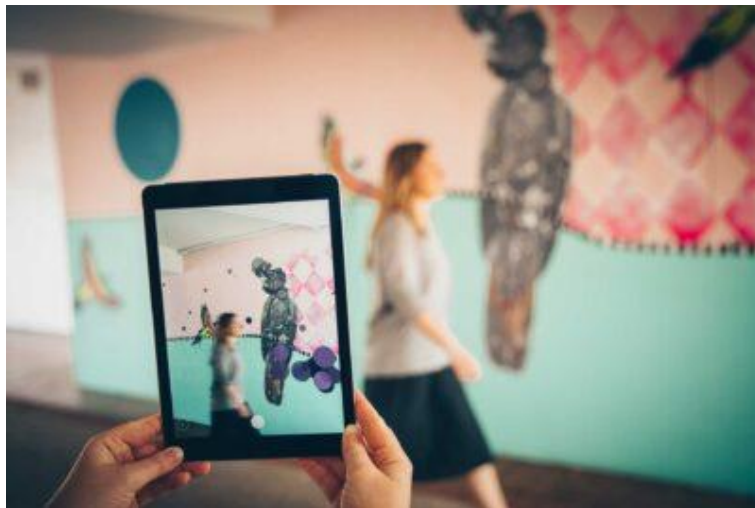


Resources for Partners and Artists



Philanthropy and Fundraising Sunshine Coast Arts Foundation

Presented by Chair, Emeritus Professor Jennifer Radbourne





Sunshine Coast Arts Foundation

Vision

An enlightened and enriched Sunshine Coast region, transformed by philanthropic investment in arts and culture.

Mission

To promote the development and prosperity of the arts on the Sunshine Coast through fundraising and philanthropic investment that facilitates artistic vibrancy and engages the public imagination.

Why

Philanthropy, fundraising, partnerships and commercial income



Why do we need to raise funds?

- Declining government subvention
- Change in government policies and responsibility
- Increased competition
- Increasing costs of exhibitions, performance spaces and promotion
- Changing audience/visitor/consumer expectations
- Rise of nonprofit business expectations
- Shift in 'culture of giving' in Australia



The Art of Giving



- The audience experience becomes a partnership and investment
- Patronage is growing (new wealth realised)
- Donors want the arts to survive and thrive post pandemic
- Close relationship between artists, arts organisations and their community
- Artists and arts organisations define innovation, identity and future

How are arts and philanthropy linked?



There is an inextricable link between the transformational role of 'giving' and the transformational role of the arts in society.

Creative Australia identified three reasons why people give.



The arts

1. bring people together for shared enjoyment, creative expression and meaning, and have a powerful transformative impact.
2. offer an opportunity for donors to experience the 'product' of their giving and interact with artists and cultural organisations.
3. provide an effective tool to transform disadvantaged communities.

What is fundraising?

- Fundraising is the process of asking for funds to support needed services.
- Philanthropy is voluntary action for the public good.



Fundraising is a social exchange between an organisation and a donor.



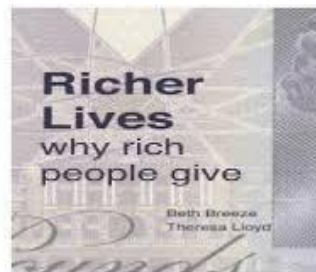
The artist/arts organisation has a need, identifies donors, makes a case, asks for money, receives a gift.



What is philanthropy?

Philanthropy is the planned and structured giving of time, information, goods and services, influence and voice as well as money to improve the well-being of humanity and the community.

Source: Philanthropy Australia



Philanthropy is built on relationships



- Find a link for each prospective donor
- Get to know donors – their values and motivations
- Engage them in your work
- Think strategically
- A donor is an investor in your vision, your goals and your plans for the future



Sunshine Coast Region



- **Creative Arts Plan – Vision** – The Sunshine Coast is alive with arts, culture and creativity.
Values – Bold, Authentic, Sustainable, Inclusive, Connected.
- **Strategy** - Supporting Leadership and Advocacy to enable investment in the arts by individuals and businesses.

Know your donors – values and needs

Extrinsic values	Intrinsic values
Enriched society	Pride in local gallery
Community cultural development	Appreciation of particular artform or artist
Contribution of the arts to society	Pleasure in participating
Excellence in art	Self fulfilment
Identity of the Sunshine Coast	Personal identity
Access to the arts	Sense of belonging
Contribution to local economy	Shared beliefs
Lifestyle	Emotional and material satisfaction

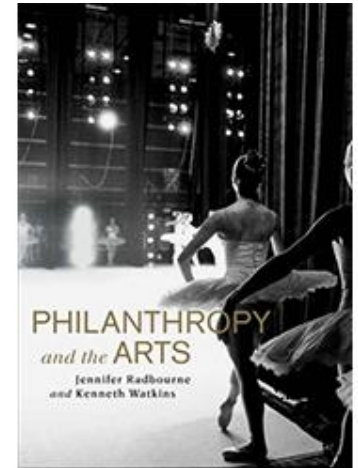
Know your own values

- Quality in art
- Community
- Creativity and innovation
- Having enough money to practise art
- Sense of Identity
- Support for local artists and artistic development



The Story/ Case for Support

1. Storytelling is a social activity, achieving mutual understanding
2. Storytelling says 'who we are' and 'who we would like to be'.
3. Storytelling is a key strategy in philanthropy.



Story of self → Story of your project →
Story of now (case for giving)



Case for Giving

- Made by company or artist.
- Communicated to donors.
- Appeal to senses, emotions, values, dreams.
- Engage donors in your project.
- Challenge, offer a quest, offer transformation of the donor or the artist or the region.



SCAF Services



- Annual Giving Campaign - \$5000 for artists.
- Partnership Agreement with SCAF to provide tax deductibility for donors.
- Auspice artists and arts organisations to apply for grants.
- Fund the purchase of an asset to be owned by another entity.
- Support artist and arts organisations in donor cultivation.
- Manage donations for artists or arts organisations through a 'Donate Now' button on your website.
- Manage donations with ticket sales.

For more information contact Andrea Briody at info@scartsfoundation.com

Take Away Messages

Believe in your mission

Define your values and share with audiences and partners

Build relationships with artists, visitors, donors, supporters and community

Don't underestimate philanthropy as part of your future

Believe and be brave

