



arts  
fundraising &  
philanthropy

Senior Fellowship  
Programme

2024 Recruitment Pack

## Arts Fundraising & Philanthropy transforms the fundraising knowledge, skills and levels of success of arts, cultural and heritage organisations.

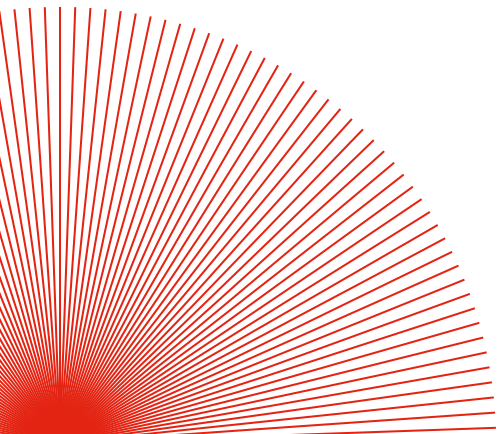
Working with Trustees, CEOs, senior leaders, mid-career and new and emerging talent, Arts Fundraising & Philanthropy empowers cultural professionals to harness the considerable opportunities that fundraising offers and to develop diverse and entrepreneurial practice, building and growing a skilled fundraising workforce.

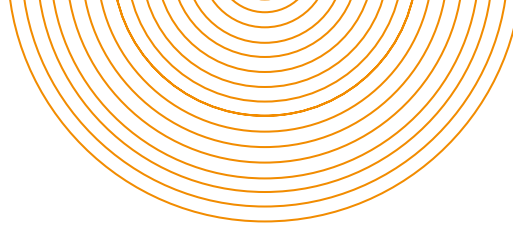
We achieve this through the following strands of delivery:

- **Ideas and innovation** - developing new ideas and practical solutions to support organisations to achieve their fundraising potential.
- **Strategy and fundraising leadership** - stimulating new sources of private income and cultivating commercial opportunities as part of impactful business planning.
- **Training and lifelong learning** - creating and sharing ideas for innovative practice via face to face, online and accredited training and learning.

*Cause4* leads Arts Fundraising & Philanthropy with consortium partner, the University of Leeds (UoL).

Arts Fundraising & Philanthropy is an Arts Council England Investment Principles Support Organisation (IPSO) from April 2023 - 2026.





## The Fellowship Programme

The Senior Fundraising Fellowship Programme is designed to support senior arts and cultural professionals to become more confident, skilled and entrepreneurial in their fundraising practice.

As we reflect on some of the biggest challenges the culture sector has ever faced, we are offering a year of support to help fundraising professionals reflect, plan and move forwards. Fundraising at its most senior level in an organisation is a challenging and sometimes lonely place to be. Senior fundraisers have to manage multiple relationships both within and outside the organisation and operate against a backdrop of challenges facing the sector.

The Arts Fundraising & Philanthropy programme has been delivering the Fellowship for over ten years, and has offered support, mentoring and training to an alumni of 114 fundraising practitioners in the cultural sector.

Thanks to ongoing funding from Arts Council England, for 2024 a further ten senior Professional Fundraising Fellows will be recruited from across England. They will be expected to continue within their current employment and will undertake the Fellowship as an exceptional Continuing Professional Development (CPD) opportunity, with the support of their employer.

The Fellows will benefit from participation in a tailored 12-month training programme, that will help them to refine and hone their skills and networks. The year-long Programme will include:

### **Developing high-level fundraising, business, and enterprise insight**

Fellows will take part in the Arts Fundraising & Leadership Intensive residential event delivered by the University of Leeds in September 2024 and in subsequent online seminars and tutorials as part of a hybrid Post-Graduate programme.

There will also be face to face residentials led by *Cause4* in December 2024 and April / May 2025 with a focus on business development, fundraising and income generation. Sessions will offer a mixed model of training, covering practically applied knowledge and academic theory. The structure will include:

- Best practice in business plan development, reflecting on strengths and weaknesses of your organisational model.
- Resilience in income generation models – what works and what doesn't, how models need to grow and develop.
- Consideration of Arts Council England and National Lottery Heritage Fund data sets and understanding of

where money comes from and where it is likely to come from in the future.

- Critical analysis of Fellows' own situation and sector, as well as learning from peers.
- Peer mentoring and training sessions on influencing and negotiation.
- Development of a support and wellbeing network to help future development and to explore future leadership roles.
- Exploration of personal leadership styles and strength analysis.
- University of Leeds Senior Leadership in Arts Fundraising MOOC (Massive Open Online Course)
- Academic work rigorously assessed, leading to a postgraduate qualification.

### Exchanging Ideas and experience, upskilling knowledge

The year will be enhanced by a series of breakfast webinars, where Fellows connect with and hear from professionals that are leading change in their organisations. Fellows will then come together a final time for facilitated reflection and sharing. The group will reflect on their learning and will develop future plans for individual development and collaborations, as well as an organisational plan.

As a baseline accreditation pathway, Fellows will complete a Post-Graduate Certificate at the University of Leeds.

Academic staff will also be on hand to discuss options for progression onto further study programmes at the University of Leeds at Masters level and beyond.

### Growing networks, and peer support

Our Fellows often talk about the connection they make with each other as part of the programme, as being of huge value. Alongside this, the Fellowship offers access to a wide range of cultural sector professionals, policy makers and funders.

## Who is the Fellowship Programme for?

This programme is for Senior fundraising professionals – CEOs leading fundraising, Development Directors or Heads of Development, as well as those aspiring to be a CEO in their next role. If you:

- Have led or are about to lead a fundraising team, or are the most senior fundraiser in your organisation
- Have a CEO or Chair who will support your application  
Can demonstrate an entrepreneurial approach to generating income for your organisation
- Can commit to sharing time from 24 days for learning throughout the year

Then we want to hear from you.

Applicants must be in employment for the duration of their Fellowship year. This can either be as an employee within an arts and cultural organisation, or as a freelancer where they can evidence tangible links to a particular organisation.

## How much time will it take up?

To access the Fellowship, you will need to invest 24 days across the year. Seven days of this are full days in line with the residential element of the programme. The rest constitutes part days for mentoring, training, meetings or reflection.

The academic component of the Fellowship requires circa 5 hours of personal study a week.

## What are the costs?

The Professional Fellowship Programme is offered on a sliding scale based on the turnover of participating organisations.

Organisation Turnover	Cost
Less than £2 million	Free
£2 - £4 million	£800
£4 million plus	£1,500

The fee includes all costs for the Fellowship, including: residential accommodation, food and drink and travel. The total value of each Fellowship is circa £8,000 per Fellow. The Post-Graduate qualification is included in this cost, progression routes such as an MA or PHD are not included.

## What are the benefits for the employer?

The Fellow's Employer / Board will benefit significantly from having a member of staff participating in the Professional Fellowship Programme. The Fellow will bring back into the organisation learning, new ideas and new resources that will benefit all staff and which will help foster an organisation-wide engagement in fundraising. Arts Fundraising & Philanthropy will also offer all employers exclusive access to online training resources for all staff, and up to £500 (in-kind) per organisation towards their team attending any Arts Fundraising & Philanthropy one-day training courses.

## What will my year look like?\*

Month	Activity
May / June 2024	Call-out, Interviews and Recruitment
July 2024	University of Leeds Registration Process
11 - 13 September 2024	Leadership Intensive and Induction at University of Leeds and Weetwood Hall
October 2024	Presentation Assignment preparatory online seminar with University of Leeds Library
December 2024	Residential with <i>Cause4</i>
January 2025	Essay Assignment preparatory online seminar with University of Leeds Library
February 2025	Online Masterclass
April / May 2025	Residential with <i>Cause4</i>
June 2025	Final Submission of Post-Graduate Certificate Assignments
December 2025	Post-Graduate Certificate Graduation

\*A programme of monthly online Industry Q&A sessions, expert masterclasses, individual mentoring and one-to-one University tutorials will run throughout the year.

## Role Outline

Senior Fundraising Fellows will be expected to undertake the following duties and responsibilities:

- To participate in a diverse programme of training activity including residentials, and other events to take place around England.
- To participate in all training, mentoring and coaching activities as required by the Programme.
- To commit to the academic programme, including preparation of three assessed assignments.
- To participate actively in the Fellows' network and wider regional and sector networks.
- To share learning gained from the Programme with colleagues, Fellows and across wider networks.
- To take part in all evaluation activities as required by the Programme.
- To advocate for, and act as a credible representative of the Arts Fundraising & Philanthropy Programme.



## Skills and Experience:

- Minimum eight years' relevant work experience either in fundraising or within arts and cultural management where fundraising is a key component of the role.
- An awareness of the challenges and opportunities for the arts and cultural sector in fundraising and income generation.
- The ability to think and act creatively, bringing fresh perspectives to address challenges and opportunities.
- A proven ability to work to tight deadlines and manage multiple priorities.
- A track-record of success in working as part of a team to achieve shared goals.
- The ability to think and write analytically and reflectively.
- A proven ability to engage and motivate people at all levels, internally and externally.
- Outwards focused and interested in new developments and sector trends.
- A passionate commitment to the work of arts and cultural organisations.

## How to apply

**Before completing an application, please check that you fulfill the following essential criteria:**

- As the Arts Fundraising & Philanthropy Programme receives funding from Arts Council England, all Fellows must be based within England for the full twelve months of their Fellowship and have the right to work in the UK for that period.
- Applicants must either work for or with an arts and cultural organisation based in England.
- Applicants must demonstrate that they can support themselves financially for the duration of their Fellowship.

Please note that due to the nature of the programme, this Fellowship is not suitable for freelance fundraisers, consultants or independent practitioners, other than when their work is closely connected to a specific organisation.

### Please submit:

- A CV (no longer than two pages of A4) detailing your career so far.
- A covering letter or short video (max 5 minutes) that tells us how you meet the essential criteria and skills outlined above, why you would like to become a Fellow, and what you want to achieve through your year on the Fellowship.
- The name, and email address of your Chief Executive or Chair of Trustees, and a short letter of support for your application.
- A completed Equality of Opportunity Monitoring Form, which can be downloaded from our website: [www.artsfundraising.org.uk/opportunities](http://www.artsfundraising.org.uk/opportunities)

Please email these documents to Annie Jarvis, Head of Programme, Arts Fundraising & Philanthropy at [annie.jarvis@cause4.co.uk](mailto:annie.jarvis@cause4.co.uk) by 12.00pm (noon) on Monday 3<sup>rd</sup> June 2024.

## Further Information

This is a two-stage application process, with interviews taking place online from week commencing the 10<sup>th</sup> of June 2024. Successful applicants will be expected to be available to participate in the Induction at the University of Leeds and Weetwood Hall from 11 – 13 September 2024. Although Fellows will engage in the University of Leeds Registration Process from July, the programme will begin with the residential in September 2024 and will run through to June 2025.

As the Fellowship involves academic learning in partnership with the University of Leeds, it is desirable that applicants have a University Undergraduate Degree in any subject. Applicants that do not have an Undergraduate Degree will be considered where they can demonstrate significant relevant industry experience in an arts or cultural organisation.

We welcome applications from people of all backgrounds to reflect the diversity of artists and audiences for arts and culture in England. We understand diversity encompasses many aspects including race, ethnicity, faith, disability, age, gender, sexuality, class and economic background as well as many social and institutional barriers that prevent people from creating, participating and enjoying the arts.

We are keen to ensure that the benefits of this Programme are spread across the country and are particularly interested



in applications from Arts Council England Priority Places. We would like to appoint Fellows within different kinds of rural and urban environments. We are also keen for the ten Fellows to work across different artforms, including Museums and Libraries, as well as within different scales of organisations.

For further information about the Fellowship Programme, Arts Fundraising & Philanthropy or the work of *Cause4* please contact Annie Jarvis, Head of Programme on [annie.jarvis@cause4.co.uk](mailto:annie.jarvis@cause4.co.uk)