



## ASSITEJ

International Association of Theatre for Children and Young People

### Call to create an “ASSITEJ Fundraising Working Group”

#### **Rationale:**

ASSITEJ International currently receives funds from the following sources: membership fees from 72 paying national centres, networks and individuals, advertisements for the magazine and the Friends of ASSITEJ. These amounts go towards the creation and support of projects, publications and promotions, and Artistic Gatherings, EC meetings and Congress and Assembly - the work of the Association. However, to be sustainable, ASSITEJ needs to explore new ways to expand our scope for revenue raising.

The Executive Committee of ASSITEJ, acting on the request of the General Assembly intends to create an “ASSITEJ Fundraising Working Group” that will serve the purpose of:

- 1/ verifying **if** ASSITEJ can develop fundraising as a sustainable focus for the international association.
- 2/ developing **how** ASSITEJ can fundraise within the challenges of the international association
- 3/ determining **what** levels of fundraising are possible within these considerations.

#### **Who are we looking for?**

- The working group will be composed of experts in fundraising.
- The working group will draw from International funding experience.
- The working group will be drawn from the membership of ASSITEJ.

#### **What we already know:**

In the past three years of the working plan, the following have been identified as issues facing ASSITEJ in the area of fundraising:

- 1) While the Association is now registered in Italy, it has a relatively brief history despite its existence over 52 years, and does not command a large budget. It also has no track record of administering funding of any size. It is therefore quite weak. However, there are aspects of its history and activity that can be considered as strengths and we need to think about how to exploit these, eg: the benefit and impact of the arts for children and young people;
- 2) The international status of the Association is a possible handicap for the accessibility of public or private grants/donations, eg: no independent access to tax concessions;
- 3) The nature of the Association is a possible handicap to sponsorship eg: we are confident of impact, benefit, cultural equality and international reach; but we are not confident that we can offer the kind of exposure sponsorship requires;



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- 4) The difficulties around a volunteer membership and what action is possible within the time required, as contrasted with the engagement of a professional fundraiser. There is a risk of separation of vision that is inherent in an outside fundraiser. There is difficulty in finding appropriate resources to pay a professional fundraiser for the necessary time, accepting also the economic risks of failure;
- 5) The difficulty in defining the goals of the fundraising in financial terms;
- 6) The difficulty in creating realistic and operative plans of fundraising in order to direct any found resources toward:
  - Sustainability and consistency: Supporting the life of the Association, particularly of the Secretary General;
  - Increased action in the field: To enable projects of the Association;
  - Advocacy : To launch and support initiatives that draw focus to the Association;
- 7) The difficulty in attempting to participate in Public Calls, eg; the EU Projects, due to the lack of capacity – human and financial;
- 8) The complexity of creating economical relationships with international institutions with aims that are close to us, eg: UNESCO, UNICEF.

These problems are so complex that the need for expertise in these considerations is vital.

### **Process:**

To find a way forward, the EC will be holding a one-day Think Tank for the fundraising working group on 24 January 2018, during the Executive Committee meeting at Panoptikum in Nuremberg. Accommodation (1 night) will be covered for the participants. Unfortunately ASSITEJ doesn't have the resources to cover international transport.

The Think Tank will be an opportunity for anyone interested to explore the possibilities and possible constraints to raising funds for ASSITEJ, and will hopefully verify the feasibility of launching the “ASSITEJ Fundraising Working Group” and lay the foundations for such a group. We invite all those interested in becoming part of the ASSITEJ Fundraising Workgroup to attend this meeting, either in person, or virtually, through live streaming, skype or conference call. Those unable to attend in any way are encouraged to send in thoughts and analysis around the idea through video or a written paper.

To apply to be a part of the one-day Think Tank (and then possibly the Fundraising Workgroup), the ASSITEJ Executive Committee request all who are interested, to send their “**Letter of Intent**” to the President, Yvette Hardie at [president@assitej-international.org](mailto:president@assitej-international.org), accompanying it with a short presentation of:



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- Their own professional skills;
- Their own experiences of fundraising, specifically of international experience;
- Their initial analysis and operational hypothesis on ASSITEJ Fundraising;
- Their proposals on the mode of operation of the Workgroup

The Secretary General will employ a person to do research before, and to attend and document during the Think Tank when it meets.

The person identified by the Secretary General will be asked to research and consolidate the proposals coming out of the Think Tank, and to present a possible way forward to the EC. The Executive Committee will identify possible modes of operation to verify concretely, and to share with the ASSITEJ community during the next ASSITEJ Artistic Gathering in Beijing.