



Welcome to the

**RAISE**

**Phase 4**



Summer 2023 Newsletter



arts  
council  
chaire  
ealaion

**RAISE**  
YOUR FUNDRAISING GAME



“

Any form of art is a form of power; it has impact, it can affect change – it can not only move us, it makes us move.

”



**Ossie Davis, in Jeanne Noble's *Beautiful, Also, Are the Souls of My Black Sisters***

# A Word of Welcome From Mary O'Kennedy

RAISE Programme Director



**Dear RAISE Friends,**

Welcome to the RAISE Summer Newsletter! Though the July weather may not have been all that we might have hoped for, we hope that you're still enjoying the summer and finding some time for some well-deserved rest and relaxation. As we move well into the second half of 2023, we are inspired by the energy and dedication each one of you have consistently been bringing to the table in your efforts to RAISE your fundraising game and philanthropic impact!

As we take a little break from online sessions for August, it's a good time to reflect on what has been a very busy 2023 so far for RAISE. These past seven months of the programme have been bustling with activity, between workshops, knowledge shares, huddles, and of course your one-to-one consultancy support with the RAISE team.

Your dedication to all elements of the programme has been hugely inspiring, and it's clear that your committed engagement is having a real impact both for your organisations, and for the audiences and communities with which you engage. In recent months, we have seen you make significant progress on essential elements of fundraising success, such as Case for Support development and refinement, developing your Fundraising strategies, Board Engagement, and developing and reviewing your Corporate, Friends & Patrons and Legacy Programmes, and much more.

It has also been great to meet many of you at our in-person sessions, which we plan to continue with in the autumn. We understand the value of networking and peer-to-peer learning, and encourage you to continue connecting with your RAISE peers for support.

Within the following pages, you will read a recap of the programme so far and your feedback and key takeaways from the initial workshops. We also share a piece from EDI expert Olwen Dawe who answers some common questions arts organisations have about all things Equality, Diversity and Inclusion, and Niall O'Sullivan from Campaign Solutions gives his insights from recent legacy research in Ireland.

We also highlight the fundraising successes that RAISE organisations from each cohort of the programme are already experiencing, in addition to some valuable resources that will continue to support you on your RAISE journey.

Remember that the OKC team are here to help you get the very most out of your participation in the programme so please feel free to share your feedback with us and anything we can do to enhance your experience throughout the rest of the year.

From all the OKC RAISE Team, thank you for your dedication to the programme - we look forward to continuing to support you all as you RAISE your fundraising game for the remainder of 2023!

Warm Wishes,  
**Mary & all the RAISE Team**

# RAISE Review

What We've Been up To: March - July

RAISE Accelerate's third core workshop of the year focused on **Strategies for Success in Major Donor Engagement** on March 14th

The second session of the **RAISE Purposeful Leadership Programme** for RAISE Advance with Caroline McCormick took place on March 21st.

All strands of the programme came together on March 30th for our **Development Huddle** focused on Ongoing Evaluation for Quarter 1.

On April 18th, RAISE Academy had their third Core Workshop - **Growing your Friends and Patrons Programmes - Strategies for Success.**

The second RAISE Accelerate Core Workshop on February 23rd was all about **making you fit for funding**, with a focus on your fundraising strategy.

On April 27th, we were joined by Siobhán Gallagher of the Ireland Funds for a **Spotlight on the Heart of the Community Fund - many orgs have since benefitted from support!**

On May 11th, Glow Metrics joined us for a timely RAISE Digital Knowledge Share: **Migrating to Google Analytics 4 and how that will impact your organisation.**

March kicked off with a **RAISE Digital** session for the Academy cohort with Jean O'Brien

On March 15th, Darren Ryan, former CEO of Social Entrepreneurs, joined us for a RAISE CEOs & Directors' Forum on **the Art of Making the Ask**

On March 23rd, RAISE Academy came together for a session on **Corporate Engagement** delivered in partnership with Business To Arts.

April kicked off with a RAISE Accelerate Core Workshop on **Trusts & Foundations**

On April 20th, Native Events joined us to deliver the next in the RAISE Sustainability Series for Accelerate and Advance organisations on **ESG - Priorities, Pillars & Partnership Opportunities.**

RAISE Accelerate had a RAISE Digital session focused on **Donor Email & Welcome Journeys** on April 25th.

Patricia Quinn, Consultant in nonprofit research, governance, strategy, joined us on May 4th for a **RAISE Knowledge Share.**

RAISE Accelerate gathered in person on May 18th for a session on **Corporate Engagement** with Business to Arts

# RAISE Review

What We've Been up To: March - July

On June 8th, all strands of the RAISE programme came together for the next in the RAISE Sustainability Session - **"Fit for Funding" - Writing the ESG Strategy.**

**Bring the Board to RAISE** returned on June 13th with insights shared by Board members Mary Apied of Druid and John McGrane of IFI and Fishamble

RAISE Advance came together in person on July 5th for the third session in the **RAISE Purposeful Leadership Programme**, which focused on Logic Models and Theory of Change with Caroline McCormick.

July 18th's RAISE Digital Session focused on **Writing for Impact: Crafting Powerful Fundraising Copy** with Sarah Jordan and Jean O'Brien

June began with a session on **Legacy Planning**, led by Marina Jones of English National Opera and Niall O'Sullivan of Campaign Solutions.

On June 13th, RAISE Academy had a **Networking Session** with Tara Quirke

All strands of the programme came together on June 29th for our **Development Huddle** focused on Ongoing Evaluation for Quarter 2.

Olwen Dawe, Equality, Diversity & Inclusion Specialist, joined us on July 11th for a RAISE Knowledge Share on **Developing your EDI policy.**



RAISE Accelerate - Corporate Engagement with Business to Arts

RAISE Advance Purposeful Leadership Programme

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# RAISE Review

## Your Key Workshop Takeaways

"I thought this session was excellent. Darren offered practical advice on fundraising approaches and the simple elements of having a clear and meaningful conversation with funders - existing and potential. I recently used his advice on the conversational piece during a pitch and my delivery was more relaxed and the messaging landed as a result." - **RAISE Directors and CEOs Forum - The Art of Making the Ask with Darren Ruan**

"You've got to make the copy/emails all about the Donors and what they 'enable'. Must make the copy/emails simple to read, friendly and you must have one clear goal/ask/task for them - and that now is the time for that action." - **RAISE Digital: Writing for Impact - Crafting Powerful Fundraising Copy**

"Hearing about success stories of previous partnerships certainly made me think about the ways in which we might be more creative with our corporate offering. It was also helpful to see that corporates are actively looking for partnerships, and many already have a designated budget for this. Knowing that this pot might already be there for the taking, for whichever organisation is the best fit, makes asking feel more approachable." - **Corporate Engagement with Business to Arts**

"To try and keep our Friends and Patrons Programme simple and not to give away too much. We will take the advice and try and frame the language so that our future Friends and Patrons see it more as how their donation will enable us to do more exciting work, rather than what benefits they might receive from their donation." - **Growing your Friends and Patrons Programmes - Strategies for Success**

"Do your research in advance. Pay attention to detail. Remember to follow up - communication is key." - **Corporate Engagement with Business to Arts**

"I have a greater appreciation for the different types of legacy giving, the value of them in relation to each other and I feel more confident broaching what could be an awkward conversation with both donors and our board." - **RAISE legacy Session with Marina Jones and Niall O'Sullivan**

"Honestly, I think the greatest takeaway was Marina's comment in relation to 'making the ask' - that peer to peer asks are the best as they are the most authentic and impactful. "I've done it, would you do it too?" (plan to gift a legacy, for example) is so much more powerful when the potential donor is listening to a board member who has put such plans in place themselves." - **RAISE Legacy Session with Marina Jones and Niall O'Sullivan**

"To start at the start and ask, consider and determine collectively who we are, what we're doing, why we're doing it and for whom. The answers/language should be clear, concise and easily identify your organisation from others. As a team, there was greater clarity around the value(s) of what we do, which in turn will feed into more effective communications with stakeholders." - **RAISE Advance Purposeful Leadership Programme**

"Build up a funding calendar, Be more outward looking, it's all about relationships and they need to be nurtured and developed." - **RAISE Accelerate Core Workshop: Trusts & Foundations**

"To start at the start and ask, consider and determine collectively who we are, what we're doing, why we're doing it and for whom. The answers/language should be clear, concise and easily identify your organisation from others. As a team, there was greater clarity around the value(s) of what we do, which in turn will feed into more effective communications with stakeholders." - **RAISE Advance Purposeful Leadership Programme**

# Navigating EDI for Arts Organisations

It's vital for the arts sector to actively embrace principles of Equity, Diversity and Inclusion (EDI), enriching their work and fostering a more inclusive and equitable cultural landscape. We are acutely aware that EDI is a significant area of interest for corporate and philanthropic funders, and we are committed to supporting our RAISE organisations to create impactful partnerships that drive real change. To that end, we were delighted to sit down with EDI expert and consultant Olwen Dawe, who shares her insights into EDI policy development, common pitfalls, meaningful partnership engagement and more.



## **Olwen, could you share some advice for arts organisations that are unsure where to start when it comes to EDI?**

Absolutely! Whether an organisation is just beginning or is already advanced in their EDI journey, it's crucial to start with internal reflection. Apply an 'EDI Audit' lens to your organisation as you analyse strengths and weaknesses, and understand where you currently stand regarding EDI matters.

Once you have a clearer picture of your organisation's position, the next step is engaging in meaningful conversations with key stakeholders. This would include representatives from advocacy organisations, community groups, individual artists and potentially other arts organisations who are working with communities with whom you wish to collaborate.

Be open to constructive feedback and ensure these insights are factored into your policy's development. It's crucial that any engagement of this nature is meaningful and committed. This isn't a compliance exercise or a "tick box" approach - it's about being thoughtful and open to receiving the kind of feedback you might not want to hear - because that will be key to your own growth and development as an organisation.

## **Are there any potential challenges or pitfalls that arts organisations should be aware of when developing an effective EDI policy?**

Firstly, organisations must be cautious to avoid tokenistic initiatives, as even well-intentioned actions can be harmful if they haven't been thought through fully.

Another common pitfall is short-term thinking. Through this work, we are ultimately trying to put proactive measures in place to tackle engrained structural and systemic inequalities. For example, while setting goals over a short-term period (three years is a good place to start), there's also a necessity to consider a longer horizon. I would also suggest tying an EDI policy to an existing strategic plan - so that you know where you want to get to by a certain point - but you also understand that that's only the beginning of the process, and that there's a need for longer-term thinking.

## **Where do you see the opportunities for arts organisations in forging corporate partnerships in the new world of ESG (Environmental, Social, and Governance)?**

The landscape has shifted from the traditional realm of CSR, and corporates are now taking ESG metrics very seriously as it demonstrates their commitment to being a good corporate citizen. Corporates are increasingly looking at how they, through partnerships, can enable social impact, and there are great opportunities for impact-driven partnerships for arts organisations. As always, it does come down to values - any potential partner's value system needs to line up with that of your organisation.

## Navigating EDI for Arts Organisations

**If an arts organisation were to pitch an EDI-focused programme to a potential philanthropic partner, what are the key steps they should take?**

Successful initiatives start with well-thought-out plans and a strong connection to the organisation's goals. Thoroughly researching the potential partner's goals and values is crucial in developing a pitch that clearly outlines what exactly you are offering them and how a partnership would achieve both your goals and theirs in a complementary fashion. Ensure that the project itself is considered / thoroughly scoped out with long-term thinking, and can demonstrate meaningful impact. For programmes that are designed for specific communities, their input must be central to development and implementation.

**How would you suggest arts organisations better showcase the impact of their EDI programs to their philanthropic partners?**

While numbers provide valuable insights, arts organisations should strike the right balance between quantitative and qualitative impact. Highlighting the meaningful societal impact on people's lives and experiences will resonate more strongly with philanthropic partners. Ask yourself - what change has it made? What is the meaningful impact? Why has it potentially altered people's lives for the better?



Image credit: Arts Council of Ireland

**Creating a culture of continuous learning and improvement is essential for lasting change. How can arts organisations achieve this and ensure EDI principles are embedded throughout the entire organisation?**

In writing these kinds of policies, I'm always of the view that they are not rigid documents, but are designed to evolve and are written in a way that allows for flexibility. That comes down to organisational culture, which very much comes from 'the tone at the top'. Leadership plays a significant role in encouraging a learning environment that values feedback, growth, and long-term commitment to EDI. It's hard to pin organisational culture down to one thing, but it comes down to: 'It's the way we do things around here.' At the end of the day, EDI should be a part of the DNA of the organisation.

**Are there any resources or training opportunities you would recommend for arts organisations looking to strengthen their understanding of EDI?**

Absolutely. Arts organisations can benefit from the [Arts Council EDI toolkit](#), which sets out a range of tools and supports, as well as providing examples of good practice in order to support arts organisations on the journey to promoting EDI. [Safe to Create](#) offers free resources and support to develop the capacity of the arts and creative sectors to promote a dignified workplace culture.

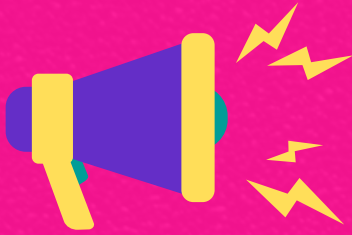
The Arts Council recently published their [Equality, Diversity and Inclusion Implementation Plan 2023-2028](#).

*Thank you to Olwen for sharing her expertise and valuable advice on navigating EDI for arts organisations. You can find out more about Olwen and her work [on her website](#).*



# RAISE Review

## More of your reflections on RAISE



"It was fantastic to hear directly from the corporate perspective on the kind of partnerships they look for, and what those can look like."

"As usual, always very useful and informative. Always great to hear from other organisations and the stories and advice they have to share."

"It was a really helpful session and great to be back in the room with other organisations."

"Very thorough and thought provoking. Great to see examples of everyone's approaches too!"

"This was a great session - from me who hates the idea of making the ask. Very much broken down into something that seems very manageable. Thank you!"

"It was great to get this refresher session, and a good reminder to reactivate this work."

"It was very interesting and informative. I especially liked the distinction and explanation of 'equality' and 'equity'. Very nicely done and very memorable."

"It was an excellent workshop, clearly very well researched and prepared, and it was delivered with humour and clarity. Really enjoyed it, learned a lot, was reminded of a lot, and the time flew."

"The series thus far has challenged and enabled us to think more precisely about who we are as an organisation, our purpose and values, so that we are clear on these important points and, therefore, can connect in a more succinct and meaningful ways with stakeholders."

"It was great and another more in-depth session on this would be really interesting."

"Marina has such a great understanding of donors motivations and this was very inspiring as our donors' attitudes are very similar. Her presentation overall was very motivating."

"Hearing experiences from other organisations is always so valuable."

"The session came at a very good moment for me as we are currently writing our Strategic Plan and the experience was both insightful and informative"

"Sarah's point about appealing to relatable feelings in the absence of relatable circumstances was a really helpful framing."



# FUNDRAISING GOOD NEWS STORIES

Here's what some of our RAISE organisations had to say:

## Galway Community Circus

Galway Community Circus are delighted to have been one of five trailblazing social enterprises awarded to accelerate change under Rethink Ireland's €700,000 Step-Up Fund. This is a two-year Fund created by Rethink Ireland in partnership with Tomar Trust and the Department of Rural and Community Development via the Dormant Accounts Fund. This support will enable us to grow our dynamic circus school to 3 locations, share our model of inclusive circus education throughout Ireland and develop and professionalise circus education with our academic, national and international partners. We are so grateful to Rethink Ireland for their support as we play our part in building more socially inclusive, resilient and sustainable communities.

## Children's Books Ireland

Children's Books Ireland is delighted to be a beneficiary of a significant grant from the Fidelity Foundation. The grant will allow us to expand our team and add an Education Outreach Manager. We are very excited about this role as it will grow our reach in schools and with teachers and enable us to reach even more children and give them the gift of reading.

An Post are the official sponsor of the Children's Books Ireland Pride Guide 2023 and we are delighted to have them back on board this year. Thank you for your continued support An Post!

Children's Books Ireland are also pleased to announce support of €5,000 from The Ireland Funds' Heart of the Community Fund for our annual reading guide.

## The Ark

In April The Ark welcomed two new board members: Elish Bul-Godley and Mark Kennedy, enabling further Board engagement in RAISE and partnership development. Elish is a content marketing consultant working with a vast range of organisations. Mark is a Chartered Accountant, and a member of the Global Executive Board of Mazars, the international audit, accountancy and advisory firm. In May The Ark reignited its relationship with the Department of Rural & Community Development to deliver creative activities for families digitally through the country's network of Broadband Connection Points. This will launch with the sharing of *The Race*, a filmed version of our recent inclusive dance performance, commissioned by The Ark, Arts & Disability Ireland and Dublin Dance Festival, followed by live online workshops in the summer and autumn.

## Crash Ensemble

Crash Ensemble is very pleased to announce the launch of our new friends programme, Crash Circle. Crash Circle is an opportunity for supporters to help us to nurture creative talent, develop new ideas, explore new ways of presenting music and create new adventures for our audiences. In developing the programme, we identified unique opportunities to offer supporters the chance to get closer to our work, through a series of bespoke benefits focused on the creative process.

Our work involves composers, creators, our musicians, collaborators and most importantly our wider community. We would love you to be part of it! You can support us by becoming a Crash Seed, a Crash Catalyst, a Crash Adventurer or a Crash Live Wire. Your valued support will enable us to continue to create and nurture vibrant new music.

## Poetry Ireland

Poetry Ireland is delighted to announce award winning poet Anne Tannam as its new Poet in Residence. Anne has been appointed to the post for a two-year period, which will enable Poetry Ireland to forge new creative relationships in the North East Inner City, taking in the DCU campus itself as well as nearby cultural organisations and numerous communities on the Northside. This role is funded by the Adrian Brinkerhoff Poetry Fund of the Sidney E Frank Foundation, Dublin City University, and the Arts Council of Ireland. Anne, who will be following the footsteps of the inaugural Poetry Ireland Poet in Residence, Catherine Ann Cullen, said that a key driver in her residency will be delivering Poetry Ireland's Neighbourhood Programme, which seeks to connect people and poetry across the inner city, forming and cementing creative relationships with local groups and people who are often excluded.

## Dublin Theatre Festival

Dublin Theatre Festival 2023 will take place from 28 Sept – 15 Oct. This year's packed programme was announced on 25 July with Siobhan Gallagher from The Ireland Funds as one of the guest speakers. Dublin Theatre Festival was awarded €10,000 via The Ireland Funds' Heart of the Community Fund in support of their access programme.

The festival is running its 10 for 10 ticket initiative again this year and is currently developing its Business Membership programme, offering free and discounted tickets, unique client and staff engagement opportunities and much more. Details can be found on the support page of the festival website [www.dublintheatrefestival.ie](http://www.dublintheatrefestival.ie). The festival is delighted to welcome Donna Marie O'Donovan, Tom Clinch and Andrew Lowe to the board.



L-R: Professor Daire Keogh, President of DCU, Anne Tannam, Liz Kelly & Mary Shine Thompson  
Image from Poetry Ireland



Siobhán Gallagher and Willie White at the Dublin Theatre Festival 2023 Programme Launch  
Image from Dublin Theatre Festival: Photocall Ireland Leon Farrell



# glór<sup>at</sup>21

## glór

We are delighted that glór has made a remarkable return to its performing best over the last 18 months, with packed programmes of events and several sell-out performances. The impact of the arts on our health and well-being has never been more evident. There is a greater understanding now, post-Covid, of the importance of keeping the arts at the core of our community, making it a better place to live and work for all. We have been working hard to rebuild and strengthen glór's fundraising initiatives, with help from the RAISE team. glór celebrated its milestone 21st Birthday last November with a sell-out celebratory concert, supported by IMRO and ClareFM. Our very successful 2022 online fundraising raffle was strongly supported by local businesses and that support has been pledged again for this year's fundraiser, launching later in the autumn. We are encouraged that membership of both our Business and Individual Friends' programmes has increased overall and is a strong combination of cash and in-kind sponsorship. We strive to maintain and develop these relationships by, among other benefits, hosting special bi-annual Friends' events, the most recent of which was in June and was very well attended. One-to-one engagement with prospective and current givers is the essence of our fundraising ethos, aided in every way by a strong, welcoming and dedicated glór team. Onwards and upwards!

## Helium Arts

Helium Arts has been selected as a recipient of a grant worth €58,000 from the RTÉ Toy Show appeal. This support will let us bring joy and happiness specifically to teenagers with health conditions.

We are overjoyed that our CEO Helene Hugel and Helium Arts have been chosen for SEI's Changing Ireland Accelerator - a twelve-month initiative for social entrepreneurs. This follows a highly competitive process with other social entrepreneur trailblazers. We will receive €60,000 and other vital practical support to help us reach more children.

We are also delighted to announce a recent three-year investment worth €150,000 thanks to the generosity of the Lakeside Fund. This builds on a previous three-year partnership with Helium Arts. This kind of multi-annual investment is so important to us. It is special because it allows us to plan our work over a timeframe, grow sustainably and deepen our relationships with others providing children's services.

## Galway International Arts Festival

Galway International Arts Festival 2023, which ran from 17-30 July, delivered its most ambitious programme in the Festival's 45-year history to a record -breaking attendance celebrating on a larger scale than ever before across theatre, music, circus, dance, visual arts, comedy, street spectacle and talks over 14 exciting days and nights. In advance of the Festival, we had developed our 2023 Friends Campaign, which has so far has been very successful, reconnecting old friends and developing new connections. We are also in the process of rolling out our Small Donations Campaign. We have updated our small donations video, which you can view [here](#). GIAF's goal is to build on our community of donors who are motivated to give, even if it is the default €2 donation added to ticket purchases. A donation, no matter how big or small, helps power creativity and create something extraordinary. During the Festival, cash boxes, QR codes and card tap boxes were used in various locations across the festival. We're also delighted to share that GIAF and our long-time education partner University of Galway have announced a new five-year partnership that will see us work even more closely together.

## Irish Chamber Orchestra

ICO was thrilled to recently announce that ICOYO was awarded €30,000 in funding from this year's RTÉ Toy Show Appeal to sustain the Orchestra's local impacts through meaningful existing partnerships with three Limerick Secondary Schools to enable young people entering Second Level education to continue making music in a safe social space. ICO subsequently received further good news when ICOYO was selected as a National Finalist in the Arts & Culture category of the Irish National Lottery Good Causes Awards! In addition, ICO has recently been awarded funding through [Music Network's Music Capital Scheme](#)! This generous support will enable ICO to purchase new instruments for its young musicians. Irish Chamber Orchestra is also pleased to announce support of €15,000 from The Ireland Funds' Heart of the Community Fund for capacity building.

## Irish Film Institute

The Irish Film Institute has launched a special fundraising appeal for the IFI's atrium roof. Years of ad-hoc, temporary repairs to the glass and steel structure are failing, necessitating its complete removal and replacement in order to permanently eliminate its substantial leaks. Scheduled for the autumn, the total cost for the project is €300,000 and work is expected to take approximately 8 weeks to complete, with the IFI remaining open throughout.

The appeal welcomes donations of every size, but with three suggested levels of support:

- €50: Recognition on our project honour roll of donors, including social media mention
- €150: above plus limited edition IFI logo umbrella
- €300: Personalised plaque on a seat in Cinema 1 for three years

You can read more about the appeal on [the IFI website](#).



Image: Irish Chamber Orchestra

# New Insights into Legacy Giving in Ireland

In June, we were delighted to welcome Marina Jones (English National Opera) and Niall O'Sullivan (Campaign Solutions) to deliver a workshop for RAISE organisations on all things Legacies. Since 2021, charities have been required by Charities Regulatory Authority (CRA) to specify the amount of income from bequests in their annual reporting, generating a more complete view of legacy giving in Ireland. The CRA recently published its first report on legacies. Following on from June's workshop, Niall O'Sullivan joins us here to summarise the main findings and share some fascinating insights from this report:

## About the Report

The data in this report was obtained from 6,007 annual reports for 2021 which were filed by registered charities (excluding schools) up to 28 February 2023. Bequest income, with a total value of €94,718,350, was reported by 411 (or 6.8% of) charities which filed an annual report for 2021. This is an average of €230k per charity with any bequest income - most have none. 22% of registered charities (1,700) had not filed an annual report for 2021 at the time the data was extracted for analysis. Therefore, the real total of bequest income is most likely in excess of €100m.

## Key findings:

- For those charities receiving a bequest, this source represents 3.3% of overall funding (i.e. not just fundraised income)
- Two thirds (66.6%) of charities with bequest income reported a figure of less than €100,000, with 1 in 4 charities reporting less than €5,000.
- Almost 6% (24) reported bequest income in excess of €1,000,000, with 2 charities reporting over €5,000,000.
- The largest total amount reported by an individual charity was €9,623,000. Three charities, with a combined income of €99,859, reported bequests as their only source of income in 2021. 137 charities reported legacy income of €100k+.

## Over €100k Legacy Income for Arts Charities in 2021

Bequest income by single purpose charitable purpose - covering 15 categories - included '**The advancement of the arts, culture, heritage or sciences**'. Total reported income was €116,464 or an average €23,293 for the 5 recipients. These 5 recipients represent just 0.012% of all the charities with bequest income, but an even smaller percentage of the over 6,000 reviewed overall.

However, this shouldn't be discouraging - significant opportunities exist to increase legacies to the arts and cultural sector if a focused effort on promoting the impact is made by arts organisations. Remember that you can access the [RAISE Legacies handbook](#) on the [RAISE Members area](#), and be sure to keep in mind some key takeaways from June's session with Niall and Marina:

- **Time is an issue but the time is now!**
- **Work can be undertaken with little or no budget**
- **Keep drip feeding the message- 99% of time you aren't writing your will**
- **Get testimonials from living donors**
- **Talk about the impact of legacy gifts**
- **Celebrate and steward legacy pledgers**
- **If you ever need your fundraising batteries recharged, speak to a legacy donor**

*The full report is available [here](#), and further information on legacy giving in Ireland can be found in the [Campaign Solutions Legacy Library](#).*

# AN INTERVIEW WITH AISLING MOLLOY



Development Executive at Baboró

## **Tell us a bit about your background before joining the team at Baboró.**

Before joining Baboró, my professional background included various roles in sales, human resources, and community development. I had also recently completed a Master's degree in Business with SETU.

## **What was the appeal of being a part of the team at Baboró?**

Following the impact of Covid, I strongly felt the need to engage in something that resonated with my personal passion. Drawing from my own childhood experiences, I recognised the profound significance of artistic encounters for children. The prospect of expanding these remarkable opportunities to children across the west of Ireland felt like an endeavour I really wanted to embrace.

## **What was it like joining the team at Baboró and what has your experience been of the organisation so far?**

Joining the Baboró team has been an enlightening experience as it marked my first venture into the world of the arts. I have had the privilege of meeting remarkable individuals and being captivated by awe-inspiring performances. The team at Baboró, including the dedicated board members, are truly inspiring individuals who are deeply committed to the organisation's mission.

## **Tell us a bit about your experience of the RAISE Programme.**

Prior to joining Baboró, my background primarily revolved around sales, and I had limited experience in fundraising. However, since working with RAISE, I have experienced firsthand the tremendous benefits of their expertise and guidance. When I began in Baboró, I became aware of the vital role that RAISE played in the organisation and the significant impact it had already made. Naturally, I was thrilled to dive into this programme, and I can confidently say that it has exceeded my expectations. Working with RAISE has provided me with invaluable insights into the realm of fundraising, insights that would have likely taken me five years to acquire without their support. For an organisation as cherished as Baboró, having the reassurance of RAISE's guidance and backing has been truly comforting.

## **What are Baboró's goals for the future?**

As we gear up for our upcoming festival in mid-October, there is a palpable sense of pressure and excitement. Currently, we are actively engaged in two campaigns that align with Baboró's goals for the future. The first centres around our travel fund, which aims to support schools in covering their travel expenses when attending our festival in the western region of Ireland. This initiative enables us to ensure accessibility and inclusivity for schools, allowing children from various areas to experience the magic of Baboró. The second campaign focuses on a remarkable show called "Making Waves," specifically designed to cater to children with additional needs. This show is a testament to our commitment to providing inclusive experiences and creating a welcoming environment for all children.

## **What are you most excited about for in the future of the Baboró?**

Looking ahead to the future of Baboró, there are several aspects that fill us with excitement and anticipation. We have already achieved significant milestones this year, with two new partnerships currently under review for 2024. Additionally, we have recently formed two new partnerships for 2023, and we eagerly anticipate nurturing and expanding these collaborations in the years to come. The RAISE Programme has been instrumental in supporting Baboró's goals and aspirations. Through this programme, we have received invaluable guidance, mentorship, and resources that have strengthened our organisational capacity and helped us develop sustainable strategies for the future. Thanks to this support, we have made significant strides in enhancing our operations. One notable accomplishment is the digitisation of our CRM system, which has streamlined our processes and improved efficiency. Furthermore, we have developed a new deck and established innovative partnership options that align with organisations' corporate social responsibility (CSR) goals. These strategic partnerships enable us to extend our reach and impact, ensuring that we can continue to bring the transformative power of the arts to even more children. The future of Baboró holds immense promise, as we continue to forge new partnerships, leverage technological advancements, and advance our mission of enriching the lives of young audiences through captivating artistic experiences.



Information,  
Grants and  
Resources







## A note from our partners at Creative Careers

Our Creative Careers Jobs Board is a great resource for lots of varied and exciting roles in the arts and across the wider creative sector. A post on our site usually costs €169 for up to 30 days, which also includes regular sharing across our social media channels and direct mailing to our extensive database of interested candidates.

This Summer, we are delighted to announce a **special promotion for all RAISE participants**, who can now avail of a special price of €100 for a job posting from now until the end of August. To activate your RAISE Promotion discount, contact Priscila at [info@creativecareers.ie](mailto:info@creativecareers.ie).

And if you are thinking of recruiting, CCI Executive Search can support you by running a full recruitment process to ensure you find that great new person for your team! Contact Laura or Priscila at [recruitment@cciexecutivesearch.ie](mailto:recruitment@cciexecutivesearch.ie) to discuss our full recruitment service.

We look forward to hearing from you.

From us all at Creative Careers



# Your RAISE Team

Team OKC welcome any RAISE enquiries you have. Please contact the team at [raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie) and/or reach out to your project lead.



**Mary O'Kennedy**  
Project Lead  
[mary@okennedyconsulting.ie](mailto:mary@okennedyconsulting.ie)



**Sabrina Kevany McGlynn**  
Strategy Lead  
[sabrina@okennedyconsulting.ie](mailto:sabrina@okennedyconsulting.ie)



**Oonagh O'Donovan**  
RAISE Academy Lead  
[oonagh@okennedyconsulting.ie](mailto:oonagh@okennedyconsulting.ie)



**Sarah Jordan**  
Marketing & Comms Lead  
[communications@okennedyconsulting.ie](mailto:communications@okennedyconsulting.ie)



**Lucy Connolly**  
Finance Manager  
[raise@okennedyconsulting.ie](mailto:raise@okennedyconsulting.ie)



**Oonagh Desire**  
RAISE Up Fund Lead



**Jean O'Brien**  
RAISE Digital Consultant



## Arts Council RAISE Advisors

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



Philanthropy, in tandem with government investment, has a key role to play in promoting Ireland's arts and cultural sector, supporting organisations in creating and sharing impactful work across a diverse range of art forms.

OKC is delighted to partner with the Arts Council to deliver RAISE, providing fundraising training and support to 50 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.

## RAISE Academy



## RAISE Advance



## RAISE Accelerate



## RAISE Up Fund

