



RAISE 2022 - 2024

PRIVATE INVESTMENT CAPACITY BUILDING PROGRAMME

Frequently Asked Questions – RAISE Academy & Advance

The Arts Council is launching Phase 4 of its RAISE capacity building programme. After a successful Phase 1, 2 & 3 Programme delivered by our partners [OKC](#), arts organisations will be invited to participate in RAISE Accelerate programmes. The following are key questions and answers in relation to the launch of Phase 4 of the programme that are specific to RAISE Academy and RAISE Advance with answers provided.

If your question has not been answered, please email raise@okennedyconsulting.ie with queries.

RAISE Academy

1. Q: Which arts organisations are eligible to apply for participation in RAISE Academy?

- A: Eligible organisations include any Arts Council strategically funded organisation and/or arts centres who have yet to participate in RAISE Academy (Tier 2). Note, organisations who have engaged in a previous iteration of the RAISE programme (pre-2018), may also apply for RAISE Academy.

1 Q: We participated in Phase 1, 2 or 3 of RAISE, are we eligible to apply for RAISE Academy?

- A: All former RAISE Academy (formerly Tier 2) /Accelerate (formerly Tier1) or Advance organisations in Phase 1,2 & 3 are **ineligible** to apply for RAISE Academy in Phase 4. However, if you were part of the RAISE Up Fund **only**, during any phase of the programme you may apply.

2 Q: As we participated in the original RAISE programme between 2012 and 2016, are we eligible to apply for RAISE Phase 4 Academy?

- A: Organisations who have engaged in a previous iteration of the RAISE programme (pre-2018), may apply for RAISE Academy (given they have not been a RAISE Academy, Accelerate or Advance organisation in Phase 1,2 & 3).

3 Q: I have been a RAISE Up Fund participant once (or more than once) as part of RAISE Phase 1,2 and/or 3 - can I apply for RAISE Academy in Phase 4?

- Yes, and you are encouraged to do so to continue on your fundraising journey.

4 Q: Will the Arts Council penalise an organisation for successfully raising money from private sources by reducing its grant, either in volume or relative to other organisations?

- A: The Arts Council has a positive and progressive view regarding the role of private and corporate giving for organisations being funded by the Arts Council. Any money raised will be regarded as an additional asset, and will not impact in any way the organisation's Arts Council grant, now or in the future. In addition, organisations with robust funding models are those most likely to have the more significant impact on Irish culture and society and therefore be strong ongoing strategic partners for the Arts Council. Private Investment including philanthropy and corporate support is attracted to organisations that have existing state funding/grant support and is also normally encouraged by the existence of philanthropic support – partnership for success is mutually beneficial to all parties.

5 Q: Will the extra burden of work associated with fundraising development (staff, time, resources) be very onerous on the organisation?

- A: Developing a sustainable fundraising programme should be viewed as an opportunity, but like anything that's worth doing, it's worth doing well and it will take time and commitment – therefore, unless an organisation is willing to commit to this then they are not a right fit for the programme. And yes, donor engagement will always need to keep moving. The experience of a previous RAISE participant probably says it best: *"The RAISE initiative has been a very positive experience, the initial fears and reservations quickly disappeared when we started to ask our audiences and stakeholders to support us, their goodwill towards the organisation translated into funds in support of our education programmes. The concept of asking for support is now ingrained in the organisation and is shared by the board, executive, members, friends and supporters of the organisation."*

6 Q: Will the artistic vision of the organisation or focus of the Director's time be diluted or diverted by having to pander to partners/sponsors who do not really understand the work, or just want popular work to which they can attach their logo?

- A: There are great examples of successful corporate & arts partnerships both in Ireland and internationally and this fear can be mitigated once there is open dialogue when agreeing on the sponsorship parameters and a strategic approach to partnering with the right companies who do understand and appreciate the artistic vision. Corporates are looking to create long-term, impactful and mutually beneficial partnerships – that align with the ethos and mission of the arts organisation. No organisation should take money from a company or grant source that they don't trust or feel aligned with in terms of values. RAISE will be focused on this approach to donor engagement. The philanthropy motto 'people invest in people' means 'donors invest in the artistic vision and ambition of the organisation

and its director' – so there should never arise a need to compromise artistic integrity or vision.

7 Q. Who is RAISE Academy for?

- A: RAISE Academy applies to **Getting Ready to Engage Organisations**. These are organisations who are at an early stage of embedding fundraising activities within their organisation, or those organisations who have yet to develop a fundraising strategy.

8 Q: How many RAISE Academy spots are there?

- A: There will be **up to 12** RAISE Academy organisations in RAISE Phase 4.

9 Q: Is there a minimum fundraising income to apply to RAISE Academy?

- A: There is no minimum fundraising income required for RAISE Academy but organisations must demonstrate some level of effort to secure donor income.
- There is no expectation for applicants or organisations to have experience of fundraising to date, but there must be a strong organisational buy-in at Exec / Board level and be able to clearly demonstrate how participation could develop their fundraising programmes.
- Of the RAISE Academy organisations that will be chosen, preference will be given to those organisations who can demonstrate a commitment to developing private investment fundraising programmes in the medium to long-term, and those that have a clear, robust organisational structure and strategy.

Note: Selected organisations will participate in **group workshops** and **25 hours** of bespoke organisational support will be given to each selected organisations:

10 Q: Do you need to be a registered charity to apply to RAISE Academy?

- A: You do not need to be a registered charity to apply to RAISE Academy, however to maximise philanthropic opportunities the RAISE Programme strongly encourages Academy organisations to seek charitable status.

11 Q: When is the deadline for submitting Expressions of Interest for RAISE Academy?

- A: Deadline for RAISE Academy is Monday 15 August at 5pm

12 Q: How do I apply for RAISE Academy?

- You can apply for RAISE Academy by completing the form – [link here](#)

RAISE Advance

13 Who can apply for RAISE Advance?

- A: Organisations who have previously participated as a RAISE Accelerate (formerly Tier 1) organisation in Phase 1, 2 or 3 of the RAISE Programme

14 Is my place on RAISE Advance guaranteed?

- A: No. In Phase 4, a place on the programme is not guaranteed and is subject to application and review. Each successful organisation will be expected to demonstrate the ability for transformational improvement to their private investment capacity and performance.

15 Is this a closed application process for RAISE Advance?

- A: Yes

16 Q: When is the deadline for submitting Expressions of Interest for RAISE Advance?

- A: Deadline for RAISE Advance is Monday 15 August at 5pm

17 Q: How do I apply for RAISE Advance?

- RAISE Advance Application Form [link here](#)

18 Q: Who delivers the RAISE programme for the Arts Council?

- A: [OKC](#) leading fundraising and philanthropy advisors deliver RAISE on behalf of the Arts Council. Led by Mary O’Kennedy, the team can be contacted at raise@okennedyconsulting.ie. All expressions of interest should be submitted online via the supplied links.

19 Q: Who is the primary Arts Council contact and manager on this programme?

- A: Arts Council RAISE Advisor Kieran MacSweeney, who can be contacted at kieranmacsweeney@gmail.com or on 087 2513986.

20 If I am successful in my application to the RAISE programme, what am I committing to?

- A: Please note that all applicants that make successful submissions to participate in RAISE Academy, RAISE Accelerate or RAISE Advance, will be required to complete Performance Delivery Agreements prior to commencement of the programme and hereby agree to participate fully in all aspects of the programme and to complete quarterly OEDs (Ongoing Evaluation Documents) based on the key programme metrics. These must be returned to the RAISE team no later than 10 working days from the end of each quarter.

NB: RAISE is not aimed solely at fundraising/development staff and successful participation requires full management and Board buy-in and engagement.