

FLINDERS QUARTET INC.
DEVELOPMENT REPORT
 prepared by Katherine Lee
 5 February 2024

2023 PRIVATE DONATIONS

2023 private donation target: \$199,000

Amount received by 31 December 2023: \$195,475.15

Amount received by 31 December 2022: \$183,879.35

	2021 (with lockdowns)		2022		2023	
Donor levels						
Major donors (\$10,000+)	5	5%	6	8%	7	12%
Mid-level donors (\$1,000-\$9,999)	28	29%	26	34%	26	43%
Monthly recurring donors	1	1%	2	3%	1	2%
Donor types						
Lapsed donor (donated in earlier years but not the year before)	9	9%	7	9%	10	17%
First-time donors (never donated before)	21	22%	17	22%	6	10%
Repeating donors (also donated the year before)	67	69%	52	68%	44	73%
Total number of donors	97	100%	76	100%	60	100%
Total amount	\$171,649		\$183,879		\$195,475	
Average donation	\$1,770		\$2,419		\$3,258	

Donor retention			
Major donors (\$10,000+)	50%	80%	83%
	1 of 2 \$10,000+ donors in 2020 maintained donation tier in 2021	4 of 5 \$10,000+ donors in 2021 maintained donation tier in 2022	5 of 6 \$10,000+ donors in 2022 maintained donation tier in 2023
Mid-level donors (\$1,000+)	80%	71%	96%
	16 of 20 \$1,000-\$9,999 donors in 2020 maintained or elevated their donation tier in 2021.	20 of 28 \$1,000-\$9,999 donors in 2021 maintained or elevated their donation tier in 2022	25 of 26 \$1,000-\$9,999 donors in 2022 maintained or elevated their donation tier in 2023
Overall donor retention	43%	54%	58%
	67 of 157 2022 donors also donated in 2023	52 of 97 2021 donors also donated in 2022	44 of 76 2022 donors also donated in 2023

- **High levels donors (Major and mid-level) - Analysis**

There has been a significant increase in both major and mid-level donors, accompanied by a rise in retention rates and average donations. Our strategic focus over the past two years on maintaining current donors and elevating them to higher levels has proven successful, not only in keeping donors at but also in upgrading lower levels contributors to, the high levels.

With the number of high-level donors surpassing half of the total (55%) in 2023, it is important to adopt a more organised approach to managing donor engagement. Previously, Zoe handled this through personal scheduling, akin to meeting up with friends. However, given the escalating number of donors, this method is no longer viable. To ensure effective monitoring of engagement, we have established a living document to outline the top 50 FQ donors and planned event invitations throughout the year. This approach enables us to identify major donors who may be either over-bombarded or under-engaged.

- **High levels donors - 2024 Special event with Phil Rounsevell and Nelson Estrella**

The gathering is scheduled to take place at the residence of Phil and Nelson in Melbourne CBD on Saturday 24 February from 4:00 PM to 6:00 PM. Distinguished from the Fifth String event, which primarily targeted mid-level donors (\$1,000-\$9,999), this event has been uniquely branded to focus on major donors, fostering an exclusive atmosphere for the VVIP attendees. We also seek to raise funds for the A Tale of Two Composers campaign in this event.

Preparations for the event are well underway, with arrangements made with Phil and Nelson regarding the catering and rundown. Invitations have been distributed (list as attached). Phil and Nelson have thoughtfully crafted an A6 size leaflet for this occasion. We are delighted to have Delatite Winery as the official wine sponsor for the event. As a gesture of gratitude, attendees will receive handcrafted jam from Zoe as a souvenir.

- **High levels donors - 2024 Fifth String event with Faye Goldsmith**

This gathering is set to occur at the residence of Faye Goldsmith in Glen Iris on Friday, February 23, from 7:00 PM to 9:00 PM. All members of the Fifth String not included in the February 24 event are extended an invitation (see attached list). Preparations are progressing smoothly, with details finalising with Faye about catering and the rundown. Invitations have been distributed. Delatite Winery will, again, be the official wine sponsor for the evening. As a token of appreciation, attendees will be gifted handcrafted jam from Zoe as a souvenir.

- **New/small-amount donors (up to \$999) - Analysis**

Notably, the number of new donors in 2023 has seen a decrease, attributed to various factors. Firstly, a significant portion of small donations in previous years resulted from ticket cancellations. In 2023, with the world gradually emerging from the shadow of the pandemic, cancellations have decreased, which is actually a positive development. Besides, our smaller-amount campaigns, such as the successful "Hear Her Voice" in 2020 and the "Music Literacy Education" Campaign in 2022 (concluded in early 2023), were not as prominent in 2023. In addition, while our FQ Syndicates were previously prominent in smaller-amount campaigns, there has been a trend of donations surpassing \$1000, especially in FQ Syndicates #4 and #5—which is a positive trend. Nevertheless, we acknowledge the importance in 2024 to convert ticket holders into new donors.

In 2024, our strategy includes launching a dedicated campaign for ticket holders, specifically through a mailing campaign in EOFY. Further details are outlined in *Campaigns*.

- **Campaigns - A Tale of Two Composers and FQ Syndicate #6**

The A Tale of Two Composers initiative, aimed at commissioning, creatively developing, and recording two distinct works by Melody Eötvös and Rishin Singh, strives to achieve an ambitious fundraising goal of \$50,000, including \$10,000 from FQ Syndicate #6. FQ Syndicate #6 is now complete, and the whole campaign has currently secured \$22,615 (45%), with a pledge of \$10,000 from Julian Burnside for Melody's commission.

Donor	\$	Project
Julian Burnside	10,000	Pledged for Melody's commission
Peter Kingsbury	1,000	A Tale of Two Composers
Kingsley Gee	1,015	A Tale of Two Composers
Judith Murray	152.25	A Tale of Two Composers
Anthony and Karen Adair	1,015	Syndicate #6
Sieglind D'Arcy	2,000	Syndicate #6
Sam and Elizabeth Golding	600	Syndicate #6
Nicholas Garnham	507.50	Syndicate #6
Linda Herd	3,045	Syndicate #6
John and Sue Warburton	507.50	Syndicate #6
Elise Callander	1,522.50	Syndicate #6
Brad and Maggie Robinson	500	Syndicate #6
Daniel Kirkham	750	Syndicate #6

We plan to leverage two February donor events by integrating the project introduction into Zoe's speeches, engaging in conversations with guests, and distributing a dedicated informative leaflet within the jam souvenir package.

For the final \$20,000 of the goal, we are actively seeking 2-3 match funders. Prospective match funders may include Michael Aquilina (Wilma Smith's connection) and Reg Holloway and Ian Dickson (Mary Vallentine's connection) who attended our latest post-concert supper on 30 October with Mary. Referrals or recommendations from Board members are highly welcomed. We hope to announce the match funding after the February events to generate momentum for the final stage of the campaign. Our goal is to conclude the entire campaign by April, before the launch of the EOFY campaign.

- **Campaigns - EOFY and 25th anniversary campaign**

For the upcoming 2024 EOFY campaign, our strategic emphasis centres on commemorating the 25th anniversary of FQ. In addition to our usual email campaigns, we are exploring a new mailing initiative targeting a specific segment—ticket holders and concert subscribers without donation history. This initiative is a response to identified needs aimed at cultivating new donors throughout 2024. While we are confident in the effectiveness of our current email communication with existing donors, we aim to optimise cost efficiency by directing higher-cost mailings toward approximately 200 top ticket holders and concert subscribers from 2022 to 2024.

The mailing packages for this select group may encompass a personalised letter from Zoe, an informative leaflet, a donation form, and a reply envelope. We are currently soliciting quotations from professional service providers in this area.

TRUSTS AND FOUNDATIONS

2023 T&F target: \$28,500

Amount received by 31 December 2023: \$56,000

Amount received by 31 December 2022: \$67,500

Funding body	2023 summary	2024 action
Ian Potter Cultural Grant	Successfully granted \$75,000 annually for 2024 and 2025, towards composer programs	Maintain relationships and follow reporting requirements
The Angior Family Foundation	Successfully granted \$15,000 towards new and underrepresented string quartet documentation - studio recording and filming	Project ends on 01/12/2024 Prepare application for next round (est. in late 2024)
Cybec Foundation	Successfully granted \$25,000 annually for 2023/24, towards regional ensemble mentoring	Project ends on 31/12/2024 Prepare application for next round (est. in late 2024)
Besen Family Foundation	Successfully granted \$10,000 annually for 2023/24, towards composer programs	Project ends on 31/12/2024 Prepare application for next round (est. in late 2024)
Canny Quine Foundation (Linda Herd)	Successfully granted \$6,000 towards Maria Grenfell commission syndicate	\$6,000 already received for 2024 general support
Robert Salzer Foundation	Successfully granted \$7,500 towards regional touring and community engagement activity	2023 acquittal submitted 2024 application submitted Requested \$7,500 for regional touring and community engagement activity
The Charles Allen Foundation	Unsuccessful	Prepare EOI for next round (est. in Mar/Apr 2024)
Betty Amsden Foundation	Unsuccessful - feedback given that the program seemed diluted from the 2019 iteration (due to lack of ongoing teacher engagement as a result of workload)	Consider possibilities for future projects aligned with their funding priorities

The team will continue to explore new Trust and Foundation opportunities in 2024.

GOVERNMENT FUNDING

Funding body	2023 summary	2024 action
Creative Partnerships Australia <i>Plus 1</i>	Unsuccessful	Prepare application for next round (est. in July 2024)
Creative Australia <i>4-Year Investment for Organisations</i>	EOI Unsuccessful	Monitor for next round
Creative Australia <i>Arts Projects for Organisations</i>	Successfully granted \$38,000 towards composer programs, concerts, documentation, studio recording	Project ends on 31/07/2024 Prepare application for next round (due 3 Sept)
Creative Victoria <i>Creative Ventures Program (4-year)</i>	Successfully granted \$100,000 annually for 2022-2025	Maintain relationships and follow reporting requirements
City of Melbourne <i>Arts and Creative Investment Partnerships (2-year)</i>	Successfully granted \$30,000 annually for 2023-2024	Maintain relationships and follow reporting requirements Monitor for next multi-year round dates and prepare to apply

ATTACHMENT 1 - 2024 PRIVATE DONOR ENGAGEMENT ACTIVITIES/CAMPAIGNS

Planned private donor engagement activities/campaigns:

Quarter	Activities
Jan - Mar	<ul style="list-style-type: none"> ● FQ Syndicate 6 (target reached), follow up: <ul style="list-style-type: none"> ○ Send behind the scene video to supporters with messages from Rishin and Melody ● A Tale of Two Composers: ongoing, targeted \$50,000 <ul style="list-style-type: none"> ○ Secure matched funder for campaign ● Emerge concert <ul style="list-style-type: none"> ○ Invite and thank all donors ○ Send link to concert to major donors ● Feb 23 Fifth String event hosted by Faye Goldsmith <ul style="list-style-type: none"> ○ Invite all Fifth String members and those at \$500 to encourage them to increase their support and become Fifth String members. Different invites for current Fifth String members and potential Fifth String members ● Feb 24 Major donor event hosted by Phil Rounesvell and Nelson Estrella <ul style="list-style-type: none"> ○ Major donors and selected invited guests for intimate party, main messaging being the finishing off of A Tale of Two Composers campaign ● Program 1 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ○ Major donors invited to private rehearsal ● Supporters invited to Gordon Kerry recording
Apr - Jun	<ul style="list-style-type: none"> ● EOFY email campaign <ul style="list-style-type: none"> ○ Personalised emails from Zoe, plus general campaign to e-newsletter database ● Regional Tour and Itet program <ul style="list-style-type: none"> ○ Post-concert catch-ups with supporters ○ Horsham 'Art is' festival with Itet members ● Concert with Resonance string quartet <ul style="list-style-type: none"> ○ Create student experience videos from Resonance String Quartets for general donor communication ● Send edited recording of Gordon Kerry piece to supporters and major donors
Jul - Sept	<ul style="list-style-type: none"> ● Program 2 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ● FQ Syndicate 6 <ul style="list-style-type: none"> ○ Update to Syndicate members ○ Check-in emails and calls with Mid-level donors ○ Handwritten cards mail to selected supporters

Oct - Dec	<ul style="list-style-type: none"> ● Program 3 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ○ Invite Major donors to private rehearsal of Mendelssohn project ● Invite FQ Syndicate 6 supporters to workshop ● Itet program <ul style="list-style-type: none"> ○ Create student experience videos for general donors communication ○ Invite supporters to combined concert in Gippsland ● Ascend program <ul style="list-style-type: none"> ○ Invite Major and Mid-level donors to workshops and concert ○ Ascend concert at David Li Sound Gallery Monash ● Northern Tasmania Tour <ul style="list-style-type: none"> ○ Send photo to Major donors and Fifth String members ● Regional Tour <ul style="list-style-type: none"> ○ Post-concert catch-ups with supporters ● Check-in text message to Mid-level donors ● Invite Major donors and Fifth string members ● Send filmed performance to supporters ● Personal contact with lapsed donors ● Launch of FQ 25th birthday campaign and FQ Syndicate #7
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Aimed numbers of touch points:

- Major donors (10K+): 8-10 times a year
- Mid-level donors (1K+): 5-7 times a year
- Syndicate supporters (500+): 4-6 times a year
- General donors (2+): 3-5 times a year

ATTACHMENT 3

2023 DONORS

Kaye Birks	\$	20,000.00
Andrew Domasevicius and Aida Tuciute	\$	18,000.00
Carrillo Gantner	\$	16,000.00
Krystyna Campbell-Pretty	\$	15,000.00
Peter Kingsbury	\$	14,015.00
Siobhan Lenihan	\$	13,000.00
Michael Aquilina	\$	11,000.00
Linda Herd	\$	8,045.00
Peter and Leila Doyle	\$	7,500.00
Kim Williams	\$	5,000.00
Esther & Brian Benjamin	\$	5,000.00
Anthony Adair and Karen McLeod Adair	\$	5,000.00
Beth Brown	\$	4,000.00
Helen Brack	\$	4,000.00
Siegling D'arcy	\$	3,500.00
Robert Heathcote	\$	3,022.50
Helen and Peter Murdoch	\$	3,000.00
David & Gai Taylor	\$	2,537.50
Kingsley Gee	\$	2,030.00
Sharon Nathani and Michael Cowen	\$	2,021.32
Leona and Bruce Sterling	\$	2,000.00
Dr Garry Joslin	\$	2,000.00
Jan McDonald	\$	2,000.00
John and Sue Warburton	\$	1,707.50
Calvin Crisp	\$	1,522.50
Morag Fraser	\$	1,500.00
Philip Rounsevell and Nelson Estrella	\$	1,300.00
Sam and Elizabeth Golding	\$	1,107.50
Sandra Dent	\$	1,015.00
John Smyth	\$	1,015.00
Di Bresciani	\$	1,015.00
Clara Leigh	\$	1,015.00
Faye Goldsmith	\$	1,000.00
Daniel Kirkham	\$	761.25

Elise Callander	\$	507.50
Janet Limb	\$	507.50
Joanna Baevski	\$	500.00
Brad & Maggie Robinson	\$	500.00
Barry Jones and Rachel Faggetter	\$	500.00
Genevieve Lacey	\$	500.00
Nicholas Garnham	\$	500.00
Sarah Cuming	\$	500.00
Marion and Michael Webster	\$	304.50
Mel Birk	\$	304.50
Barbara Kilfoyle	\$	303.75
Judith Murray	\$	253.75
Anne and Jock Findlay	\$	253.75
John and Rosalie Cooper	\$	243.60
Bart Wissink & Kaye Salisbury (requested anon in 2023)	\$	203.00
Marilyn Kerry Willis	\$	126.50
Tony Miach	\$	101.50
Nick & Heather Safstrom	\$	100.00
Janet and Malcolm Cole	\$	100.00
Tim Rowley	\$	100.00
Anne Frankenberg & Adrian McEniery	\$	100.00
Jacqueline Ihle (requested anon June 2023)	\$	50.75
Richard Gubbins	\$	50.00
Marian Neal	\$	50.00
Ciara McCoppin	\$	30.00
Mae and Andrew Smith (requested anon June 2023)	\$	25.38

2024 DONORS - TO DATE

Anthony Adair and Karen McLeod Adair	\$	1,015.00
Elise Callander	\$	1,015.00
Janet Limb	\$	100.00
John and Rosalie Cooper	\$	20.30 (recurring monthly donation)

ATTACHMENT 4 - INVITE LIST TO FEBRUARY EVENTS

Friday 23 February	Saturday 24 February
<p>Siobhan Lenihan Beth Brown Peter and Leila Doyle Faye Goldsmith Robert Heathcote Janet McDonald Calvin Crisp John Smyth Sieglind D'Arcy Kingsley Gee Helen Brack Sharon Nathani Dr Bruce and Mrs Leona Sterling Morag Fraser Dr. Garry Joslin and Prof. Dimity Reed Di Bresciani/YMF Daniel Kirkham John & Susan Warburton Sandra Dent Sam and Elizabeth Golding Elise Callander Nicholas Garnham Clara Leigh</p>	<p>Peter Kingsbury Krystyna Campbell-Pretty Andrew Domasevicius-Zilinskas and Aida Tuciute Domasevicius Kim Williams AM Linda Herd Julian Burnside AO KC Brian and Esther Benjamin Michael Aquilina Carrillo Gantner AC and Ziyin Gantner Mary Vallentine AO Helen and Peter Murdoch Julie Kantor AO Joanna Baevski Nelson Estrella & Phil Rounsevell David & Gai Taylor Andrea Hull AO Barry Jones AC and Ms Rachel Faggetter Eda Ritchie AM John & Irene Garran Anthony Adair and Karen McLeod Adair</p>