

**FLINDERS QUARTET INC.**  
**DEVELOPMENT REPORT**  
 prepared by Zoe Knighton  
 2 February 2023

**2022 DONOR TARGETS AND RESULTS**

Revised private donation target: \$173,000

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

The final amount raised for 2022 includes a \$10,000 commission deposit received late in the year that was not expected in 2022 and therefore not included in the 2022 target.

	2020	2021	2022
<b>Number of donors</b>			
Legacy donors (Gift in Will)	1		
Major donors (\$10,000+)	2	5	5
Mid level donors (\$1,000+)	19	28	26
Monthly donors	1	1	2
Recurring donors	47	73	58
First time donors	84	18	18
<b>Total number of donors</b>	<b>131</b>	<b>91</b>	<b>76</b>
<b>Donor retention</b>			
Major donors (\$10,000+)	33%	250%	100%
Mid level donors (\$1,000+)	86%	147%	93%
Monthly donors		100%	200%
Recurring donors	89%	155%	79%
First time donors	840%	21%	100%
<b>Overall donor retention</b>	<b>208%</b>	<b>69%</b>	<b>84%</b>

- The mid level donors were miscounted slightly in the last report. These numbers are correct and we now have a better tracking and calculation system in place
- 2020 figures are an anomaly with a significant increase in low-level first donors resulting from the pandemic (e.g. cost of a ticket turned into a donation) but have been included here for retention rate context
- Mid level donor comments: Jane Smith was a one off supporter in 2021 and hasn't engaged with donor communication since; Krystyna Campbell-Pretty moved up to Major

donor; Sandy Dent was overseas, will renew this year; Hywel Sims has moved to USA and ended his monthly recurring donation (effective Nov 2022)

### **NOTABLE DONOR ACTIVITY IN 2022:**

- New donor: Siobhan Lenihan commissioning Gordon Kerry new work (deposited paid in 2022 with balance expected in 2023)
- Increased support: Krystyna Campbell-Pretty supporting Wilma's chair
- Re-engaged: Julie Kantor supported Brenda Gifford commission syndicate
- Re-engaged: Sieglind D'Arcy
- Increased support: Peter Kingsbury very supportive of education campaign and made multiple contributions

Mary phoned to thank Peter Kingsbury after his multiple donations (we had run out of ways to thank him!) and it resulted in Peter unexpectedly giving again.

If FQ Board members have time, it would be wonderful to have major donors and significant new donors receive a phone call from a Board member.

Upcoming anticipated phone calls:

- Krystyna Campbell-Pretty
- Peter Doyle
- Peter Kingsbury
- Kim Williams
- Andrew Domacevisius
- David Hamilton
- Esther and Brian Benjamin (second half of 2023)

For a full list of 2022 donors, please refer to Attachment 1.

### **2023 DONOR TARGET**

In 2023, our private donation target is \$199,000, which is a \$26,000 increase on our 2022 target. To achieve this, we will implement:

- Targeted campaigns to match specific activity, such as regional mentoring, composer programs, FQ commission syndicates, and touring. Current and planned campaigns include:
  - FQ Syndicate #5 (Maria Grenfell)
  - Emerge workshops
  - Fanny and Felix hybrid production
- Major Donor portfolio to track donor possibilities and engagement more accurately
- Maximise use of SupporterHub database and tracking, including calendar of engagement with mid to high level donors

- Research and connect with regional donors to support regional work
- Campaign to encourage increased level of giving (FQ Syndicate \$500+ to Fifth String \$1,000+, and Fifth String to increase in levels)
- Possible new donors: Zoe to discuss possible new donors with current major donors in one-on-one conversations
- Research and connect with regional donors to support regional work, with support of Fiona and Carrillo

## **2023 DEVELOPMENT CALENDAR**

### *Jan-March*

FQ Syndicate campaign (\$500+)

Education activity campaign (\$2+)

### *April-June*

Composer program campaign (\$2+)

May 16 or 17 - Fifth String event

May 29 - Post-concert Blondie supper: selected guests in recognition of significant support, relationship building or potential supporters of FQ

### *July-September*

New Fifth String recruitment campaign (\$1000+)

July 25 - Post-concert Blondie supper: selected guests in recognition of significant support, relationship building or potential supporters of FQ

### *September-December*

General campaign towards 2024 activity including Mendelssohn project (\$2+)

October 30 - Post-concert Blondie supper: selected guests in recognition of significant support, relationship building or potential supporters of FQ

## **TRUSTS AND FOUNDATIONS**

Canny Quine Foundation (Linda Herd)

Annual support for 2023 received and put towards Maria Grenfell commission syndicate

Betty Amsden Foundation

Applying March 2023

Balnaves

EOI to be submitted in first quarter 2023

Cybec Foundation

Application for funding renewal February 2023

Robert Salzer

Application for funding renewal Feb 2023

Besen Family Foundation

Application for funding renewal March 2023

## **GOVERNMENT GRANTS**

Australia Council 4-year EOI for 2025 to 2028

Submission due 14 February

Australia Council 2023 project funding grant -

Application due 7 March

## ATTACHMENT 1 – 2022 DONORS

Kaye Birks	Sharon Nathani
Andrew Domasevicius and Aida Tuciute	Nicholas Garnham
Peter Kingsbury	Genevieve Lacey
Krystyna Campbell-Pretty	Angeliki Kefaloukos (donation attributed to David Rye Thompson)
David Hamilton & Dorset Renewable Industries	Mel Birks
Siobhan Lenihan	Anne and Jock Findlay
John and Irene Garran	Barbara Kilfoyle
Peter and Leila Doyle	Hywel Sims
Julian Burnside	Penny and Murray Johns
Esther & Brian Benjamin	John and Rosalie Cooper
Julie Kantor AO	Geoff Hayes
Beth Brown	Anne Frankenberg & Adrian McEniery
Kim Williams AM	Frederic (Ric) Pomeranz
Helen Brack	Judith Murray
Helen and Peter Murdoch	Susan Donath
Morag Fraser	Janet and Malcolm Cole
John and Sue Warburton	Tim Rowley
Robert Heathcote	Tony Miach
Calvin Crisp	Richard Gubbins
Philip Rounsevell and Nelson Estrella	Paul Marinoni
Di Bresciani	Claire Edwardes
Prof. Dimity Reed AM	Jean McMullin
John Smyth	Margot (Meg) Breidahl

Andrea Hull	Maria Radford
Dr Garry Joslin	Minuk Richards
Faye Goldsmith	Stuart Craig Robertson
Jan McDonald	Virginia Costa
Joanna Baevski	Christian Klettner
Kingsley Gee	Fiona Dunn
Leona and Bruce Sterling	Margaret Ayres
Sieglind D'arcy	Nancy Lane
Mary Vallentine AO	Rodney Wetherell
Daniel Kirkham	Anthony Artmann
Elise Callander	Mark Millward
Barry Jones and Rachel Faggetter	Sonya Fleming
Bart Wissink & Kaye Salisbury	Lisa Yuan
Brad & Maggie Robinson	Mark Farrelly
Sam and Elizabeth Golding	Elke Raselli