

New Stream – Fundraising Fellowship, Dublin

Case Study:

Temple Bar Gallery + Studios

Developing fundraising potential, securing corporate sponsorship and grant writing

Fundraising Fellowship
Dublin

Business to Arts' New Stream programme in partnership with Dublin City Council's Dublin's Culture Connects

TEMPLE BAR
GALLERY +
STUDIOS

Fundraising Fellowship, Dublin is a partnership between *Business to Arts*, Dublin City Council and Dublin City Council Culture Company. The Fundraising Fellowship is part of *Business to Arts*' New Stream programme and stems from a series of Legacy Projects developed by Dublin City Council following their European Capital of Culture 2020 designation bid in 2015. In 2016, four cultural organisations were offered 50% part-funding toward the employment of full-time 'Fundraising' or 'Marketing & Fundraising' human resources over a 24-month period. A structured programme of training and mentorship with *Business to Arts* supported the recruited Fellows. This case study is part of a series of case studies, which highlight the achievements and challenges faced by the Fellows and their organisations throughout their time on the programme.

Organisation Profile

Temple Bar Gallery + Studios (TBG+S) is an artist studio complex with a contemporary art gallery located in Dublin's City Centre. Its mission is to support the development of Irish and international artists and facilitate the creation of contemporary visual art through high-quality and affordable studio provision and a progressive exhibition programme.

TBG+S strives to cultivate an environment of learning and creativity by nurturing close and sustained engagement of audiences with contemporary art and artists. Free public engagement events create meaningful experiences by connecting diverse audiences to artists and their work.

Currently employing six people (4 full time, 2 part time), TBG+S has been able to invest more in human resources in recent years thanks to increases in funding. This includes the role of Marketing & Fundraising Executive for the Fellowship held by Muriel Foxtan. These key ambitions

of TBG+S's current strategic plan (2016-2019) have increased its capacity to deliver its artistic programme. When TBG+S joined the Fellowship, they were committed to developing a culture of fundraising to achieve sustainable and diversified income streams.



Temple Bar Gallery + Studios Exterior. Photo: Kasia Kaminska.

"Fundraising Fellowship, Dublin has introduced me to the world of fundraising for the arts. It has given me new skills and further knowledge of fundraising and marketing. The programme of training covered everything from marketing plans to strategic plans and membership programmes to corporate sponsorship."

Muriel Foxtan, Marketing & Fundraising Executive,
Temple Bar Gallery + Studios

2017

Funds raised: €343,018

Amount of funds raised attributable to Fellow: €182,958

2018

Funds raised: €390,328

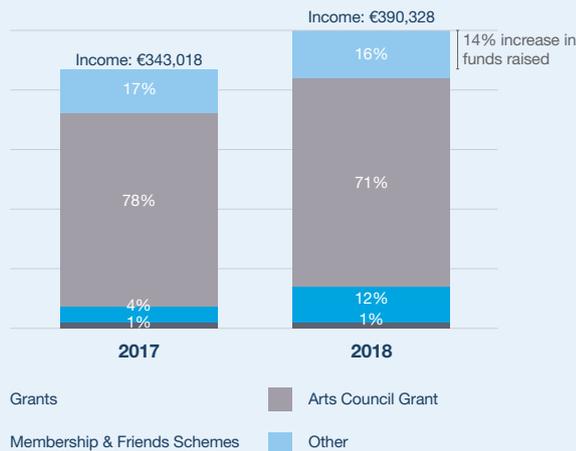
Amount of funds raised attributable to Fellow: €224,669

FTE Staff: 4.5

FTE dedicated to fundraising: 1

1 2019 marks the 10th year of the New Stream Fundraising Capacity Building Project operated by *Business to Arts*. Over the last 10 years the project has been supported by Bank of America Merrill Lynch, The Department of Culture, Heritage & Gaeltacht, Dublin City Council Culture Company, The Ireland Funds, Accenture, The RDS and *Business to Arts*' wider corporate membership-base.

Sources of Contributed Income 2017 & 2018



TBG+S has focused its fundraising efforts in order to invest in artists and its programmes. This strategic focus has led to a substantial increase in Arts Council funding for 2019. In addition, it has three corporate partners (Central Bank of Ireland, Henry J Lyons and anonymous) and is making an increasing level of grant applications.

Marketing – Strategy for Success

The aim of the newly defined strategy is to highlight the importance and impact of the organisation and the fact that it has a powerful story to tell. For example, videos are made of each of the Creative Generation projects which are live on TBG+S’s digital channels.

Foxton deals with the press, manages social media and the TBG+S brochure as well as launches. TBG+S is currently working on creating a new website which will go live in mid 2019.

The Challenge

Prior to participating in the Fundraising Fellowship, Dublin programme, having a small team and no member of staff dedicated to fundraising presented a challenge to TBG+S. It was reliant on the Arts Council for 80% of its funding which led the organisation to focus their efforts on bringing in extra funding to augment budgets, particularly through corporate support and grants for the programme. A corporate partnership with Mason Hayes & Curran from 2013 to 2016 funded the arts-in-education programme, Creative Generations, which continues with Central Bank of Ireland. A successful multiannual partnership with an anonymous sponsor has made the TBG+S Recent Graduate Residency possible since 2014.

As Foxton participated in the *Business to Arts’* New Stream Capacity Building 18-Month Intensive, there was a prior understanding in the organisation of the importance of embracing a culture of fundraising and development in order to diversify income streams for sustainability.

Fundraising – Strategy for Success

In her previous role as Marketing Coordinator and Arts Administrator at TBG+S, Foxton was involved in establishing and managing the Supporters Club and the friends membership programme. Responsibilities under the Fellowship included researching and applying for relevant grants, prospecting new sponsors, stewarding existing sponsors, reviewing and revitalising the Supporters Club, establishing the Commissioning Circle and strengthening venue hire.

The Fellowship gave TBG+S the opportunity to dedicate time to fundraising. As a result it developed and implemented its first fundraising plan, established a Fundraising Advisory Committee and achieved ‘Triple Lock’ status in 2018. Individuals with fundraising experience have been appointed to the board, alongside a new chairperson.

“Through the Fellowship we met senior communications professional Anne Mathews who consequently was appointed to our board as chairperson. She brings a wealth of knowledge and experience in communications and fundraising and a strong passion for the arts.”

Clíodhna Shaffrey, Artistic Director, TBG+S

Impact of Fellowship – Key Developments

Corporate Sponsorship – Dublin Art Book Fair

TBG+S was successful in securing a two-year partnership with one of Ireland’s leading architectural practices, Henry J Lyons as part of its fundraising campaign for Dublin Art Book Fair 2018: Art and Architecture: Uncovering Libraries and Collections. The Dublin Book Fair is Ireland’s only art book fair featuring a curated selection of books from Irish and international independent publishers.

Having sponsored Dublin Art Book Fair in 2017, Henry J Lyons increased its financial support to €10,000 for 2018 and 2019. A new feature of the book fair for 2018 was the Children’s Section, made possible by a €20,000 grant from the Arts Council of Ireland’s Engaging with Architecture Scheme. A grant of €3,000 from Dublin UNESCO City of Literature funded the public engagement programme in 2018.

Corporate Sponsorship – Creative Generations

In 2017 and 2018, TBG+S partnered with the Central Bank of Ireland on Creative Generations, an innovative arts-in-education programme which brings quality visual arts education to children in Dublin inner-city schools. The programme of artist residencies involves TBG+S studio artists working collaboratively with children over eight weeks to create an ambitious new artwork for their school. Workshop sessions in the classroom and studio visits to TBG+S introduce them to contemporary art and artists’ work.



Making Connections Summer School

Making Connections

In 2018, TBG+S launched Making Connections – a new public engagement programme aimed at diversifying audiences and creating a welcoming atmosphere for all to learn about and engage with contemporary art and artists. This programme and a new part-time Learning + Public Engagement role (shared with the RHA) was made possible by extra funding from the Arts Council. TBG+S was also able to apply for other grants, like Bealtaine @Temple Bar and DCCCC / Cruinniú na nÓg. It is now seeking corporate support for this programme.

Commissioning Circle

TBG+S's participation in the Fellowship contributed to the development of the Commissioning Circle which was also launched in 2018. This new fund aims to support Irish and international artists in reaching their full ambition for exhibitions at TBG+S. The Commissioning Circle supports the production of new work, artists' practices and experimentation. A €1,000 donation to the Commissioning Circle goes directly into the production budgets of exhibition artists. In 2018, €6,000 was raised from donors.

Conclusion

Fundraising Fellowship, Dublin has enabled TBG+S to create a new fundraising role which will be continued after the Fellowship ends. It has given the organisation time to focus on fundraising and progress its mission. The team are focused on working towards targeted ambitions to advance its capacity

to invest in artists. The organisation has established an annual marketing strategy and is currently working within the structure of its 2018 – 2020 fundraising strategy.

Fellow Profile



Muriel Foxton was appointed as Marketing and Fundraising Executive at TBG+S in May 2017 as part of the Fundraising Fellowship, Dublin programme.

After graduating from the National College of Art and Design with a BA in Fine Art in 2013, Foxton interned at TBG+S as Assistant Arts Administrator until September 2014. The following year she was appointed as Marketing Coordinator and Arts Administrator at TBG+S.

She has also worked on a number of projects in a freelance capacity including 'In Context 4 – In our Time', a major public art programme (2016-2019) funded under the Per Cent for Art Scheme and on Mason Hayes & Curran's art collection catalogue on a freelance basis.

For more information see newstream.ie
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Core Skills/Learning/Activities

- ✓ Strategic/Business plans
- ✓ Marketing plans
- ✓ Fundraising plans
- ✓ Friends & membership schemes
- ✓ Prospect development/prospecting
- ✓ Relationship management
- ✓ Board engagement & ongoing development
- ✓ One-to-one mentoring sessions
- ✓ Presentation skills
- ✓ Pitching opportunities
- ✓ Board member placement
- ✓ International exchange – The Netherlands/Belgium
- ✓ Local community partnership (Calcutta Run)
- ✓ Job specifications