launched Mind Yourself – the Mental Health and Wellbeing Reading Guide.

Druid Theatre

Druid were delighted to be able to return to live theatre in September and October with DruidGregory their Galway 2020 commission. DruidGregory, was re-imagined as a series of outdoor performances and opened in Coole Park in September before undertaking a five-week 12 venue tour around Galway. Despite the prevailing challenges, being able to perform live again in front of their audiences, supporters and partners was very special. The reaction from those who attended was extraordinarily positive, with many expressing their delight at being able to attend live performances again. The goodwill generated around DruidGregory was a key component in the growth of fundraising income during this time with many donors, including a number of key businesses, renewing their support.

In addition in October, a Support Druid appeal to newsletter subscribers was very successful with a number of new Friends signing up and many one-off donations. Engaging regularly with supporters and audiences during the lockdown period was an important factor in generating increased fundraising income when Druid were eventually able to return to live performances.

DruidGregory also offered opportunities to meaningfully engage with key partners and supporters. For example, a Community and Education strand of the tour was supported by Aerogen and The Adrian Brinkerhoff Poetry Foundation and a series of poetry readings were also filmed in Coole Park as another aspect of the partnership with this Foundation. With reduced activity during lockdown, Druid were keen to still offer partnership opportunities to key corporate supporters and in July, Druid's Leadership Partner, Mazars became supporters of Druid Debuts Online, the company's series of rehearsed readings of new work which was presented online. All friends and supporters were offered free access to these readings.



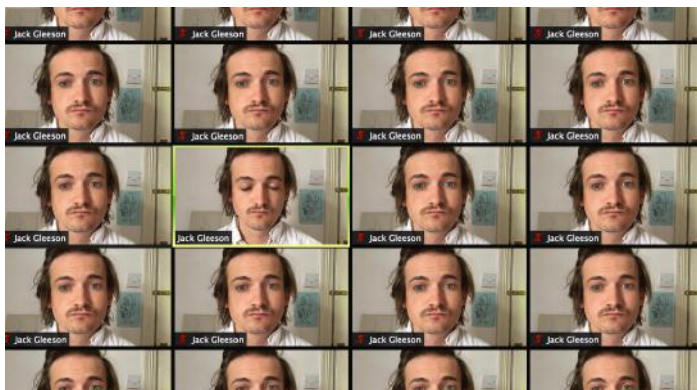
Marie Mullen and Sarah Morris in DruidGregory at Kylemore Abbey. Photo by: Emilija Jefremova

TIER 1 News & Updates Continued.

In October, Druid were delighted to be able to announce three new funding partners who have made a three year commitment to support Druid's FUEL Artist Residency Programme from 2021-2023.

Dublin Theatre Festival

Dublin Theatre Festival 2020 ran from 24 September - 11 October. Having planned various festival scenarios to safely deliver the Festival within Covid19 guidelines, unfortunately Dublin's move to Level 3 just before the opening of the Festival meant many events were postponed or moved online. Adapting to daily changes, the festival team made sure to stay in constant contact with members, supporters and audiences.



Dead Centre, To Be A Machine, Photographer Jack Gleeson, Image Jason Booher

In response to the effect of the pandemic on the Festival, DTF, with guidance from RAISE, launched the *Save Me a Seat* fundraising campaign, receiving 55% of donations from new individual donors as well as significant corporate support. The Festival also managed to retain 81% of their existing Friends and are delighted with the overwhelming support they received at such a challenging time. In October the Festival launched a new artistic programme called Assemble, inviting theatre makers based in Ireland to apply for awards to fund the development of new ideas for performances that respond to our contemporary moment and that navigate the challenges of presenting live work during a pandemic. DTF hope to present these works in progress in spring 2021.

Irish Chamber Orchestra

In the midst of these challenging times, Irish Chamber Orchestra (ICO) was delighted to receive some exciting news recently when KMPM Property Management chose to collaborate with the organisation. Limerick's largest property management company has decided to support ICO as a corporate supporter as KMPM believe in the importance of supporting local organisations and additionally supporting the arts. KMPM also values education, aligning with ICO's commitment to 'Changing Lives Through Music' through its Community Outreach programmes, Sing Out with Strings and the Irish Chamber Orchestra Youth Orchestra (ICOYO).



Pictured at KMPM Property Management's offices - Gerard Kennan, CEO of ICO, Susanne Moloney, Director of KMPM Property Management and Joanne Tierney, Development Manager at ICO

The ICO recently commissioned a Covid-inspired series of 'shorts' through creative and collaborative partnerships with thirteen arts specialists. A play on Irish Chamber Orchestra (ICO), the I Create Online series showcases a variety of creative disciplines with each expression accompanied by an assortment of spine tingling music from the Irish Chamber Orchestra. The first in the series, launched on the 5th of November, is an emotive photographic series - 'COVID CAPTURED', with a musical score that will tug on all heart strings.

TIER 1 News & Updates Continued.

Finally, ICO were thrilled to launch their Corporate Ecards in time for the Christmas season! The Ecards offer companies a unique and personalised way to send a Christmas wish to staff, clients and suppliers by purchasing a musically animated card with the company's logo and personalised Christmas greeting.



A still from The Big Hit which aired 11th November on the IFI@Home Player.

Irish Film Institute

The IFI's first online festival season - IFI French Film Festival - opened November 11th and featured a live Q&A with Director Emmanuel Courcol following a screening of his new film *The Big Hit* on IFI@Home.

"It's certainly been a rollercoaster for the IFI team moving the programme online, but it has allowed us to reach audiences we may have not seen engage with IFI programmes before as we screen festivals nationwide for the first time -- with 43% of online attendees at the IFI Documentary Festival stated that this was their first time attending the festival."

In awards and grants news, the IFI was recently awarded the 3rd annual Europa Cinemas Innovation Award for their Access Film Initiative which was launched to make cultural cinema accessible to audiences with a disability (deaf/hard of hearing or blind/vision impaired) through the inclusion of accessible screenings in the IFI's monthly programme.

Irish Film Institute launched IFI@Home and have been using this to leverage conversations with high level donors and corporates. Lastly, the IFI have just relaunched their Corporate Membership programme with a new focus on virtual screenings. For anyone interested in what they're doing they can find details in their Corporate Membership section their website [here](#).

Six Months in the Life of ICO's New Development Manager

My first day of work as Development Manager with Irish Chamber Orchestra was Monday 25th May, nearing the end of the country's first lockdown. Needless to say, it wasn't a usual first day! I introduced myself to my colleagues from my sitting room over Zoom and it would be some time before we got to meet each other in the flesh. For a while, there was a running joke as to whether or not I was a real person!

Very quickly I became part of the ICO Family; a testament to the lovely people I get to work alongside. My colleagues are warm, supportive, creative, and incredibly funny, all of which have made my first few months working in a new role – especially during a pandemic – considerably easier and extremely enjoyable.

Some of the highlights over the past six months include our daily online team meetings, our weekly social media planning meetings in which we develop our online content including, 'Magic Moments', 'During the Interval', 'I Create Online', 'Oboe Windfree', 'My Instrument and I' and, of course, our online concert streams. Hearing the orchestra play live for the first time in Kilkenny and thereafter in the University Concert Hall, Limerick, as well as getting to meet some of the inspiring participants of the organisation's Community Outreach programmes have had a profound effect on me both personally and professionally. I've been deeply moved and further inspired by both arms of this incredible organisation.

As a fundraiser, taking part in the RAISE programme and learning from and being mentored by the trailblazing Mary O'Kennedy has been a particular highlight for me professionally. Within a Covid fundraising context, there have, of course, been challenges, particularly when many businesses and companies have been closed or are struggling financially. However, over the years, I've learned the power of patience and perseverance. We were delighted to recently welcome KMPM Property Management as a new Corporate Sponsor. From a development perspective, there are a number of exciting campaigns and projects coming up, including our upcoming Christmas Campaign and our call to action online series, 'Strike a Chord'.

As an organisation, Irish Chamber Orchestra represents and embodies great leadership, collaborative team work, pioneering creativity - both online and in terms of live performances - adaptability, excellence, and an immense curiosity to try new things. The people who make up the organisation are experts in their respective fields, are fearless in their execution, and are both inspired and inspiring beyond measure. Despite primarily working from my sitting room these past six months, I have been exposed to and experienced all of these life and work-enhancing influences. In the months ahead, I look forward to experiencing them first hand in our beautiful ICO Studio in the University of Limerick. I can confidently say, I have found my Tribe.



Joanne Tierney

TIER 1 Recruitment Update

Ally D'Astolfo is delighted to have recently taken on the role of Development Officer with the Irish Film Institute as part of the RAISE programme. She got her start in fundraising supporting the establishment of an experimental art gallery in a parking lot in Columbus, Ohio, and hasn't looked back since. A New York native, Ally has spent the last several years happily hopping continents while working in the non-profit sector, with previous positions at the Detroit Institute of Arts, the Museum of Contemporary Art Australia, and the University of New South Wales.

Ally has also completed two Masters (while procrastinating on starting a PhD) about arts fundraising, the first looking at social perceptions of giving amongst high-net worth peer groups and the second examining arts audiences' relationship to philanthropy and private investment in the cultural sector.



Ally D'Astolfo
Development Officer - IFI

Congratulations to our **Phase 1 Tier 1s**, who have almost doubled their fundraising income over the last 12 months. They continue to receive support from the RAISE Team through online engagement.



Irish National Opera

When the scheduled performances of Mozart's *The Abduction from the Seraglio* couldn't go ahead as planned in the Gaiety in May, **INO** decided to embark on an ambitious online project to recreate the opera in an online digital series, something that had never been attempted before! The series was free to view but donations of at least €25 were encouraged to become a member of INO's Abducted Amigos where your name was included in the credits of the final video and you were also invited to a post-show zoom party. INO welcomed 87 Abducted Amigos – the majority being completely new donors. INO also gained 4 new Friends to its membership scheme. Key to the success of the campaign was having an online payment platform that facilitated online giving through the website.

Butler Gallery

On the 8th of August the **Butler Gallery** finally opened Evans' Home doors and welcomed visitors. Anna Sullivan said in a statement "This is one of the most significant additions to Ireland's cultural and heritage portfolio of the past decade. Apart from being a major free tourist attraction, for Ireland's Southeast, the museum will become an important cultural hub for the people of Kilkenny." Since mid-October the Gallery has been closed due to Covid restrictions, however that has not stopped the team's creativity with multiple online initiatives such as their Children's Workshops and #WolfWalkersHalloween.



The Gate Theatre

In October, the **Gate** was delighted to announce its bursary recipient and artists-in-residence, Marc Atkinson Borrull and Loosysmokes. Being artists-in-residence and bursary recipient at the Gate, both in person and virtually, means that these Irish artists are being supported to continue creating work and they will be given a platform to show their work when the time is right.

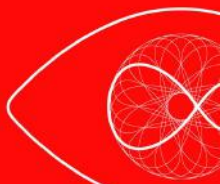
Poetry Ireland

In the summer, **Poetry Ireland** welcomed two new Board members - Ailbhe Ní Ghearbhuigh and Felicia Olusanya, both of whom are poets. Poetry Ireland were delighted to welcome thirteen poets selected to participate in this year's Introductions Series, which was a digital showcase, rather than in person affair this year. Back in July, Poetry Ireland launched the interactive initiative - Alphabet Blitz for the City of Dublin (ABCD project). Over 26 weeks, Catherine Ann (PI's Poet in Residence) is highlighting one letter every Wednesday with an illustrated #ABCDublin prompt on Twitter and Facebook. People can use social media to submit a rhyme or response for just one letter or for the whole alphabet.



**Dublin
International
Film
Festival**

3 – 14 Mar 2021



Dublin International Film Festival

Dublin International Film Festival are currently hiring number of exciting roles to expand their team in time for the 2021 festival. Submissions for the Festival closed mid-October. DIFF are committed to building a diverse & inclusive programme, and encouraged filmmakers of all backgrounds to submit! If you are interested in the Gender and Diversity stats from this year's festival, go to their Facebook page to see the infographic. In October, we were delighted to welcome four of DIFF's Board members to our Bring the Board to Raise session.

TIER 2: News and Updates

Since March, our Tier 2s have been extremely busy coming up with creative initiatives to engage their audiences digitally.

Click on the logos/photos to see more of what each organisation is doing to engage donors and audiences



Fishamble's Embargo by Deirdre Kinahan, commissioned by Dublin Port Company and Iarnród Éireann, was livestreamed in October as part of Dublin Theatre Festival (against all the odds!), and had over 3,500 views. In July, Fishamble's Tiny Plays 24/7 was created from plays sent to Fishamble from members of the public during lockdown. It was produced in a socially distant manner and streamed online, creating work for over 50 arts workers. Fishamble are delighted to share that their online productions have helped raise over €10k in donations so far. They also have an exciting new corporate partnership, that will be announced soon.



Wexford Arts Centre have updated their donations page with recordings, which include Dr. Horrible's House of Horrors taking place live over Halloween. They also had local artists Nick Jarman and Pavalina Kubelkova do Halloween painting on the windows of the Arts Centre and Annexe for families to view when passing. To date this year WAC has raised just under €3,000 in donations and €2,000 from fundraising campaigns S-h-AVE THE DATE by our chair Rosemary Hayes and Art Exhibition sales from one of their employees Pip Firman. View online videos for donations, [here](#). WAC also have their ongoing donations campaign for Christmas, request to text WEXARTS to 50300 for €4 donation.



Graffiti Theatre have been working away behind the scenes on their brand new website, which includes details of their new Friends Programme! The Friends Programme has taken on the analogy of a tree, with support levels starting at €10 for an Acorn, and growing into a Mighty Oak - the highest level of support at €1000. [Click here](#) to take a peak at the Graffiti Theatre website!



A re-imagined version of the 2020 (& 20th) edition of **Clonmel Junction Arts Festival** ran from 4th to the 12th of July. With specially created digital events and a visual arts explosion in Clonmel itself, the Festival had over 65,000 views of 40+ different festival events, with the encouraging partial vs entire watch stats from the real-time views of 55% entire watch! The views came from 17 different countries across 5 continents, although they were delighted to be able to connect with home audiences through their art and poetry installations throughout the town. From visual arts and poetry to theatre and music, CJAF raised spirits in the town of Clonmel and beyond!



The Ark recently launched its 25th Birthday fundraising campaign! While 2020 has brought great challenges, the team has faced them head on, creating new and high-quality digital arts experiences, to ensure that even during these difficult times, as many children as possible can access arts and culture. As their 25th year comes to a close, friends and supporters can make a difference to the lives of children by supporting their #ARK25 Opportunities Fund, dedicated to their vision society where all children have an equal right to a playful, happy and imaginative childhood. You can find out more and support The Ark's 25th Birthday Campaign, [here](#).



Cork International Film Festival received support from ESB Energy for their Generations Fund and Rethink Ireland for their Intinn Youth Film and Mental Health programme. The programme was initiated in 2014 and is unique in Ireland, presenting an annual programme of films which explore mental health and wellbeing. Mental health professionals, service users and filmmakers are invited to respond to the film and lead a post-screening discussion inspired by the films. Although this year's festival was delivered in a totally different format, the feedback has been hugely positive thus far. Congrats to all involved!

TIER 2: News and Updates Continued.



Baboro International Arts Festival for Children brought an extended 2 week festival to children, families and schools from the 5th - 18th of October. The programme for the 24th festival was designed to acknowledge the bravery and resilience of our incredible children, and in recognition of how vital young people are to our communities. An online programme introduced audiences at home and abroad to ground-breaking digital and interactive experiences designed for these special times. This year festival reached families across the country and internationally, 40% of which enjoyed attending the festival for the very first time! Baboró is deeply grateful to have had the festival brought to life by enthusiastic audiences, incredible artists, understanding partners and generous supporters.



IAYO were one of the lead organisations of the Ode to Joy national performance tribute to frontline workers which featured a live stream from the NCH which was viewed nearly 18,500 times and there were hundreds of performances from across the country. IAYO have also successfully moved nearly all summer residential courses online (ConCorda Chamber Music Course for Strings, Irish Youth Baroque Orchestra, National Conducting workshops)



Prior to the initial COVID-19 restrictions, it was intended that Johnny Óg Connolly, Clíodhna Costello, and Pádraig Ó Dubhghaill would be 'Musicians in Residence' to research rare tunes relating to Connemara which could be subsequently performed at Traidphnic in July. Of course, plans did not take the course intended so as an innovative alternative to physically visiting **ITMA**, it was decided that the trio would use **PORT**, **ITMA**'s free online interactive music score platform. The 3 jigs featured were selected by the musicians for online performance during Traidphnic. **ITMA** also recently launched 'Drawing from the Well' a monthly series which connects artists with archival material in inspire new art. Leading instrumentalists, singers and dancers have been commissioned to spend time engaging with collections of their choice in **ITMA** and to then produce something new that can be shared with the public.



The recently launched online player **access > CINEMA** at Home provides a virtual cinema experience - allowing film clubs and arts centre to bring a new or recent film digitally to their audiences. Audience members wishing to join the virtual screening will be provided with a link by their local film club or venue, through which they can purchase the week's chosen film. While purchasing, the audience member can choose to donate part of the film rental proceeds to a chosen film club or arts centre and therefore support that organisation as a champion of independent cinema.



IPUT have partly sponsored the production costs and a promotional video for **Graphic Studio Dublin**'s new Patron's Portfolio, a GSD fundraising publication. Here, Colm Tóibín is picture reading his piece 'Canal Water', printed in letterpress by Graphic Studio Dublin and accompanied by 3 new etchings by Charles Tyrell, which will form part of the publication.



In August **Kilkenny Arts Festival** presented their reimagined blended festival - *Kilkenny Arts Festival X*. Smaller in size, but epic in stature, **KAFX** had it all with the Irish Times saying "A gesture of triumph, joy and hope: Kilkenny Arts Festival X marks its spot."



Galway Arts Centre has been running a range of remote courses covering multiple disciplines including Ink Making, Creative Writing and Poetry. You can also watch **Cuirt's Festival** highlights online through their website.

Bringing the Board to RAISE

At RAISE we believe that in order for an organisation's fundraising to be a success, philanthropy must be a part of the cultural DNA of the organisation at all levels...which includes the Board.

The first week of October was initially set to be filled with our 3 Bring the Board to RAISE Workshops, due to take place in Galway, Cork and Dublin. As Covid once again threw our plans into uncertainty, we decided to move these workshops online...which perhaps wasn't a bad thing as we had a brilliant turn out for all 3 sessions!

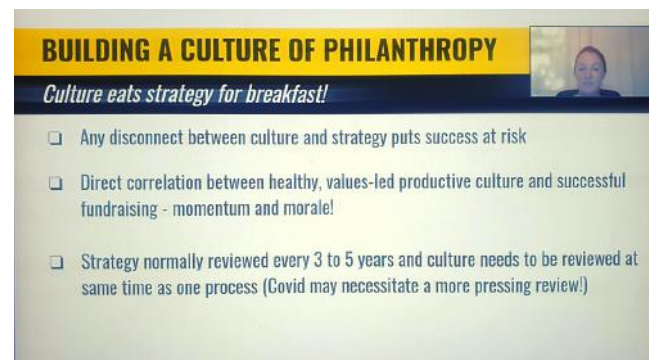
Our Bring the Board to RAISE webinar covered the reason why it's imperative for your Board to be 'on board' when it comes to fundraising, but it also gave Board members a chance to ask questions and share experiences with their peers...as well as generally encouraging each other!



KEY ELEMENTS FOR SUCCESS

- ❑ A clear organisational self-image, strong brand and long-term strategy
- ❑ A compelling Case for Support
- ❑ Commitment of time, support and buy-in from Board, Executive Leadership and Staff
- ❑ Fundraising goals based on well-established plans and requirements with defined budgets!
- ❑ Readiness of Donors to give – Know Your D.I.A.Ls
- ❑ Competent staff who understand fundraising
- ❑ Adequate funding to resource development

Illustration: A hand holding a key labeled 'SUCCESS'



BUILDING A CULTURE OF PHILANTHROPY

Culture eats strategy for breakfast!

- ❑ Any disconnect between culture and strategy puts success at risk
- ❑ Direct correlation between healthy, values-led productive culture and successful fundraising - momentum and morale!
- ❑ Strategy normally reviewed every 3 to 5 years and culture needs to be reviewed at same time as one process (Covid may necessitate a more pressing review!)



The session accommodated a number of Board Members from each organisation, which included the Chair and others involved in, or with an interest in fundraising. Although the session was predominantly geared towards Board members, where possible we accommodated a CEO or Director if they requested to attend.

All 3 live webinars included short video pieces from Patricia Forde - Chair of Children's Books Ireland, Terence O'Rourke - Chair of Dublin Theatre Festival and Barney Whelan - Chair of Cork International Film Festival. All 3 Chairs articulated why they believe building a culture of philanthropy within the organisation is not just a 'nice to have' but a 'must have'. We want to sincerely thank them for their involvement.

If you would like to motivate your Board by sending them the recording, it can be [downloaded here](#).

And because the RAISE Team think that Board involvement is so important, Mary will also deliver a personalised Board session with your organisation if you think your Trustees need further support in terms of fundraising buy-in. Please get in touch with your RAISE lead if this is something you'd like!



What are you saying about RAISE?

My overall experience of being a RAISE participant has been an amazing one. I get to learn from my peers, and soundboard and share ideas. I really appreciate this programme; it's been invaluable to my professional development.

It's been fantastic - impactful, tangible, realistic, thoughtful support when and where its needed. I have participated in a lot of accelerator programmes like this and this is the best - dedicated support from a team who are absolutely committed to staying connected to the realities on the ground for arts organisations and pivoted the programme in lightening quick speed to support us to meet these new challenges.

I have felt supported at the most difficult time. Sabrina has been so empathetic, supportive, and has listened, and given such sturdy advice, while also just being so sound.

Really enjoyable learning experience and has opened our eyes to the potential of building online communities and raising funds through private donations

Very supportive presence, open to contact anytime. Osmosis of good practice, good ideas, setting of goals is always welcome, raising the importance of issues that were not of a priority to us. Any on-to-one meeting leaves us with an encouraging ideas to follow up.

We could not rate the experience with RAISE and OKC higher. It has given our organisation the tools to develop an effective fund-raising strategy and the support to continue to adapt and develop ensuring our fundraising income remains strong.

It has been hugely beneficial both to the individuals involved and the organisation as a whole.

One to one mentoring has been really great, the online platform is a useful resource.

I am finding it so valuable and encouraging especially in these isolating times. I also feel that OKC genuinely want us to succeed and they are excellent at reminding of us the value of our proposition (which can sometimes get lost by me in the to do lists and doing of it all)

Sector News and Updates

This year, the Arts Council is supporting the Business to Arts Award for Best Philanthropic Support to the Arts. This Award recognises best-practice and outstanding impact in the area of arts philanthropy. Applications can be made through the [Business to Arts website](#). The closing date for applications is Wednesday the 16th of December at 5pm. [Click here for more info.](#)



Ecclesiastical's Movement For Good Awards have just launched this year's 12 days of giving. Designed to give eligible charities in the UK, Republic of Ireland, Channel Islands and Isle of Man the financial assistance they need to help them make a real difference, they are donating £1,000 to 10 charities each weekday from 7 – 22 December. That's £120,000 to 120 charities over 12 days. To nominate a charity, [click here](#).

Each draw will close at midnight the day before, with all nominations rolled over to the next available draw unless the charity is drawn. The more nominations a charity gets, the greater its chance of receiving a £1,000 donation, so start spreading the word to your supporters!

The Wheel are delighted to announce the shortlist for the Charity Impact Awards 2020. They received over 150 entries for this year's awards (50% more than in 2019), which made selecting a final shortlist more difficult than ever.

The winners will be announced on the 8th of December (4:30pm-6pm) at a special online awards ceremony. If you would like to attend the ceremony and celebrate Ireland's not-for-profit sector, [you can RSVP here](#).



The Wheel has also very helpfully put together a list of Covid-19 Funds and Assistance, which is constantly being updated. [Keep up to date here](#)



Charities Institute Ireland's Certificate in Fundraising has been fully upgraded for virtual delivery. The course content has been revised and updated and the new online format allows you to create your own learning plan and to work through the course material at a time that suits you. [Click here to enrol now!](#)

In recognition of the continuing public health crisis and the difficulties faced by registered charities at this time, the Charities Regulator has specified an alternative period for the filing of annual reports. They may now be prepared and submitted to the Charities Regulator at any time up to the 16th of December 2020.

[Click here to read the full press release.](#)



Spotlight on Legacies

November is My Legacy Month...
An initiative spearheaded by MyLegacy.ie

The arts have played a **pivotal role in Ireland's vibrant cultural fabric for generations**; supporting and securing its future is also vital, and there is no greater way to **leave an indelible mark to the arts, and indeed on society as a whole, than through leaving a meaningful and truly impactful legacy gift.**



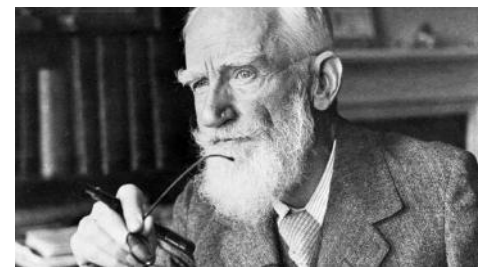
Legacies provide an important latent opportunity for arts organisations, not least thanks to the Baby-Boomer generation. Now in their fifties and sixties, Boomers are an affluent, active group who have both the time and the money to engage with the arts. They are also at an age where they are most likely to be making wills!

Speaking this month about the importance of legacies Frances Haworth, Philanthropy and Development Advisor at the Community Foundation for Ireland said:

'Leaving a gift in your will to charity allows you to make a contribution to causes, communities or organisations you have championed, supported or admired throughout your life. At The Community Foundation for Ireland we find that the one quality which unites our donors is their long-term vision for a better world. They understand that change does not happen overnight, that it takes time, often years or decades and that it happens in stages. They know that whatever contribution they make during their lives will only ever be part of the solution and that the work will continue long after they are gone.'



Establishing a legacy programme can have a **huge impact** on your organisation - **sensitive messaging** and engaging campaigns are a fantastic way to build relationships with prospective legacy donors. Investment in legacy marketing **does not have to be expensive or time-consuming**. It is about raising awareness with supporters and encouraging both staff (from the chief executive to programme and administrative staff) and volunteers to talk about the benefits legacies can bring.



One great example of legacy giving in Ireland was George Bernard Shaw's significant bequest to the National Gallery of Ireland. Shaw, celebrated playwright and winner in 1925 of the Nobel Prize in Literature, spent many hours as a child wandering the rooms of the Gallery, calling it a place to which he owed **"much of the only real education I ever got as a boy in Eire."**

Just before Shaw's 94th birthday, he completed his last will, leaving one third of his posthumous royalties to the Gallery. The Gallery received its first Shaw bequest royalties in 1957 (£10,000) and by the end of 1959, significantly bolstered by the success of My Fair Lady, a musical based on Shaw's 1913 play Pygmalion, over €240,000 had been received; with the first purchases made in 1959. The impact of his gift is evident when you walk through the rooms of the Gallery and see the influence it has had on the national art collection. Throughout its existence, the Shaw Fund has enhanced and enriched the collection, from the pictures on the walls to the fabric of the buildings in which they hang.

If you would like to discuss legacy planning for your organisation in greater detail, do reach out to your RAISE contact who would be delighted to explore how you can integrate a legacy programme into your plans. Please also refer to the Legacy Handbook on the RAISE platform.

Sources:
<https://www.nationalgallery.ie/what-we-do/press-room/press-releases/exhibition-celebrates-george-bernard-shaws-legacy>
<https://www.communityfoundation.ie/insights/news/mylegacy-month-leaving-a-legacy-of-hope-compassion-and-solidarity>
<https://www.mylegacy.ie/november-is-my-legacy-month>



**RETHINK
IRELAND**



A word from Rethink Ireland

"For our country to recover from this crisis, we need to Rethink Ireland"

RETHINK IRELAND

We've all heard the definition of insanity, of the futility of repeatedly trying the same things and expecting different results. Well, if tried, tested and well-past-their-best-before-date ideas weren't working before COVID-19 entered all of our lives, they certainly won't work now. A world, and in particular an Ireland, in which everything is new will require fresh new ideas and the courage to back them. Becoming operational in 2015, Rethink Ireland is more than simply a new name for the organisation previously known as Social Innovation Fund Ireland. It is a call to action for us to move our country forward and make it a better, more inclusive place in which to live and work, where new ideas are welcome and there is a stronger focus on more sustainable solutions.

Rethink Ireland is a registered charity that partners with individuals, families and businesses big and small, identifying the different charities and social enterprises working in communities all over the country, who are making a positive impact on society with projects that can be scaled across Ireland. The Department of Rural and Community Development matches every euro raised through philanthropy via the Dormant Accounts Fund.



Deirdre Mortell
CEO - Rethink Ireland

Cork native Deirdre Mortell, CEO of Rethink Ireland, says, "To date we have raised €60 million in funding to support over 200 of the best social innovations in Ireland with cash grants and business support. These social innovations have gone to achieve over €12 million in follow-on funding, and have helped 864 people progress into employment. We have created 25 funds addressing issues in areas such as equality, education, mental health and more. We are looking to attract more funds to climate justice. Ultimately, our vision is to make Ireland a more inclusive, sustainable and equal place because of social innovation."

Many RAISE organisations have benefitted from RETHINK support and we are delighted that Deirdre will be joining us in the coming weeks for a Knowledge Share on Rethink's role in developing a philanthropic culture in Ireland and in driving philanthropic impact!

Welcome Oonagh!



"I'm thrilled to be joining the OKC team to support the delivery of the RAISE programme for the Arts Council. As we navigate these uncharted waters, we must do so together, inspired by radical, energised and fresh approaches to arts fundraising."

Oonagh O'Donovan is an experienced development professional, who has spent the last 5 years working in London and New York as a fundraiser for some of the world's leading theatres. Specialising in corporate, individual and capital fundraising, she is an experienced relationship manager with a focus on new business development, event activation, strategic sponsorship and creating innovative partnerships for arts organisations. Oonagh has managed a robust portfolio of supporters ranging from £6k - £500k+, and most recently held the position of Corporate Development Manager at the Royal Court Theatre, where she focused on securing and retaining high level sponsorships and corporate memberships. Oonagh is also experienced in capital campaign project management, having overseen a £12m budget across all major fundraising income streams at the Donmar Warehouse. Having cut her teeth as a fundraiser in New York, Oonagh was part of The Public Theater's Development Events team, which delivered their 2016 Annual Gala The United States of Shakespeare, which raised over \$4.5m for the theatre in one evening. Oonagh understands the value that social enterprises, charities and arts and culture

provide to society and is deeply passionate about empowering, amplifying and supporting organisations to reach their full potential. She is thrilled to be joining the team at O'Kennedy Consulting, and is eager to bring her international experience to, and learn from, Ireland's thriving not-for-profit, arts and cultural community.

Team OKC

Team OKC welcome any RAISE enquiries you have, please contact Lucy, raise@okennedyconsulting.ie and/or your project lead:



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