

FLINDERS QUARTET INC.
DEVELOPMENT REPORT
prepared by Katherine Lee and Zoe Knighton
12 April 2023

2023 PRIVATE DONATIONS

2022 amount raised: \$183,879.35

2023 private donation target: \$199,000

Currently secured: \$15,743.72

Scheduled key activities:

- Main campaign
 - Music education campaign wrap up
 - FQ Syndicate 4 follow up
 - FQ Syndicate 5 call for contributions
 - EOFY campaign
- Personalised donors catch-ups
 - Hand-written cards
 - Check-in messages
 - Check-in calls
- Exclusive events
 - Fifth String donor event
 - Subscription series post-concert dinners
 - Private rehearsals
 - Recording sessions of commission pieces
- Donor communication:
 - Videos of Itet programs
 - Videos of high school residency programs

TRUSTS AND FOUNDATIONS

2022 amount raised: \$67,500

2023 T&F target: \$28,500

Currently secured: \$13,500

Secured for 2023:

Funding body	Amount	Area of support
Canny Quine Foundation (Linda Herd)	\$6,000	Annual support directed towards Maria Grenfell commission syndicate
Robert Salzer Foundation	\$7,500	Annual support for regional touring and community engagement activity

Applications submitted:

Funding body	Amount requested	Outcome expected	Area of support
The Angior Family Foundation	\$28,000	June	New and underrepresented string quartet documentation - studio recording and filming
The Charles Allen Foundation	\$25,000	May-June	Early career musicians
Cybec Foundation	\$25,000	May-June	Regional ensemble mentoring
Betty Amsden Foundation	\$30,000	June	High school residency
Besen Family Foundation	\$10,000	June	Composer programs

Other major grants to be sought for 2023 and beyond:

- Ian Potter Cultural Grant
- Balnaves Foundation

GOVERNMENT FUNDING

Secured for 2023:

Funding body	Amount	Area of support/Type of grant
City of Melbourne	\$30,000 p.a.	2-year support from 2023 to 2025
Creative Victoria	\$100,000 p.a.	4-year support from 2022 to 2025

Applications submitted:

Funding body	Amount requested	Outcome expected	Area of support
Australia Council	\$38,000	June	Project funding: composer programs
Australia Council	\$180,000 p.a. for 4 years	EOI outcome June (full app due Aug)	4-year (2025-28) organisational support

PARTNERSHIPS

Organisation	Details
Itet (formerly John Noble's Quartet Program)	Itet provides administration and logistics support for regional ensemble mentoring program
Collin Street Baptist Church	Low-cost rehearsal space
St John's Church Flinders	Free concert venue and marketing support
Bendigo Bank	Sponsors to enable St John's Church in Flinders to provide the venue to FQ for free
Delatite	Wine sponsor
Musica Viva	FQ donates the FQ prize as part of the Strike a Chord competition, and in return generates brand awareness and association with the prestigious competition
3MBS	FQ donates a prize for the annual radiothon, generating brand awareness; 3MBS regularly broadcasts FQ CDs and concerts; the composer program pieces are all distributed through 3MBS
All That We Are	Provides a one-week residency for up to two participants from FQ's composer programs (FQ provides flights)
fortyfivedownstairs	Low-cost event space when necessary; FQ often supports 45ds with various events
Alex W Grant Violins	Provides \$2,000 in kind support for the quartet members to use at the shop (bow re-hairs, strings etc.); in return, FQ contributes to their newsletter and Zoe goes in to try the cellos from time to time

ATTACHMENT 1 - 2023 PRIVATE DONOR ENGAGEMENT ACTIVITIES/CAMPAIGNS

Scheduled private donor engagement activities/campaigns:

	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 ○ Invite Major donors to private rehearsal ● Fifth String event (Mid level and Major donors) ● EOFY email campaign ● Create student experience videos from Resonance String Quartets for general donor communication
Jul - Sept	<ul style="list-style-type: none"> ● Program 2 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ○ Invite Major donors to private rehearsal ● Regional Tour and Itet program <ul style="list-style-type: none"> ○ Post-concert catch-ups with supporters ○ Invite supporters to combined concert ● Create student experience videos from High School Residencies (Footscray High School, Ringwood High School and VCASS) for general donors communication ● Strike a Chord <ul style="list-style-type: none"> ○ Invite Mid-level donors to private rehearsal ○ Send short video to Major donors ○ Invite supporters to Montsalvat concert ● Send FQ Syndicate 4 premiere audio file and short performance video to supporters ● Invite FQ Syndicate 5 supporters to workshop ● Invite supporter to Julian Yu new commissioned work recording session ● Invite supporter to Brenda Gifford new commissioned work recording session ● Check-in call to Mid-level donors ● Handwritten cards mail to selected supporters

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"> ● 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 ● Check-in text message to Mid-level donors
-----------	---

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

Robert Heathcote - \$3,022.50

Peter Kingsbury - \$3,000

Helen Brack - \$2,000

Sandra Dent (and Ted) - \$1,015

Kingsley Gee - \$507.50

Judith Murray - \$101.50

John and Rosalie Cooper - \$60.90

Sharon Nathani - \$21.32

Kim Williams AM - \$5,000

Dr Di Bresciani OAM - \$1,015