

**Enriching Regions: The Art Fund Collecting Scheme** is a funding initiative designed to boost regional museum and gallery collections - thanks to generous funding from the Esmée Fairbairn Foundation.

Launched at the end of 2006, Enriching Regions combines the simplicity of a match-funding initiative with a long-term view which acknowledges the importance of developing personal philanthropic relationships for the future of museum collecting.

The scheme has been devised in direct response to research The Art Fund undertook in 2006. *The Collecting Challenge: The Art Fund Museum Survey 2006* found that many museums are no longer actively collecting, and that almost 70% now acquire new material mainly or solely by gift.

The survey also revealed that the three poorest regions in collecting terms are the East Midlands, West Midlands and the East of England, and that local authority-owned and independent museums are the types of museum that are least able to collect. The scheme is specifically designed to assist museums in these three regions with the greatest need to explore new sources of funding and reenergise their collections.

### **How Enriching Regions works and how to apply**

- There is a fund of £45,000 available for each region. You can apply as often as you like as grants will be assessed on a case by case basis.
- Museums can apply for a grant towards any work of art or object with aesthetic significance which relates to their collections and collecting policy.
- Applications are invited for grants of between approx. £500 and £12,000.
- The funding package should comprise a donation from a private individual or group of individuals or business, or any combination, and a grant from The Art Fund. We will discuss the minimum private donation on a case by case basis.
- In circumstances where there is proven need The Art Fund will also consider 100% grants.
- There is no deadline for applications to the scheme but the last date applications can be received is **30 November 2008**.
- You should use the same on-line form as for The Art Fund's other grant giving schemes – go to [www.artfund.org](http://www.artfund.org), register on the website, then go to the 'Apply for a Grant' pages, and follow the instructions.
- It is crucial that you call the Grants Office to discuss potential applications – if acquisitions are not suitable under Enriching Regions you may well be able to apply to The Art Fund under the Small Grants and Main Grants schemes.
- If you would like advice about how to approach donors we recommend first reading the case studies below for inspiration. You can also call The Art Fund to discuss your ideas. Another organisation who may be able to help is Arts & Business, who can provide assistance to Museums wishing to establish and develop relationships with individual and business donors. See below for more information.

**To discuss Enriching Regions and potential applications, please call Sarah Philp, Senior Grants Officer, on 020 7225 4803, or email [sphilp@artfund.org](mailto:sphilp@artfund.org).**

## **How is Enriching Regions different from other Art Fund schemes?**

Enriching Regions is designed to revitalise collecting and to raise the awareness of its importance among visitors to your museum and the local community. Instead of putting together a funding package which relies upon the usual Trusts and Foundations, this scheme is intended to help build relationships with local and regional donors and benefactors and create a sustainable vision for the museum's collection.

Find a private donor – be they an individual, a collection of individuals, a business or any combination – who wish to contribute towards a new acquisition and you can apply to the Enriching Regions scheme for the rest of the funding. Applications will be assessed on a case-by-case basis and the aim is to get a decision to you as swiftly as possible.

Enriching Regions can generate positive results for both the donor and the museum, and benefits include:

1. No 'logo soup' – contributions from only two sources rather than an array of Trusts and Foundations means the donor takes a prominent role in the acquisition.
2. A case-by-case decision making process means that private donors should be able to see the results – and the benefits – of their donation quickly, enabling you to develop the relationship.
3. If an application is successful, The Art Fund's Press Office will also assist with local and regional press, which may help secure good PR for a local business.

Enriching Regions will also help with acquisitions which are time-critical and/or where there is no other funding available by considering 100% grants.

However if your acquisition does not fit within the remit of this scheme we may still be able to help through either our Main Grants Scheme or our Small Grants Scheme. Please telephone if you are in any doubt.

## **How Enriching Regions can help unlock private donations**

The Art Fund realises that approaching private individual and business donors and developing these relationships can be difficult and time-consuming. However, it is now increasingly accepted that developing personal philanthropic relationships is crucial for sustaining the future of museums and museum collecting.

Enriching Regions has been a catalyst for many museums looking to develop both new fundraising strategies and existing relationships amongst the local and regional community.

Successful applicants have proven that simple ideas, openness to and the inclusion of the existing museum supporter base in the fundraising endeavour, and a little courage and tenacity can unlock funds from unexpected sources.

Below are a few case studies which we hope will provide inspiration.

## Case Studies

### Norwich Castle Museum & Art Gallery



#### *The Hevingham Torc Ring*

(Private donation of £300; Enriching Regions grant of £700)

The Treasure Act 1996 has made it a legal obligation to report finds of gold, silver and other coins, and Norfolk has more finds declared as Treasure than any other part of the country. It has therefore been important for Dr Tim Pestell, Curator of Archaeology at Norwich Castle Museum & Art Gallery, to get to know the core group of regional metal detectorists and archaeologists who have a keen interest in this area, promoting the Museum and its collections and encouraging the sharing of knowledge. Enriching Regions has enabled the curator to develop this relationship, turning supporters into donors, and consolidating their interest in Norwich's archaeological collections.

### Jackfield Tile Museum (Ironbridge Gorge Museum Trust)



#### John Piper *Coalport, Salop*

(Donation from local business community of £1,000; Enriching Regions grant of £11,500)

Raising funds from the business community, particularly for a museum's collections, can be a difficult task, and so the Ironbridge Gorge Museum Trust decided to utilise the connections and business acumen of a core group of supporters – its Trustees – to unlock funding from local business. Working through this channel enabled the Trust to strengthen and develop the existing links between the museum, its Trustees, and the business community.

## Ely Stained Glass Museum



Edward Woore *Christ in the Carpenter's Shop*

(Local fundraising drive contribution of £300; Enriching Regions grant of £2,950)

The Stained Glass Museum's approach to raising funds locally was to mount a mini-campaign, which proved a direct way of engaging the interest of their local community. Targeting a sympathetic audience – the museum's visitors – they mounted three small fundraising activities which together raised the match funding they needed: asking visitors to pay to have their photographs taken in a mock stained glass window at the Ely Eel Day Parade; the proceeds from their annual garden party raffle; and a sign placed next to the piece, which was on loan, that read 'Help us buy this window' and offered an easy way to donate – the museum's collection jar. These simple activities proved very effective, and £300 was raised in a couple of months, with the local community able to feel a part of the acquisition process.

## Birmingham Soho House Museum



Regency firegrate attributed to George Bullock

(Private donation of £200; Enriching Regions grant of £5,500)

As longstanding and generous supporters of their museums, Friends' organisations are excluded under Enriching Regions from being able to contribute the match funding. However, they are often the most dedicated and approachable group for curators to engage first, and so Soho House asked their Friends if they could spread the word about Enriching Regions, and help them find potential donors. As a result of discussing the funding initiative, one of their Friends came forward as a new private donor to enable this acquisition. Turning a Friend into a donor can have positive and far-reaching effects, and Enriching Regions is one way to encourage this transformation.

## **Arts & Business and how they can help**

Arts & Business are another resource for museums looking to develop their fundraising strategy targeting businesses and private donors. The organisation runs workshops which focus on individual giving and offer one-to-one seminars where you can discuss your ideas for fundraising in more detail and get advice.

If you are interested in Arts& Business events and would like more details, or would simply like some advice, please contact the regional office:

### **Arts & Business West Midlands**

Suite 16-18, 21 Bennetts Hill, Birmingham, B2 5QP

Telephone: 0121 248 1200

Fax: 0121 248 1202

Email: [midlands@AandB.org.uk](mailto:midlands@AandB.org.uk)

### **Arts & Business East Midlands**

Martindale House, The Green, Ruddington, Nottingham, NG11 6HH

Phone: 0115 921 6950

Fax: 0115 921 6903

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### **Arts & Business East**

67 Regent Street, Cambridge, CB2 1AB,

Telephone: 01223 321421

Fax: 01223 365536

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