

## **2022 Donor Campaign Schedule**

March 24 online event

Completed with around 6 attendees, feedback was lovely, although with some technical difficulties. Not worth repeating an online event in the future. Production of Fifth String exclusive videos well received.

April 11

Reminder to all 2021 donors who haven't yet renewed their support.

April 27

General call for support through main database and social media.

May

In person Fifth String event - struggling to find a date in the diary, so we are looking at the potential of using a post concert event at the May 30 MRC concert as a Fifth String event.

June

Launch FQ Syndicate #4 campaign for Brenda Gifford commission; \$20,000 total, \$5,000 already raised, Julie Kantor to be approached for support with this syndicate.

June

Final reminders to Fifth String and other patrons who have not yet donated.

September

Continuation of FQ Syndicate #4 campaign

## **Donor targets**

2021 amount raised: \$171,648

2022 private donation target: \$180,000

Currently secured: \$16,858

We are confident of reaching our target of  
\$135,000 in private giving for general support  
\$45,000 in one off commissions

Potential for lower 2022 amounts or not renewing:

Baillieu Myer - \$1500 passed away

David Hamilton - \$24,000 one off donation

Kim Williams - \$22,000 commission support

Peter Kingsbury - \$11,500 has lower capacity this year  
Richard Gubbins - \$2500 one off commission support

### **Trusts and Foundations**

2022 target: \$89,500

Confirmed: \$62,500

\$20,000 to be sought from Betty Amsden Foundation in a formal application process; \$7,500 of that \$20,000 will be allocated to 2022 activity and the rest to 2023 activity.

\$14,500 left to find, targeting Balnaves Foundation and Bennelong Foundation

Other major grants to be sought for 2023 and beyond:

Ian Potter Cultural Grant

City of Melbourne Multi Year Funding

### **FQ Digital**

Use of FQ Digital Free as a way of FQ audience members supporting FQ. Not as a tax-deductible donation, but an affordable way to support the Australian chamber music industry. Will be included as earned revenue but approached with a development mindset.