

Fundraising and Sponsorship

Consultant Brief

1. Context

Arts Take Part is a unique and exciting new project being undertaken by Amateo, a network that serves and promotes people's participation in the voluntary and amateur arts. Amateo is the European Network for Active Participation in Cultural Activities. Founded in 2008 it includes today 32 national and regional umbrellas and associations from 12 EU member states and 2 programme countries. Amateo sees active participation in the arts as a core value for a free and open society as enshrined in Article 27 of the Universal Declaration of Human Rights. Active participation in arts and cultural activities empowers individuals to freely express themselves and promotes cultural cohesion, social inclusion and active citizenship with an added value for humanistic and democratic values.

Arts Takes Part, supported by Creative Europe and Amateo member organisations, will help to strengthen the organisations involved in this work, grow the network and offer training, knowledge exchange and events. In the process it will raise the profile of the participatory arts and the important impact that has on people's lives.

The participatory arts (amateur arts and voluntary culture) are a vital aspect of civic life for people across the European Union. A large number of voluntary and paid staff and artists are employed in a myriad of associations to provide arts based activities for about 38% of the population in the member states, with strong added value through personal empowerment, cultural cohesion, social inclusion and active citizenship.

While the benefits of participation are clear for those involved at a local level, we aim to secure wider international recognition at a national level of the importance of this work to our social, civic, political and cultural lives. We want to encourage and support the many small organisations that are involved in this work to recognise and promote their work at a national and cross-European level.

The project is being delivered by a Management Team and five Activity Teams described in the attached diagram. The application to Creative Europe resulted in an award of €249,962k for year one of the programme towards a total project cost of €312,482. This means there is a match funding requirement of €62,520 in year one and the same in year two. We have also identified the need to increase the overall budget to meet our goals. In summary this can be seen in the aspirations of the 5 activities for Year Two of the project;

- Communication Team – requires 5000 euros to establish a data base and online learning tools
- Pilot Project Team – requires 10,000 euros to seed fund three international pilot projects
- Research and documentation team – requires 8000 euros for translation and a research conference
- Courses and Conferences Team – requires 5,000 euros for a conference event in Ljubljana
- Flagship Events and Awards Team – requires 10,000 euros for the Annual Amateo Award and event

We envisage the required funding will be achieved through four main sources;

Trans – national Potential funding from Europe wide public agencies, trusts and foundations such as The Allianz Cultural Foundation which funds non-profit art, culture and education projects in Europe and the Mediterranean region.

National and Inter-national Where our member nations may have access to funds that support initiatives that can contribute to the ATP goals. An example could involve joint Pilot Projects on arts and older people involving LKCA in Netherlands and the Luminate Festival in Scotland. The process could involve the Pilot Projects Team inviting proposals of that kind.

In-Kind Contribution We understand that our match funding requirement can take the form of ‘in kind’ support. For example our cash contribution to the Ljubljana conference will see a match contribution from our hosts JSKD.

Events Sponsorship For example seeking a sponsor for the new annual Amateo Awards for best practice.

2. Fundraiser Brief

In the context described above we wish to appoint someone to assist with our fund raising and sponsorship strategy, focused on the following activities.

- To research potential funding sources from both national and European wide public agencies, trusts and foundations
- To research potential events and award sponsors
- From the research to propose a series of fund raising actions including targeted funds and potential sponsors that best match our ambitions
- To draft and submit 3 applications informed by the research and priority setting activities
- The output from the research phase and a proposal for next steps in a fund raising strategy for 2018/19 should be completed by 30th March 2018 in the form of a report to the Amateo board.

3. Fees

There is a fee of up to €7,000 available. This includes all expenses incurred.

4. Duration

The first report is due by end of March 2018. Though the timeline is somewhat flexible, Amateo envisage the work of the consultant to be completed by end of July 2018.

5. Application

Apply in writing by 23rd February with a CV with a project proposal including days allocated to each activity. Send to;

jim@amateo.org

The specific objectives and key activities of this network project are:

1. To strengthen the cross-border contact, knowledge exchange and contact supported through a new Communication Portal.
2. To promote trans-national skills, competences and know-how through courses and conferences.
3. To exchange and disseminate key national documentation and surveys and initiate new transnational research
4. To develop new pilot work and support innovative approaches and cross-border activity
5. To initiate new flagship events including support for the European Week of Amateur Arts and initiating the Annual Amateo Award.
6. To test a new management model; by implementing a network secretariat with transversal staff functions and five clusters of transnational activity teams.
7. To strengthen the sector's capacity to cooperate internationally
8. To engage more national and regional associations from more EU member states and programme countries, especially from Southern Europe to be members of the AMATEO Network

