

## Fundraising Fellowship, Ireland 2021 - 2023 - A Partnership with *Business to Arts* & the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media

### Application Criteria & Guidelines

As part of the evolution of the New Stream programme, *Business to Arts* is commencing a third round of the 24-month Fundraising Fellowship, Ireland Programme in partnership with the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media for new Fundraising or Marketing & Fundraising Executives.

**Fundraising Fellowship, Ireland** will offer two cultural organisations 50% part-funding toward the employment of full-time 'fundraising' or 'marketing & fundraising' professionals over a 24-month period. The recruited Fellows will be supported by a structured programme of training and mentorship with *Business to Arts*.

**Fundraising Fellowship, Ireland** is informed by the two-year Fundraising Fellowship, Dublin programme, which was created by *Business to Arts* in partnership with Dublin City Council's *Dublin's Culture Connects*. To date, participants in New Stream <sup>1</sup> have raised in excess of €18m as a result of the skills and learning implemented during the programme. There are currently two fellows on the **Fundraising Fellowship, Ireland** programme. For more information, click [here](#).

For *Business to Arts* and the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, the overall objective of the **Fundraising Fellowship, Ireland** is:

- to continue and enhance prior investment by national and regional cultural organisations in the development of human resources and capacity building.
- to create stronger cultural organisations who are committed to long term sustainability, based on business minded planning and a cultural strategy.
- to facilitate cultural organisations in gaining knowledge so they can leverage and increase resources in a long-term and sustainable way thereby maintaining and improving their longevity.
- to address the 6 key barriers identified in the 6-year review of New Stream programme review 2016: <https://www.businessstoarts.ie/wp-content/uploads/2017/04/New-Stream-Year-7-FINAL.pdf>

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<sup>1</sup> Between 2009-16, New Stream was supported by Bank of America Merrill Lynch with additional support received from Accenture Ireland and The Ireland Funds

## Application Criteria & Guidelines

- Selected cultural organisations must be not-for-profit organisations, that are registered companies and have an existing CHY number.
- All national and regional cultural organisations in the Republic of Ireland are eligible to apply.
- Selection criteria will include:
  - consideration of the size of organisation (e.g. by existing employee numbers, turnover etc.)
  - audience participation/profile across Ireland or regional areas.
  - whether the organisation has already taken steps towards development/training in fundraising.
- Selection is based on the readiness of cultural organisations and preference will be given to:
  - organisations that have a minimum of three full-time staff members, including: Artistic Director/Director, General Manager/Producer & Administrator (or similar structure).
  - organisations that have written or implemented a (minimum of) three-year strategic/business plan for their organization.
  - organisations that have completed fundraising/capacity building programmes including *Business to Arts'* New Stream programme with the DeVos Institute of Arts Management at the University of Maryland and/or ForImpact.org training OR The Arts Council/An Chomhairle Ealaíon RAISE Initiative.
- Grants will be for a maximum of €15,000 per annum\* over a two year (24 month period) and are aimed at subsidising the cost of full-time OR contracted (minimum two-year) Fundraising or Marketing & Fundraising Executive. *\*Subject to continued funding.*
- Grants will not be made to an organisation where grants are used to part-finance an existing full-time Fundraising or Marketing & Fundraising Executive.
- The minimum salary to be offered to new Fundraising or Marketing & Fundraising Executive by successful organisations is €30,000 per annum. This means that grants provided to cultural organisations will be made on approximately €1:€1 matching basis (max. €15,000 grant per annum) to recipient cultural organisations.
- Bonuses or other entitlements to Fundraising or Marketing & Fundraising Executive are at the discretion of the cultural organisation. The funds can be used to recruit, for example a Head of Development, Development Manager or Development Executive.
- Application forms must be completed by Director/CEO/Chair or equivalent.
- Directors/CEO and Chair/Board Member of shortlisted organisations will be invited to interview in February 2022.
- Successful organisations will be announced in March 2022.



- Successful organisations will commence recruitment of Fundraising Fellows by March 2022.
- The recruitment process for Fundraising Fellows will be supported by *Business to Arts*.
- *Business to Arts* retain the right to participate in interview panels with successful organisations.
- Fundraising Fellows should have commenced in their positions with successful organisations by June 2022.
  
- Board Chairs and Executive Directors will be required to sign an agreement with *Business to Arts* confirming their participation in elements of Fundraising Fellowship training, including an agreement to implement and monitor key performance indicators for recruited Fundraising or Marketing & Fundraising Executive.
- If your organisation's application is successful, the Fundraising Staff your organisation recruits will be expected to:
  - attend monthly (one day) professional development sessions with *Business to Arts*.
  - contribute one written article per calendar year to New Stream Knowledge Centre.
  - become a member and active contributor to the Development Managers' Forum.
  - agree to a range of Key Performance Indicators.
- If your organisation's application is successful, the CEO/Director will be expected to:
  - attend and present semi-annual performance appraisals for the recruited fundraising staff.
  - complete annual assessments, and case-studies for the New Stream Programme.
  - grants will be paid in two instalments annually and commence on the successful recruitment of Fundraising or Marketing & Fundraising Executive.
- All information received by *Business to Arts* will be treated with the strictest confidence.
- Applicants must be current affiliates of *Business to Arts*.

**Deadline: The online application must be completed and submitted by 5pm on Wednesday 24<sup>th</sup> November 2021.**

**Applications will only be accepted via the online application portal:**  
<https://businessstoarts.awardsplatform.com/>

**If you have any technical difficulties with your application, please contact [michelle@businessstoarts.ie](mailto:michelle@businessstoarts.ie) or call +353 1 662 9238 for assistance.**



**Queries in relation to this grant opportunity should be directed to**

Michelle Reid  
Senior Manager - Arts Programme  
Business to Arts  
Lower Ground Floor  
17 Kildare St.  
Dublin 2  
Ph: +353 1 662 9238  
Email: [michelle@busnesstoarts.ie](mailto:michelle@busnesstoarts.ie)

[www.busnesstoarts.ie/newstream](http://www.busnesstoarts.ie/newstream)