

Fundraising

Support to address the challenge of increases in cost-of-living



Introduction

Rebuilding Heritage was a UK-wide support programme designed to help heritage organisations navigate the challenges presented by COVID 19. It was coordinated by **the Heritage Alliance**, funded by the **National Lottery Heritage Fund** and delivered in partnership with the **Chartered Institute of Fundraising, Clore Leadership, Creative United**, and **Media Trust**, with support from additional providers.

In October 2022, Rebuilding Heritage was awarded funding from the National Lottery Heritage Fund to provide an additional six months of support for heritage sector organisations, helping them to address immediate challenges arising from increases in the cost of living. The support focussed on three areas: Business Planning, Fundraising and Communications.

This infographic summarises the Fundraising support provided from November 2022 - April 2023.

Overview of support provided

Webinars

1-2-1 support



What does fundraising look like for heritage in 2023?

89

individuals

86

organisations



1-2-1 support sessions to

24

organisations

41

applications for 1-2-1 support

63%

of applicant organisations awarded support

Action learning set



Action learning sets are structured group sessions in which participants collaborate to solve problems while learning from each other's experiences and insights.

Resources



Article: Fundraising on a Budget

Article: Where to Look for 'Difficult to Fund' Costs

Article: Navigating the Cost-of-Living Crisis for Heritage Fundraisers

Article: Innovation in Times of Change: New Approaches to Fundraising for Heritage Organisations

Sector Snapshot: Fundraising Challenges and Opportunities for Heritage Organisations

Video interview: Top 10 tips for heritage fundraisers in 2023 and beyond

Who the programme reached

Over the six months November 2022 to April 2023, the **Fundraising** strand of **Rebuilding Heritage: Cost of Living** reached



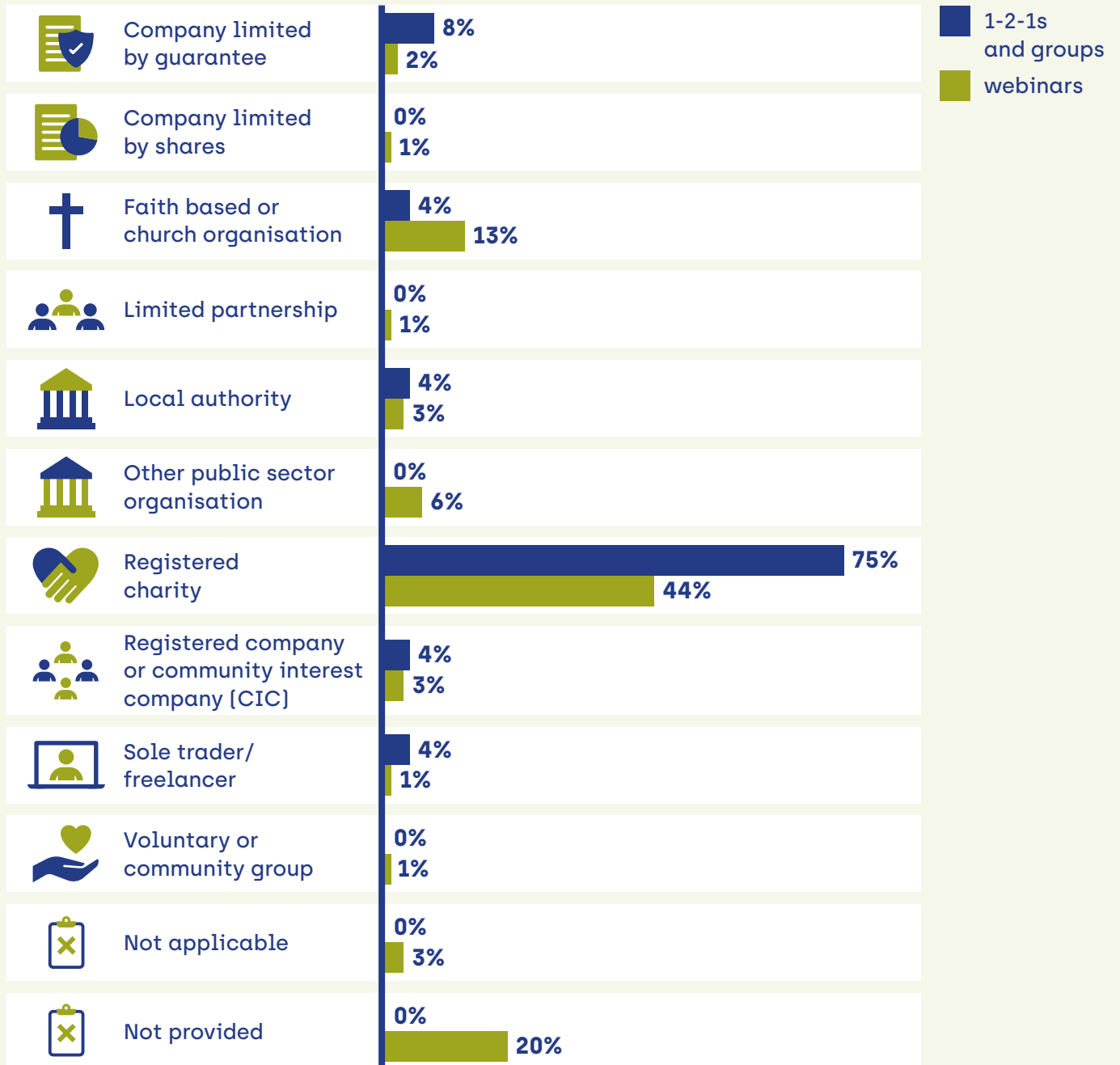
There was engagement with both webinars and 121 support from across the heritage sector. As for other strands of support, highest engagement is from the **'Museums, libraries, archives and collections'** and **'Historic buildings and monuments primarily managed as heritage'** categories of heritage organisation. There is also high engagement from **Places of worship**.

Type of heritage



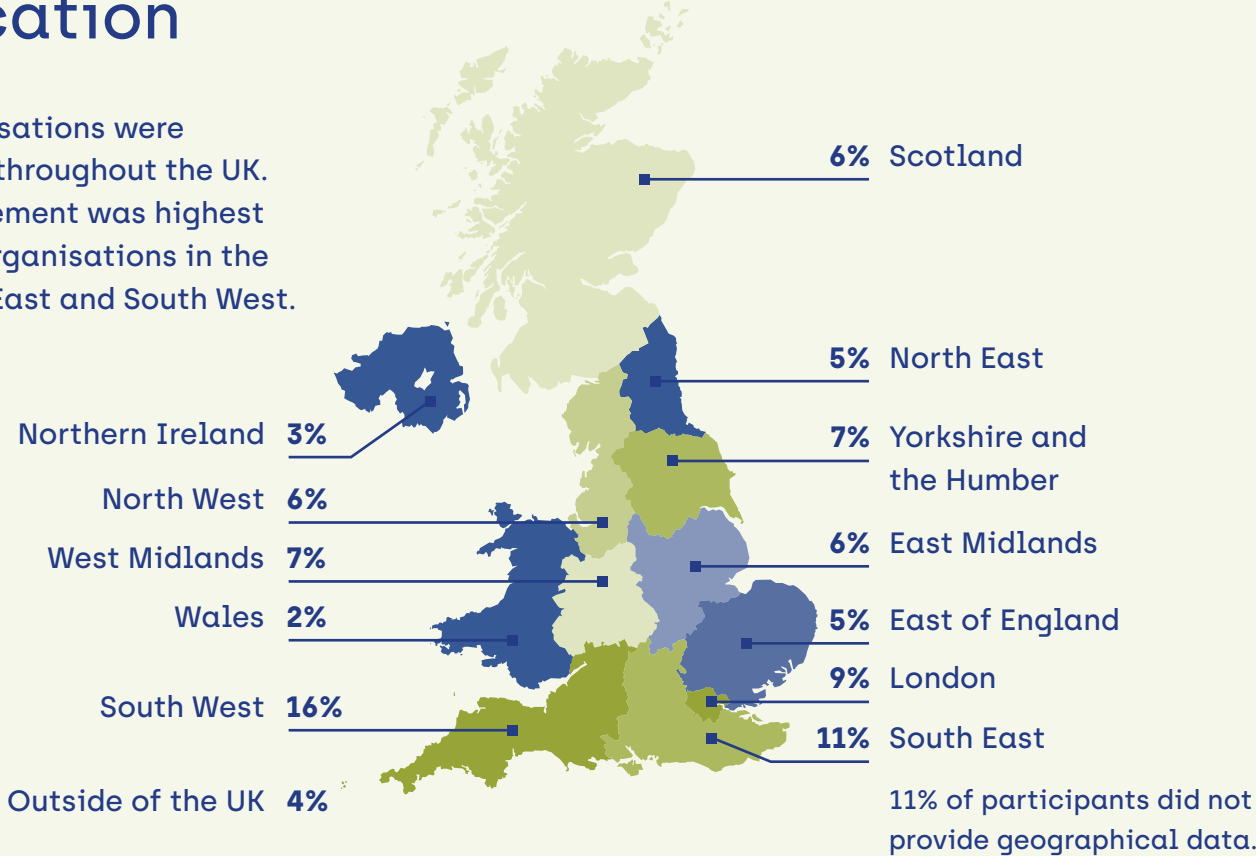
Type of organisation or business

The majority of organisations taking part were charities; faith-based organisations was the next largest category.



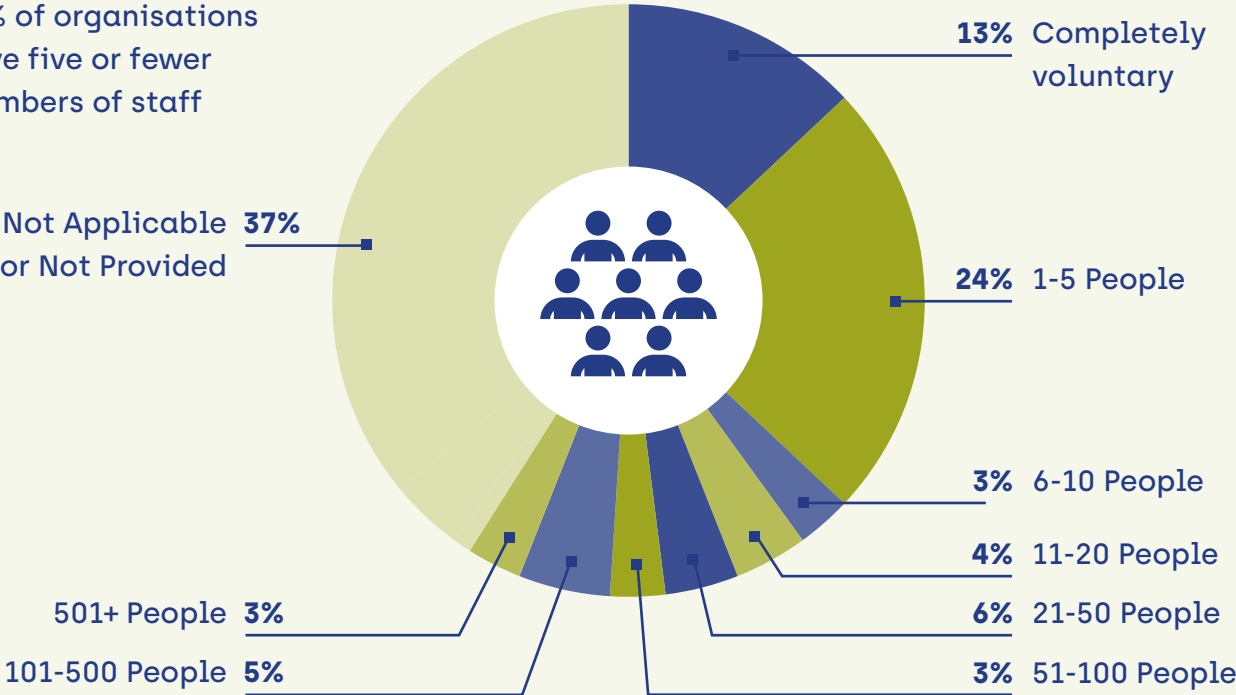
Location

Organisations were based throughout the UK. Engagement was highest from organisations in the South East and South West.



Size of organisation or business

37% of organisations have five or fewer members of staff



Challenges faced by the sector

The ongoing impact of COVID-19

The sector is still recovering from the impact of COVID-19. 86% of organisations that applied for Fundraising support provided examples of the continuing impact of the pandemic. Common themes are:



Fewer visitors resulting in reduced income



New costs due to new methods of operating



New services

Examples of the ongoing impact are given in these quotes from applications for fundraising 1-2-1 consultancy support.

“

“Loss of visitor income, community room could not be let out. Audience demographic has changed and been more sporadic.”

“

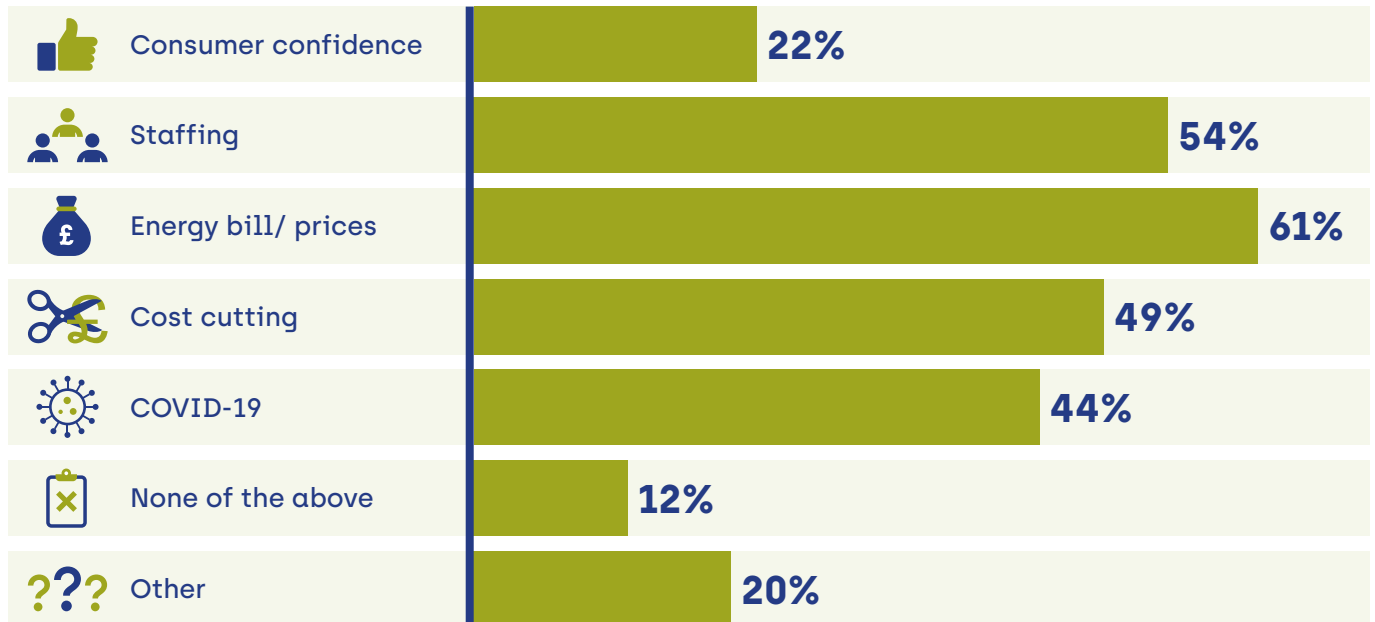
“Covid has meant that our events have become hybrid (in-person and online). This requires additional expenditure on IT support and has significant impact on our ability to breakeven.”

“

“We still have not recovered from the pandemic, with our fundraising struggling to return to pre-pandemic levels whilst facing inflation and cost of living crisis.”

Recent issues

The Rebuilding Heritage: Cost of Living Crisis support programme asked applicants for 1-2-1 consultancy support which of the following issues had impacted their organisation over the last 6 months.



As for applicants to the communications and business planning strands of the programme, **energy bills/prices** and **staffing** are the two issues that have impacted organisations applying for fundraising support most.

Concerns relating specifically to the cost-of-living crisis include:



“

“The cost of everything has gone up meaning that we are finding it harder to afford essential works to keep the material of the building in acceptable condition.”

“

“Success in obtaining grants is going to be extremely difficult and grants do not cover many of the overheads.”

Priority issues for applicants seeking fundraising support:



Sponsorship and how to encourage take-up by businesses, themselves facing cost-of-living pressures.



Analysing the success of fundraising strategy.



Securing core funding to enable continued delivery of strategic objectives.



Sourcing grant income.



Advice on large grant bids.



Defining a fundraising strategy.



Developing a general fundraising strategy (rather than project bid).



Funding charitable activities.



Developing a fundraising strategy and exploring sponsorship opportunities.



Exploring sponsorship income and developing relationships.



Developing a fundraising strategy, crowd-funding and online funding options.



Advice on NLHF applications.



Future fundraising strategy.



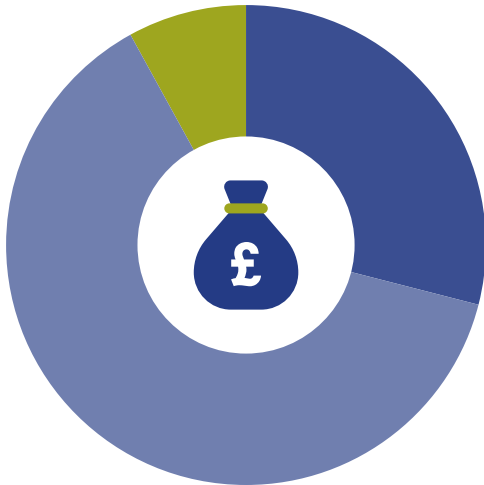
Review of unsuccessful applications so can improve success rate.



Diversifying funding streams.

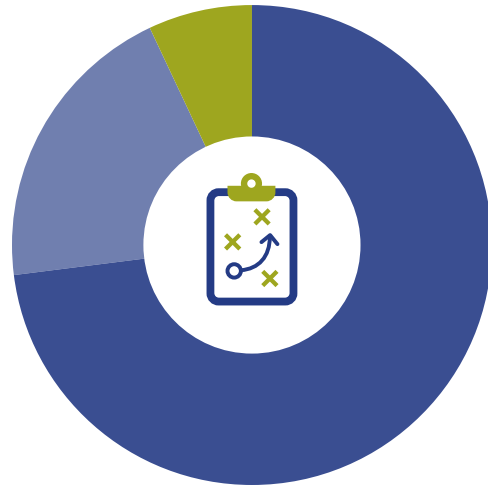
The **most common** need is the development of a fundraising strategy that encompasses multiple income streams. Advice on where to look for grant income is another frequent request.

Fundraising capacity varies amongst the organisations applying for support



- 29%** There are **no** staff or volunteers with fundraising experience
- 63%** There are staff or volunteers **with some** fundraising experience
- 7%** There are **dedicated** staff/ volunteers for fundraising

Does your organisation have a fundraising strategy/plan and is it up to date



- 73%** **No** we do not have a fundraising strategy
- 20%** **Yes** we have a fundraising strategy **it needs updating**
- 7%** **Yes** we have a fundraising strategy **it is up to date**

How the support helped



90%

of 1-2-1 consultancy support was rated 4/5 or 5/5 in evaluation responses.

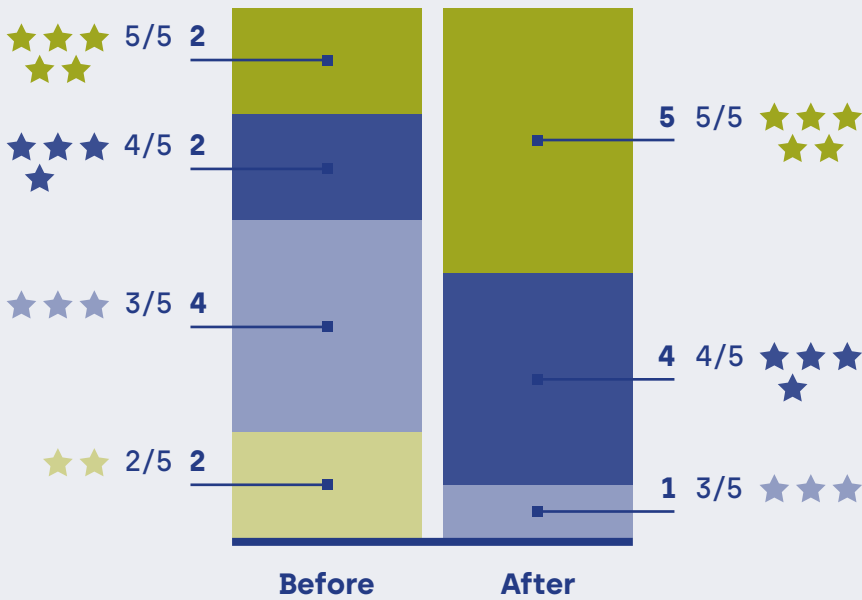


86%

of webinars were rated 4/5 or 5/5 in evaluation responses.

Skills, knowledge, confidence

How would you characterise your overall confidence before and after your 1-2-1 consultancy support? (1 low, 5 high)



Confidence levels increased after the 1-2-1 consultancy sessions.

Immediate actions

People have been quick to take action after the 121 support. The most frequent immediate action is to follow up on links and resources sent by the consultant after the session.

“Followed up on further links and information sent to me.”

“I have made contact with several funders. I have started to re-write the business plan.”

“I have identified at least two potential funders from resources suggested and expect to complete applications in the next few days.”

“Researched some of the funding sources discussed.”

Following the webinar, participants have gained insights into the broader funding landscape and learnt about a range of techniques and opportunities to diversify their approach to fundraising and income generation. This helps people to develop and update their fundraising strategies.

“

“I’m about to begin writing our Fundraising Strategy and this has given me direction and lots to reflect on.”

“

“The concepts were not all new, but the emphasis on how times are changing [and the stats] were good pointers and evidence to give to other trustees.”

Longer term benefits

For the longer term, participants feel more confident and better-informed about the fundraising landscape and the wider range of opportunities for income generation. Although it's difficult to report concrete fundraising successes so soon after the support, evaluation feedback indicates optimism and a clearer sense of direction amongst participants.

“

“Be able to have more confident applying for funding and looking up alternative / non-traditional areas of funding.”

“

“The training has informed our fundraising planning and I believe this will help us to widen the scope of our fundraising.”

“

“The consultant was knowledgeable, passionate and helpful - having access to this, for free, has been really beneficial and the advice given will fundamentally shape our fundraising plan”

“

“Galvanised to relook at our fundraising strategy”

Conclusion

Rebuilding Heritage: Cost of Living (fundraising) supported

111 individuals from
108 organisations

88%

of 1-2-1 participants indicated that the support would help their organisation to mitigate the impact of COVID-19 and cost-of-living pressures.

Fundraising support received the highest number of individual webinar sign-ups and the highest number of applications for 1-2-1 support. This indicates ongoing demand for support and the importance of fundraising and income generation to the heritage sector now. However, only 60% of organisations who received 1-2-1 support felt they would benefit from follow-on support (the lowest proportion of the three programme strands).

Although the live programme closed in March 2023, a wide range of resources is available on the Rebuilding Heritage website to help heritage organisations update their approach to fundraising and income generation.

Resources



Webinars

[What Does Fundraising Look Like in 2023?](#)

Articles

[Fundraising on a Budget](#)

[Where to Look for 'Difficult to Fund' Costs](#)

[Navigating the Cost-of-Living Crisis for Heritage Fundraisers](#)

[Innovation in Times of Change: New Approaches to Fundraising for Heritage Organisations](#)

Snapshot

[Sector Snapshot: Fundraising Challenges and Opportunities for Heritage Organisations](#)

Interviews

[Top 10 tips for heritage fundraisers in 2023 and beyond](#)

To find all Rebuilding Heritage resources, please visit: www.rebuildingheritage.org.uk/resources

Sign up to our mailing list to keep informed about the project's developments: <https://bit.ly/3NaykFi>