Arts Emergency: trust fundraising consultant brief
January 2022

Summary
National charity Arts Emergency is looking to appoint a trust and foundation fundraising consultant to support our work to give young people from underrepresented backgrounds a fair start in the arts and humanities.

About Arts Emergency
Arts Emergency is a mentoring and networking charity founded by comedian Josie Long and activist Neil Griffiths. We help marginalised young people (aged 16-25) overcome barriers to participation and success in the creative and cultural industries by encouraging positive connections with established professionals. Since 2013, we have worked to address the inequality in the creative industries through providing expert mentors; opportunities such as workshops and free tickets; education and training; career support such as work experience and internships, and advocacy.

Extra opportunities and mentors are sourced from our network: a supportive community of over 7,000 cultural professionals that young people can draw on for connections and advice up until the age of 26. Network members bring a wealth of experience across the fields of TV, film, music, art, fashion, academia, journalism, publishing, design, and theatre. High profile members include actor and writer Julie Hesmondhalgh, comedian Nish Kumar and author and journalist Reni Eddo-Lodge. We are a small charity with 8 board members and 18 members of staff that make up 13 full-time equivalent roles. We currently run mentoring projects in London, Greater Manchester, Merseyside and a national project that reaches a further 40 places.

Our vision is for every young person to have the chance to contribute to the culture they live in, and we exist to level the playing field to make this possible. As of January 2022, we support 1,300 brilliant young artists, activists and thinkers.

The context and future plans
Young people from privileged backgrounds are four times more likely to make it into the creative industries than their less advantaged peers, which silences voices from socio-economically disadvantaged backgrounds.

In 2018, we collaborated with academics and Create London on a report titled ‘Panic! Social Class, Taste and Inequalities in the Creative Industries’, which found that people of colour and working class people, for example, are significantly underrepresented in the creative industries. It found that there are four major contributing factors to this inequality: sector wide acceptance of unpaid labour, a propensity to work and socialise in closed networks, less access to creative opportunities for young people from less privileged backgrounds, and a lack of awareness of these structural disadvantages by creative and cultural gatekeepers.

Things have only worsened in the last two years as a result of the pandemic. And so we are committed to continuing our growth and supporting more young people than ever before over the next three years.
Our two priorities over 2023-25 will be:

- **Expand nationally**
The Panic report research also concluded that the greatest need exists outside of London, so we have identified 10 priority areas that meet a combination of eligibility and viability criteria. We will launch one new localised Arts Emergency project each year starting January 2023.

- **Develop current offer for 18-25-year-olds, with an increased focus on careers support**
In 2021 we had our first cohort of national 18+ mentees, with 85 young people involved from over 35 local authorities including in Wales and Scotland. We were hugely oversubscribed and sadly had to reject 108 applications from across the UK. In order to meet this need, and knowing that our programme has since had a positive impact on the young people, we want to continue into 2022 and beyond. We will also be recruiting a careers officer to help our Young Community with expanded work experience and paid work programmes, and tailored CV, interview and employability support.

**Aim and purpose of engaging a fundraising consultant**
Arts Emergency is looking to appoint a trust and foundation fundraising consultant to support our work to give young people from marginalised backgrounds a fair start in the arts and humanities.

Over the last three years we have successfully diversified and tripled the charity's annual income. Our 2022-25 fundraising strategy is in development and will have a focus on building a broader pipeline of strategic, multi-year trust funders. Due to limited capacity in-house, we are seeking a specialist trust and foundation fundraising consultant to help deliver this strategy. The consultant will be supported by Arts Emergency's Fundraising Manager and wider team including Head of Operations and Finance, Head of Programmes and CEO.

The successful applicant will:
- review Arts Emergency’s already developed pool of potential trusts and foundations to apply to, identifying and adding other suitable funding opportunities
- develop and write applications to new prospects such as Henry Smith Charity, Garfield Weston Foundation, The Rayne Foundation and John Ellerman

**Goal:** Revenue or core multi-year funding to support Arts Emergency’s national expansion
**Target income:** £140,000 (expecting that most grants will be recurring for 2+ years)
**Timescale:** Start work in March 2022, or sooner. Complete by the end of April.
**Resources:** Arts Emergency website, 2020 impact report, 2019-20 annual accounts, Panic report

**Application details**
Please submit a proposal of how you would work with us in the areas specified above. Provide details of relevant experience you have had in the past. Give an idea of your daily fee and how you would break down the time budgeted for. We are looking to appoint somebody to start working with us the first week of March 2022, or earlier if possible.

If you have any questions about the brief, please call on the number below ahead of submitting your proposal. Total budget for this brief is £4,000 including expenses, plus VAT if applicable.

Email proposals by 5pm, Monday 14 February to:
Lucy Newton - Fundraising Manager, Arts Emergency
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