

The Gladstone Theatre (TGT) - Call for Fundraising Consultant

Requirement : Consultant to develop an annual Fundraising Strategy for TGT donations and sponsorships

Deadline for submissions: October 21, 2022 by email to the attention of :
theatremanager@thegladstone.ca

The Gladstone is seeking a consultant to develop an annual fundraising strategy for the next 3-5 years, with a focus on donations and sponsorships including larger gifts that could build toward a capital campaign. This project has been made possible with support from the City of Ottawa.

Background:

- The Gladstone Theatre is a not for profit/charity organization with two part-time staff (Theatre Manager and Front of House Manager), each working about 25 hours per week
- The Board of Directors consists of 9 members, which includes a 3 member Fundraising Committee
- Canada Helps and box office software are used for monetary donations
- The theatre applies for and receives a number of grants from funding agencies and foundations for both operational and special projects, with assistance from a grant writing contractor
- Donor categories and incentives have recently been updated
- Donations from private individuals were approximately \$21K for fiscal year (July 1, 2021 to June 30, 2022)
- Current fundraising activities include:
 - Letter campaigns (Nov/Dec 2021 and June 2022)
 - Silent Auction, May 2021
 - Gifts online with ticket purchases

Scope of the work:

- Undertake an audit of current donor/sponsor practices and recognition, and make recommendations for improvement
- Identify a case for support and suitable activities that can increase the number of donors and sponsors and the amount of funds raised, in consultation with the Board fundraising committee and the Theatre Manager
- Identify an updated list of prospects for larger gifts and sponsors, excluding foundations
- Identify the staff/contractors/volunteers required to accomplish these tasks in the short and medium term, with estimated costs
- Identify key performance indicators in order to evaluate fundraising activities
- Provide coaching and assistance to staff implementing the strategy (2h/week)

Experience:

- 5 years' experience developing fundraising strategies for charities, including expertise in developing fundraising strategies for local arts organizations, ideally theatre
- Successful development and implementation of at least 3 fundraising activities within the last 2 years in a paid capacity

- Knowledge of and experience fundraising in the local (Ottawa) community. Experience with BIPOC communities would be a significant asset.

Requirements:

- CV demonstrating the experience requested, and other related experience and abilities in line with our requirements
- Proposed approach and methodology
- Agreement to respect TGT's Code of Conduct
- The time frame for the work and deliverables

Fees available: \$7,000 (including HST)

The Gladstone Theatre is committed to diversity, inclusion and providing opportunities to everyone regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability or gender identity. Theatre is a celebration of human stories. We value yours.