

# Philanthropy and the Arts: fuelling creative and social impact outcomes.

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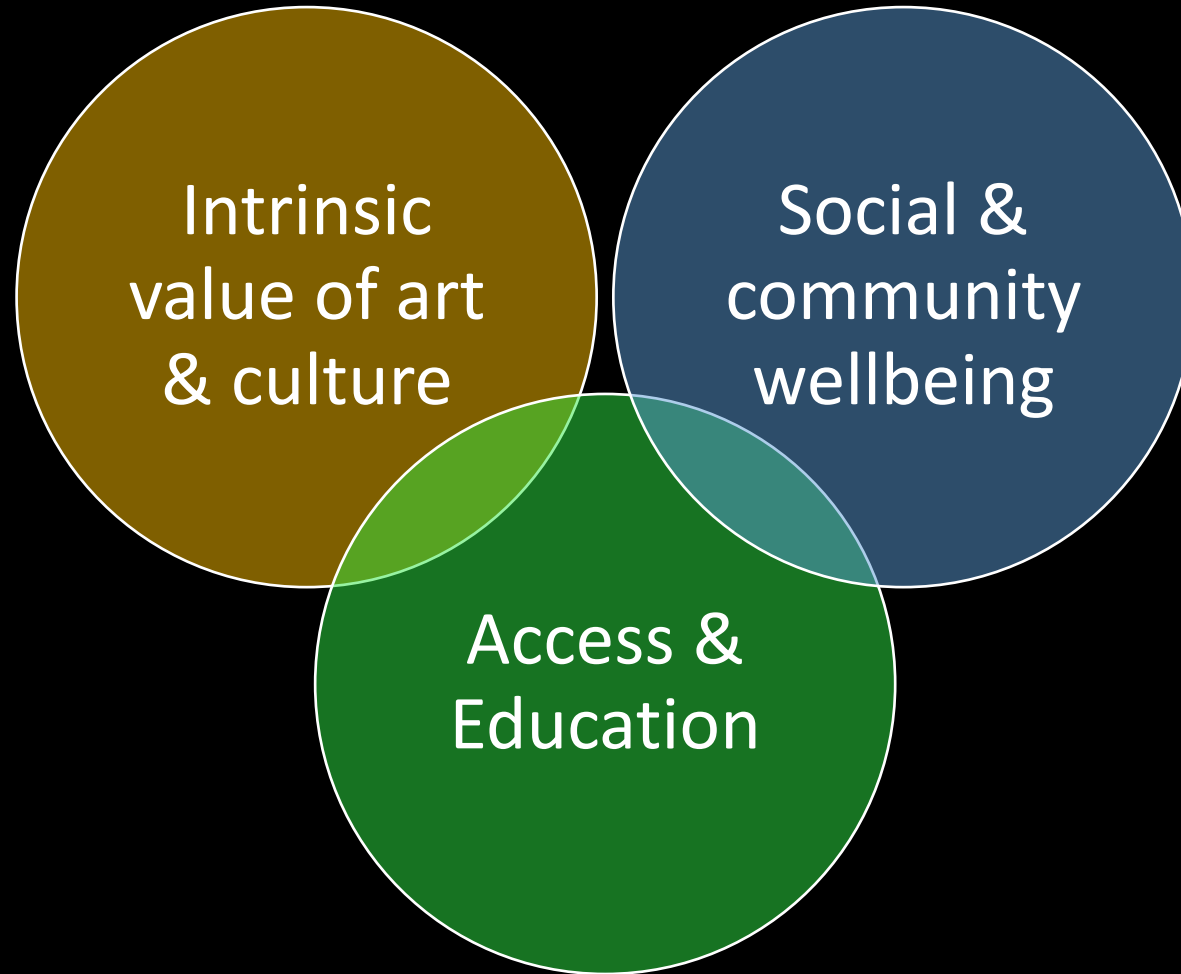


# A long romance....

- Values alignment
- Financial imperative
- Unrestricted
- Long term commitments
- Advocacy
- Unlimited opportunity



# Giving motivations





# How?

- Annual Appeal
- Matched funding
- General donations
- Tap & Donate
- Major gifts
- Giving Circles
- Capital campaigns
- Artwork donations
- Regular giving
- Trusts & Foundations



# Challenges

- Organisational expertise
- Lack of time
- Costs to fundraise
- Competitive market
- Articulation of 'case for support'
- Turnover of key personnel





# *Creating the stories of our city together*







**CHRISTINE KO &  
LOUIS LIM**  
*Departure*



**TRENT DALTON**  
*Write your heart  
out*



**HIROMI  
TANGO**  
*花卉 Hanabira*



**DYLAN  
BOLGER**  
*Leaf SZN*

# CASE STUDY

## Artist in Residence program

*Generously supported by Tim Fairfax AC.*









# 2024 LEARN ASSIST APPEAL

Foster curiosity. Inspire creativity. Spark imaginations.

## CASE STUDY

### Learn Assist

*Supported by Clem Jones Foundation &  
The Jelley Family Foundation, along with  
MoB donors and community supporters.*

**MoB**  
MUSEUM OF BRISBANE



*'We believe that all school children and young people, no matter their socioeconomic background or geographic location, should have equitable access to MoB's Learn programs.....*

*....We proudly support the 2024 Learn Assist Appeal and hope that others will join us in improving access for children across this wonderful city.'*

Peter Johnstone  
CEO, Clem Jones Foundation

Carol and Sue Jelley  
The Jelley Family Foundation



**MOB**  
MUSEUM OF BRISBANE





# Keys to success

## 1. Clear and compelling 'case for support'

- The need/issue/idea
- The opportunity/action
- The impact of support/impact
- Measuring success/outcomes

## 2. Trusted relationships

- Personalised and specific
- Values, interests, capacity
- Consistent and professional relationship management

## 3. Engagement & Communications

- Meet the beneficiaries or program participants
- Regular updates and communications on progress or insights
- Acknowledgement

## 4. Impact reporting

- The impact of the support
- Outcomes of the program
- Learnings and the future



# Arts x Health

- Arts on prescription
- Community wellbeing programs
- Codesign projects for target communities
- Research and pilots

