

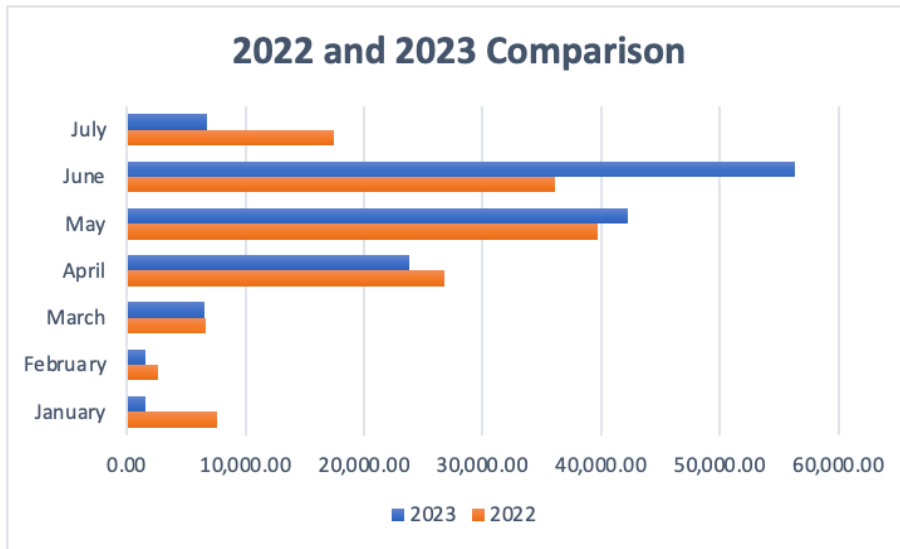
FLINDERS QUARTET INC.
DEVELOPMENT REPORT
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14 September 2023

2023 PRIVATE DONATIONS

2023 private donation target: \$199,000

Currently secured: \$151,814

2022 amount raised: \$183,879.35



- FQ Syndicate #5 and #6

In May 2023, the fundraising for FQ Syndicate #5 achieved success by reaching its target of \$12,000, thanks to the generous contributions of 6 dedicated supporters: Nicholas Garnham, Linda Herd & Canny Quine Foundation, Sieglind D’Arcy, Peter Kingsbury, Sharon Nathani & Michael Cowen, as well as Dr Garry Joslin & Prof Dimity Reed AM. These funds have been earmarked for the commissioning of a new string quartet by Australian composer Maria Grenfell. FQ Syndicate #6 will be announced once we know the outcome of the Creative Partnerships Australia Plus1 application, and will support the commission of Rishin Singh.

- EOFY Campaign

Last year, our approach was limited to a general call-out distributed solely through our e-newsletters and personalised emails from Zoe to a small group of donors. However, this year marked a strategic shift in our outreach strategy: in early June, we took a more targeted approach by sending out two distinct and personalised email campaigns, both sent from Zoe’s FQ email address. These emails were tailored for our past and current donors, as well as our top concert ticket buyers – a potential donor pool we have not reached out to for a few years. The cumulative count of targeted direct emails dispatched amounted to about 420. A week after sending out the targeted direct emails, we followed up with a general call-to-action in our e-newsletter.

The results have been remarkable. The month of June witnessed a substantial surge in donation amounts compared to the previous year. Specifically, in 2022, the donations for June amounted to \$36,146, whereas in 2023, the figures soared to an impressive \$56,359. The outreach efforts also proved to be instrumental in converting previously untapped donors into active contributors. Notably, we were able to welcome a new recurring Fifth String member.

- Annual Fifth String event

On the evening of 17 May, we delivered our yearly Fifth String event in an intimate, private residence generously provided by Wilma's associate, Mary Muirhead. The occasion was graced by the presence of 20+ Fifth String members and their guests, who were treated to an exclusive premiere of FQ's Program 2 performance. Notably, our Board members Sarah and Julian also attended the event and provided the team with great support by acting as FQ's ambassadors. Against the backdrop of delightful conversations, delectable food, and refreshing drinks, the guests radiated sheer joy throughout the event.

- Program 1 and Program 2 post-concert suppers in Blondie

As part of our usual practice, FQ and the team gather with our key donors and supporters for a post-concert supper at Blondie following the conclusion of each 2-concert day at Melbourne Recital Centre. For both Program 1 and Program 2, we had the pleasure of hosting approximately 10 guests at the post-concert dinners on 29 May and 25 July. These events provide an opportunity for our supporters to engage in close conversations with the musicians, including our guest violinists, in small settings, fostering a sense of connection.

- New donors

Michael Aquilina was introduced to the quartet by Wilma and has donated \$11,000. He is a major supporter of the arts and values personal contact with the musicians. Michael attended the Program 2 Blondies supper. David Taylor and his wife Gai also attended the Blondies Program 2 supper and have indicated they would like to support the quartet. David was responsible for the programming of Maconchy 5 by giving Wilma a box set of CDs.

- Donor Spotlight

Introduced in 2022, the FQ Donor Spotlight is a dedicated section within our enews, and has proven to be a valuable avenue for fostering an ongoing dialogue with our FQ supporters. This column serves as a platform for them to discuss their motivations and passion, allowing their enthusiasm to resonate with the wider audience. Over the recent months, we've had the privilege of engaging in conversations with our long-term supporters John Garran and Faye Goldsmith. Both of them shared their musical journey with FQ and their heartfelt encouragement for our endeavours.

Looking ahead, we have one more feature planned for the spotlight in 2023. This final spotlight is set to be released in November, with Sam and Elizabeth Golding as potential featured supporters-to-be.

TRUSTS AND FOUNDATIONS

2022 amount raised: \$67,500

Original 2023 T&F target: \$28,500

Currently secured: \$56,000

Applications submitted:

Funding body	Amount requested	Outcome	Area of support
Ian Potter Cultural Grant	\$75,000 per year for 2024 and 2025	Stage 2 application to be submitted, outcome expected mid-December	Composer programs
The Angior Family Foundation	\$28,000	Successful: \$15,000	New and underrepresented string quartet documentation - studio recording and filming
Cybec Foundation	\$25,000 per year for 2023 and 2024	Successful	Regional ensemble mentoring
Besen Family Foundation	\$10,000 per year for 2023 and 2024	Successful	Composer programs
Canny Quine Foundation (Linda Herd)	\$6,000	Successful	Annual support directed towards Maria Grenfell commission syndicate
Robert Salzer Foundation	\$7,500	Successful	Annual support for regional touring and community engagement activity
The Charles Allen Foundation	\$25,000	Unsuccessful	Early career musicians
Betty Amsden Foundation	\$30,000	Unsuccessful	High school residency

GOVERNMENT FUNDING

Applications submitted:

Funding body	Amount requested	Outcome	Area of support
Plus 1 (Creative Partnerships Australia)	\$25,000 (matched funding)	Expected October	<i>No Words Needed</i> commission project
Australia Council	\$38,000	Successful	Project funding: Composer programs, concerts, documentation, studio recording
City of Melbourne	\$30,000 p.a.	Successful	2-year support from 2023 to 2025
Creative Victoria	\$100,000 p.a.	Successful	4-year support from 2022 to 2025
Australia Council	\$180,000 p.a. for 4 years	EOI unsuccessful	4-year (2025-28) organisational support

ATTACHMENT 1 - 2023 PRIVATE DONOR ENGAGEMENT ACTIVITIES/CAMPAIGNS

Scheduled private donor engagement activities/campaigns:

Quarter	Activities
Jan - Mar	<ul style="list-style-type: none"> ● FQ Syndicate 4 (target reached), follow up: <ul style="list-style-type: none"> ○ Invite supporters to workshops ○ Send behind the scene video to supporters ● FQ Syndicate 5: ongoing, targeted \$11,500, secured \$6,500 ● Musica Viva National Tour post-concert catch-ups with supporters in Sydney ● Check-in text message was delivered to Major and Mid-level donors
Apr - Jun	<ul style="list-style-type: none"> ● Program 1 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ○ Major donors invited to private rehearsal ● Fifth String event (Mid level and Major donors) ● EOFY email campaign - personalised emails from Zoe, plus general campaign to e-newsletter database
Jul - Sept	<ul style="list-style-type: none"> ● Program 2 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ● Regional Tour and Itet program <ul style="list-style-type: none"> ○ Post-concert catch-ups with supporters ● FQ Syndicate 4 premiere audio file and performance photos to supporters ● Check-in emails and calls with Mid-level donors ● Handwritten cards mail to selected supporters ● Create student experience videos from Resonance String Quartets for general donor communication
Oct - Dec	<p>Program 3 Post-concert Blondie supper</p> <p>Program 3 Invite Major donors to private rehearsal</p> <ul style="list-style-type: none"> ● Invite FQ Syndicate 5 supporters to workshop ● Itet program <ul style="list-style-type: none"> ○ Create student experience videos for general donors communication ○ Invite supporters to combined concert ● Invite Major and Mid-level donors to Emerge workshops ● Send FQ Syndicate 5 premiere audio file and short performance video to supporters ● Regional Tour post-concert catch-ups with supporters ● Clare Strong new commissioned work premiere <ul style="list-style-type: none"> ○ Send audio file to Mid-level donors ○ Send short performance video to Major donors ○ Present physical score to commissioners

	<ul style="list-style-type: none">● Check-in text message to Mid-level donors● Invite supporter to Julian Yu new commissioned work recording session● Invite supporter to Brenda Gifford new commissioned work recording session● Personal contact with lapsed donors● Launch of FQ Syndicate #6 (with matched funding incentive if Plus1 application is successful)
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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 2 - 2023 DONORS TO DATE

Andrew Domasevicius-Zilinskas	10,000.00
Anne Findlay	253.75
Anne Frankenberg	100.00
Anthony Adair and Karen McLeod Adair	5,000.00
Barbara Kilfoyle	253.75
Bart Wissink & Kaye Salisbury	203.00
Beth Brown	4,000.00
Brian and Esther Benjamin	5,000.00
Calvin Crisp	1,522.50
Clara Leigh	1,015.00
Daniel Kirkham	761.25
David Brill	50.00
David Hamilton	49.10
Denise Hamilton	10.00
Di Bresciani	1,015.00
Dr Barry Jones AC and Rachel Faggetter	500.00
Dr Bruce and Mrs Leona Sterling	2,000.00
Dr Garry Joslin	2,000.00
Faye Goldsmith	1,000.00
Genevieve Lacey	500.00
Helen Brack	2,000.00
Jacqueline Ihle	50.75
Jan McDonald	1,000.00
Janet Limb	507.50
Joanna Baevski	500.00
John and Rosalie Cooper	162.40
John and Sue Warburton	1,200.00
John Smyth	1,015.00
Judith Murray	101.50
Kaye Birks	20,000.00
Kingsley Gee	1,015.00
Krystyna Campbell-Pretty AM	15,000.00
Linda Herd	5,000.00
Mae Smith	25.38
Malcolm and Janet Cole	100.00

Marian Neal	50.00
Marion Webster AM	304.50
Mel Birks	304.50
Michael Aquilina	11,000.00
Morag Fraser	1,500.00
Mr Carrillo Gantner AC	10,000.00
Mr Kim Williams	5,000.00
Ms Marilyn Kerry Willis	101.50
Nick and Heather Safstrom	100.00
Peter and Helen Murdoch	3,000.00
Peter and Leila Doyle	7,500.00
Peter Kingsbury	7,015.00
Philip Rounsevell and Nelson Estrella	1,300.00
Richard Gubbins	50.00
Robert Heathcote	3,022.50
Sam and Elizabeth Golding	507.50
Sandra Dent	1,015.00
Sarah Cuming	500.00
Sharon Nathani	2,000.00
Siobhan Lenihan	13,000.00
Sieglind D'Arcy	1,500.00
Tony Miach	101.50