



**£17.5m**

**What?** A **£17.5 million** programme to help organisations develop fundraising skills and raise more private income.

**When?** July 2016 to August 2019.



## Who?

**160** arts organisations were supported across England to unlock private income. These organisations were small, mostly based outside London, and had a limited track record of fundraising.



## Why?

Catalyst: Evolve built on the success of the previous **£100 million** Catalyst: Arts programme, which had similar aims but targeted organisations of all sizes with more experience of fundraising.



## What has the programme helped its grantees to achieve?



**£11.1m** of private income secured.

The number of organisations targeting individual giving rose from **51% to 94%** during the programme.



**71%** of grantees met their private income target

**76%** now share their fundraising strategy with the whole organisation

**79%** are more inclined to experiment with fundraising strategies

**80%** reported a better understanding of what motivates donors



**83%** stated that the board of trustees were now confident in fundraising, up from **42%** at the start of the programme.

## What were the most recurring challenges encountered by grantees?



Attracting and recruiting staff with specific fundraising expertise.



Raising income from corporate sources.



Converting targeted donors into actual donors.