

The Butler Gallery at Evan’s Home – Fundraising Plan



Contents

The Butler Gallery at Evan’s Home – Fundraising Plan	1
Introduction	2
Responsibility / Authority	2
Location of The Butler Gallery at Evan’s Home	3
Fundraising Objectives (2018 – 2020)	4
Summary of € Fundraising Objectives (Net)	4
Evan’s Home Fundraising Campaign Objectives	4
Long-term Operational Fundraising Objectives	4
Fundraising Activities (2018 – 2021)	5
Evan’s Home Major Gift Campaign	5
Gala Art Auction	6
Evan’s Home Benefactor & Patron Subscriptions	7
Annual Fundraising Art Commission	8
Summary of Implementation Plan	9
Next Steps	9

Introduction

The Butler Gallery based in Kilkenny Castle will commence its long-term plan to move to Evan’s Home in 2018. Evan’s Home is currently accessed off Barrack Lane in Kilkenny, which is between Kilkenny City Library and St. John’s Church. Work will begin on the €5.5 million capital project in the summer of 2018. The majority of funds required for the development of the Butler Gallery at Evan’s Home have been committed by the Department of Culture, Heritage and Gaeltacht (€2 million), Kilkenny County Council (c. €2.5m) and Fáilte Ireland (€1.085m).

The project will result in a landmark new art gallery and cultural attraction for Kilkenny, The South East and Ireland. It will house the Butler Gallery’s significant permanent collection; a planned gift of artworks from the estate of Kilkenny-born artist Tony O’Malley; a home for the extensive Learning and Engagement Programme of the Butler Gallery; a new double-height gallery for the Butler Gallery’s highly respected contemporary exhibition programme; a walled garden and a new café.

As a part of this project, the Board of the Butler Gallery are committed to a multi-faceted fundraising campaign. It is expected that this campaign will take a minimum of three years and will involve all Executive and Board members for the duration of the campaign. The initial objective is to raise in excess of €200,000 toward the fit-out of the Butler Gallery at Evan’s Home. This will enable the appropriate specification and operation of the building including equipment for all spaces. The campaign will seek to secure multi-annual gifts, which will ensure the sustainability of the Butler Gallery at Evan’s Home in the future.

Responsibility / Authority

In line with the founding articles of association and constitution of The Butler Gallery, overall responsibility for the Governance of the organisation rests with the Board of Directors. The Board of Directors allocates authority for the Direction of The Butler Gallery to the Director, Anna O’Sullivan.

The Board of Directors of The Butler Gallery include:	The Executive of The Butler Gallery include:
Andrew Hetherington [Co- Chair] , Appointed 03/2011* Beatrice Kelly [Co-Chair - Kilkenny] , Appointed 06/2014* Emer Foley , Appointed 05/2003* Chloe O’Connor , Appointed 09/2011 Seán Ó hArgáin , Appointed 02/2015* Ian Coulter , Appointed 04/2016 Aideen Barry , Appointed 11/2016	Anna O’Sullivan , Director / Chief Curator Hollie Kearns , Learning & Public Engagement Curator Ailis Feehan , Administrator (Part-time) Pauline Swaine , Visitor Services

*Member of subcommittee of the Board for the Evan’s Home Construction Project.

The Fundraising Plan for Butler Gallery at Evan’s Home will be:

- Proposed to the Board of Directors of the Butler Gallery at a meeting on **11 April 2018**
- Feedback and amendments on this Fundraising Plan are due by **2 May 2018**
- The revised plan will be proposed for adoption by the Board of Directors on **30 May 2018**
- This Fundraising Plan will commence on **1 June 2018 and will complete on 31 May 2021**
- It will be published on the Butler Gallery website <http://www.butlergallery.com/our-new-home/>
- Subsequent fundraising plans for the Butler Gallery will be informed by this plan

Prepared by: Anna O'Sullivan (Director) and Andrew Hetherington (Chair), Butler Gallery

The objectives and effectiveness of the Fundraising Plan will be assessed annually in May (2019, 2020 & 2021). Any changes to this Fundraising Plan must be proposed to and approved by the Board of Directors of The Butler Gallery.

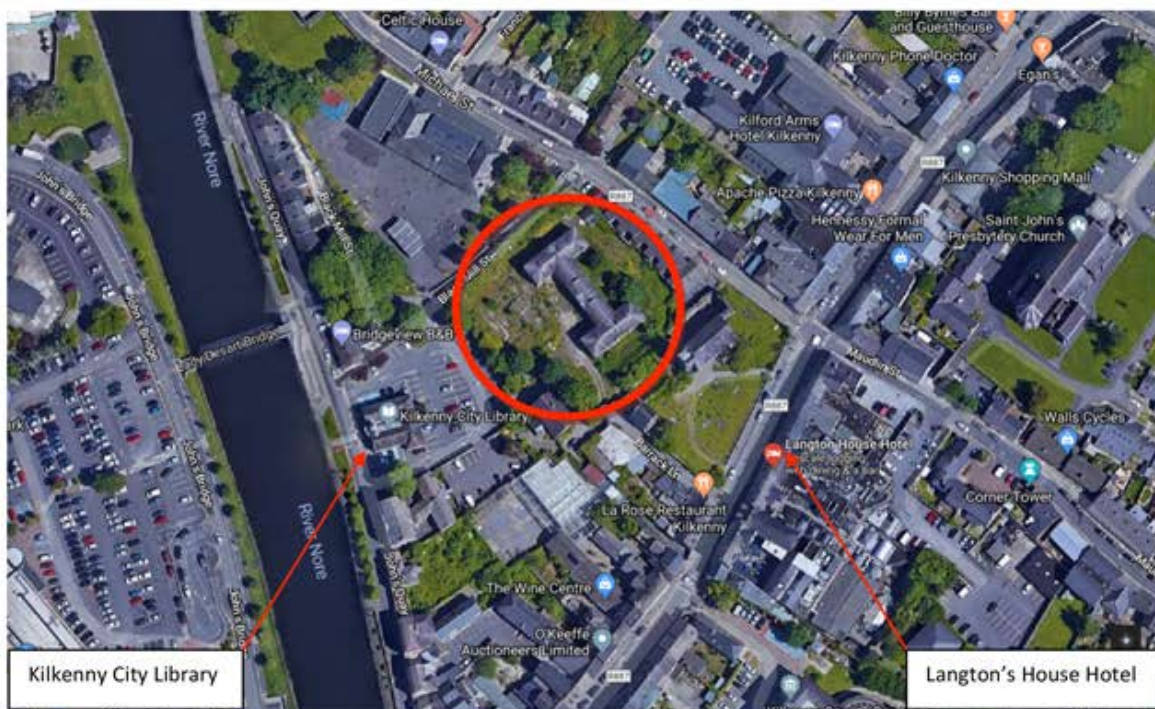
Overall responsibility for the execution of this Fundraising Plan rests with the Board of the Butler Gallery and the Director of the Butler Gallery. The Board of The Butler Gallery believe that additional human resources will need to be contracted during the term of this fundraising plan to ensure the achievement of the Plan's objectives.

This Fundraising Plan was adopted by the Board of Directors on 30 May 2018 and is signed by:

	
Andrew Hetherington (Co-Chair)	Beatrice Kelly (Co-Chair)

Location of The Butler Gallery at Evan's Home

Although access will remain from St. Patrick's St., Kilkenny via Barrack Lane, a new entrance will be created for the Butler Gallery at Evan's Home. This new entrance will connect the Butler Gallery with Kilkenny City Library (close to the Lady Desart Bridge) enabling connectivity between the two buildings and creating a new civic quarter in Kilkenny City.



Fundraising Objectives (2018 – 2020)

Summary of € Fundraising Objectives (Net)

	2018	2019	2020	2021	Total
Major Gifts		€20,000	€40,000	€40,000	€100,000
Art Auction		€40,000			€40,000
Membership (New)	€5,000	€15,000	€20,000	€20,000	€60,000
Art Commission	€10,000	€10,000	€10,000		€30,000
Total	€15,000	€85,000	€70,000	€60,000	€230,000

Evan’s Home Fundraising Campaign Objectives

The Board and Executive of the Butler Gallery will create and execute an ambitious and achievable set of fundraising objectives, including:

- A new **Major Gift Campaign**, which will result in a minimum of €100,000 (net) being donated to the Butler Gallery over a three year period. Examples of how this will be achieved include:
 - Grants and donations received via public, private and non-profit grant-providing organisations, sponsors and individuals
 - Naming of the Learning and Public Engagement Programme / Rooms (i.e. €20,000 per annum X 3 years)
 - Naming of the Temporary Exhibition Programme Gallery (i.e. €20,000 per annum X 3 years)
- A **Gala Art Auction** comprising artwork donated to the Butler Gallery’s Fundraising Campaign in 2018 / 2019. This will result in a minimum of €40,000 (net) being raised by the Butler Gallery. Examples of how this will be achieved include:
 - Creating an in-kind/pro-bono relationship with an Irish auctioneer to conduct and market the auction with The Butler Gallery
 - Asking for and receiving donations of art work from artists and collectors associated with The Butler Gallery
- Increasing the number of **Benefactor and Patron Subscriptions** to the Butler Gallery by approximately €20,000 per annum. Examples of how this could be achieved:
 - 14 x ‘Evan’s Home’ Benefactors @ €750 per annum (See benefits [here](#))
 - 3 x ‘Evan’s Home’ Patrons @ €3,500 per annum (See benefits [here](#))
- An **Annual Fundraising Art Commission** (modelled on [IMMA editions](#)), which will generate €30,000 (net) over a three year period (e.g. a net of €10,000 per annum/commission)

Long-term Operational Fundraising Objectives

- In addition to the above, The Director and Chair of the Butler Gallery will lead an advocacy and engagement process with public sector organisations aimed at increasing operational subvention of The Butler Gallery. Examples of how this could be achieved:
 - The Arts Council of Ireland to increase annual grant allocation by approximately €25,000 by 2020
 - Kilkenny County Council to provide an annual grant allocation of €25,000
 - Opportunities to fund new Human Resources at the Butler Gallery (e.g. Marketing and Development Executive) via The Art’s Council’s RAISE Programme and Business to Arts’ Fundraising Fellowships

Fundraising Activities (2018 – 2021)

Evan's Home Major Gift Campaign

Goal: €100,000 by the end of 2021

Key Personnel: Board of Directors and Anna O'Sullivan

The Butler Gallery's Major Gift Campaign is a new campaign specifically created to support the Butler Gallery's move to Evan's Home and our work with the artists and audiences we attract every year. With this campaign we want to create state-of-the-art exhibition and learning spaces for the ecosystem of the Butler Gallery.

We will do this in three key ways:

- Supporting artists to exhibit in our **Temporary Exhibition Galleries**
- Supporting primary and secondary level students and older people's participation in our **Learning and Public Engagement Room**
- Supporting artists' work through the purchasing of work for **The Butler Gallery Collection**

Our goal is to raise €100,000 by the end of 2021. We have launched this campaign and are seeking approximately two major funders who will sponsor the Temporary Exhibition Gallery or The Learning and Public Engagement Room. For each, we are seeking €20,000 per annum over a three year period. Each and every Major Gift we receive will bring us closer to our target and provide the vital resources necessary to sustain The Butler Gallery at Evan's Home. The greater the donation, the greater the impact.

Next steps:

- Developing naming agreements for 'sponsors' / 'donors' who support the Temporary Exhibition Galleries of the Learning and Public Engagement Room
- Compiling a list of c.30 qualified prospects before June 2018
- Seeking meetings with Prospects (e.g. 5 qualified prospects per month between June – December 2018)
- Creating potential activation campaigns / communications campaigns for each Major Gift

Key Dates:

- Commencement of communications with qualified prospects
- Meetings with qualified prospects
- Follow-up with qualified prospects (with-in one week)
- Signing of first 'naming agreement' by July 2019

Notes:

For PAYE employees:

- A gift of €6,900 will result in a donation of €10,000 for The Butler Gallery through tax relief
- A gift of €13,800 will result in a donation of €20,000 for The Butler Gallery through tax relief

Prepared by: Anna O'Sullivan (Director) and Andrew Hetherington (Chair), Butler Gallery

Gala Art Auction

Goal: €40,000 by the end of 2019

Key Personnel: Anna O'Sullivan and Ailís Feehan (Potentially with Catherine Marshall)

During 2018 and early 2019, The Butler Gallery will enlist the support of its friends and colleagues in the Irish art world (a significant reservoir of goodwill built up over 75 years) to hold a gala fundraising auction. This event will be reliant on the help of partners including artists, art collectors and buyers, an auctioneer and a host venue.

The fundraising auction will feature renowned and emerging artists, alongside established mid-career artists, who are already selling work through the leading Irish contemporary and international galleries and art-fairs. All artists and collectors involved donating their work for this benefit night.

The Auction, run by (xx) Auctioneers, will partner with the Butler Gallery and will forgo fees and commission for this fundraising event in support of the Butler Gallery Fundraising Campaign. It will take place at XX (Hotel) who will cater the event in-kind for the Butler Gallery. Together with our partners, our goal is to raise €40,000 from the gala art auction.

The auction will be a chance to introduce auction-goers and the public at large to the work of Irish artists and the Butler Gallery. The auction will demonstrate the range and diversity of contemporary art practice in Ireland; and encourage Irish people to engage with and invest in the work of our living artists. At the same time, it will promote and help sustain The Butler Gallery in its new home.

Next steps:

- Seeking meetings with Auctioneers (e.g. Mealys and Morgan Driscoll, Whyte's)
- Seeking meetings with appropriate venues to host the auction (e.g. hotel function rooms)
- Prepare art consignment forms for the Butler Gallery auction. Between 50 – 100 artworks expected?
- Create inventory of consigned work and photograph
- Identify appropriate storage for work in build-up to auction

Key Dates:

- Commencement of communications with artists and collectors
- Closing date of consignment and collection / delivery of work
- Commencement of auction communications with general public
- Auction date

Prepared by: Anna O'Sullivan (Director) and Andrew Hetherington (Chair), Butler Gallery

Evan's Home Benefactor & Patron Subscriptions

Goal: €20,000 per annum by 2021

Key Personnel: All Board Members & Executive

- Each Board Member commits to identifying and securing 2 x new Benefactors by 2020
- Each Executive commits to identifying and securing 1 x new Benefactor by 2020
- As a result of the Major Gift Campaign above, a total of 3 x new Patrons will be identified and secured by 2020
- All new Benefactors and Patrons will be asked to commit for a period of three years.

Benefactor Benefits (€750 per annum)

*** Benefactors can pay by monthly standing order instalments of €65**

– *Loan of a significant work from the collection for a period of 1 year**

- Invitations to exhibition openings for member and guest
- 20% discount on Butler Gallery catalogues
- 10% discount on Butler Gallery Limited Editions
- Invitations to Annual Summer Party
- Annual organised trip to major exhibitions
- Annual visit to artist studio or Art history lecture
- Invitation to occasional post-preview suppers with the Director and Artists

Patron Benefits (€3,500 per annum)

***Patrons can pay by monthly standing order instalments of €295**

- Loan of a group of works from the collection for a period of 1 year*
- Invitations to exhibition openings for member and guest
- 20% discount on Butler Gallery catalogues
- 10% discount on Butler Gallery Limited Editions
- Invitations to Annual Summer Party
- Annual organised trip to major exhibitions
- Annual visit to artist studio
- Invitation to occasional post-preview suppers with the Director and Artists
- Name on Patrons Board

Notes:

For PAYE employees:

- A gift of €750 will result in a donation in excess of €1,000 for The Butler Gallery through tax relief
- A gift of €3,500 will result in a donation in excess of €5,000 for The Butler Gallery through tax relief

Prepared by: Anna O'Sullivan (Director) and Andrew Hetherington (Chair), Butler Gallery

Annual Fundraising Art Commission

Goal: €10,000 per annum by 2018

Key Personnel: Aideen Barry and Pauline Swaine, with support from Anna O'Sullivan

The Butler Gallery's Annual Art Fundraising Commission is a unique limited edition created by exhibiting artists. Each individual work is signed and numbered by the artist offering an affordable way to build a contemporary art collection.

These limited editions art works are the result of the generosity of Irish and international artists. They are rare, yet affordable and are created in connection with exhibitions and projects at the Butler Gallery and have been specially made and donated by the artists in support of The Butler Gallery's work. All editions are available to purchase exclusively from The Butler Gallery and each individual work is signed and numbered by the artist.

As a benefit, Benefactors and Patrons (as listed above) could enjoy a 20% discount on all individual editions and may reserve works or early editions prior to general release.

Proposed Timeline for Annual Fundraising Art Commission

- **May:** Parameters for annual art commission proposed and agreed with Board of Butler Gallery
- **June:** Artist(s) proposed for annual art commission
- **July:** Artist approved for annual art commission
- **August:** Finalised image approved for production process (between artist, studio/fabricator, Butler Gallery) including method, materials and edition number to be agreed.
- **September:** The Butler Gallery to devise marketing campaign around sales of artwork when ready.
- **October:** Artwork to be delivered to The Butler Gallery.
- **November - December 2017:** Full sales and marketing campaign through Butler Gallery (and partners)

Recommendations

- Where possible, high profile artists will attract their audiences to the commission
- Price points that exceed €100 for an artwork will result in a longer sales campaign
- Quick sales of work typically will occur in the range between €25 - €50
- A marketing budget, artist and production fee will be required

Summary of Implementation Plan

To be agreed with Butler Gallery Executive and Board between April and June 2018. Consulting with diary of build and programme plan of gallery.

Year	2018	2019	2020	2021
Jan				
Feb				
Mar				
Apr	Plan / PR			
May	Plan / PR	Review	Review	End
Jun	Implement Plan			Review
Jul				
Aug				
Sep	Art Commission 1	Auction	Art Commission 3	
Oct		Art Commission 2		
Nov				
Dec				

Next Steps

- Seek feedback from Board and Executive in relation to plan and individual components.
- Seek Board leaders for fundraising programme strands with assistance of Co-Chairs and Director
- Consistent item on Board Meeting Agenda and Weekly Executive Meeting
- Subcommittee for New Build extended for Fundraising Campaign to meet every one/two months?
- Weekly (30 min) and monthly (1 hour) progress meetings between Co-Chairs, Secretary and Director initiated for 36 month period
- New Board Members actively sought