

## Appendix 6: Fundraising Policy

Timespan is a registered charity that primarily operates through funds sourced from various funding bodies. These encompass multi-year allocations from public bodies such as Creative Scotland, local authority contributions from The Highland Council, and project-specific grants from national development bodies like Museums and Galleries Scotland, the Community Lottery Fund, and the Heritage Lottery Fund. Additionally, support is garnered from charitable foundations and trusts such as Garfield Weston and Esmee Fairbairn, as well as regional development funds like Gordonbush CBF and the Community Regeneration Fund.

### 1. Ethical Fundraising Statement

The ultimate responsibility to accept or decline a donation at Timespan resides with the Board of Trustees, with day-to-day responsibility devolved to the Director.

The Fundraising Manager is tasked with seeking sponsorships and donations within the framework of the agreed budget and business plan, consulting with relevant programme staff and the Director.

- Timespan will decline a donation or sponsorship if:
- the donor has engaged in illegal activities to acquire funds
- The donor engaged, or engages, in work or activities that negatively impacts on the mission of Timespan, i.e. profits from fossil fuels or resource extraction leading to environmental destruction.
- acceptance would hinder the effective operation of Timespan in fulfilling its stated objectives
- acceptance would harm relationships with other partners, visitors, funders, or stakeholders
- it would create an unacceptable conflict of interest
- it would damage Timespan's reputation
- acceptance would lead to a demonstrable net decline in Timespan's assets
- acceptance is contingent upon fulfilling unacceptable conditions imposed by the donor, such as interference in the editorial freedom of Timespan in its exhibitions and associated programs.

All sponsorships and donations are reported to the Director prior to acceptance.

## **2. Governance**

Timespan's funding officer prepares funding applications, which are then reviewed and receive input from other staff, primarily from Director Giulia Gregnanin. Depending on the project or area of Timespan's program the funds are directed towards, additional staff may be more involved in completing the application. Final approval of applications is granted by Catriona Whitfield, Treasurer and member of the Board of Trustees.

A comprehensive record of funding applications, including their designated areas, status (pending, failed, or successful), is meticulously maintained and shared with both staff and the Board of Trustees. Folders containing the applications themselves and any public relations directives from the funding body are distributed to relevant staff members. Milestones and feedback requirements for each fund are coordinated among the Director, Funding Officer, and the respective staff member overseeing the project.

## **3. Changes in situation**

Particularly in instances of match funding, where funders may join the initiative at various stages and project scopes and costs may fluctuate, we are committed to notifying funders of any alterations to budgets or objectives outlined in the original funding application before initiating the funded project. Furthermore, we will make every effort to promptly inform funders of any subsequent changes that arise once funding has been secured and the funded project is underway.

## **4. Strategy**

### **4.1 Goals**

1. Raise core match funding needs of £108,000
2. Raise £70,000 to undertake a feasibility study for the museum's redevelopment transition. Applications in process, if they fail, find other funders.
3. Raise £18,000 to remediate issues with archive and object storage. Applications in process, if they fail, find other funders.
4. Increase reserves to 15% to contribute to core costs

5. Continue to cultivate discussions with existing funders, and identify new funders for the Museum's Redevelopment

## 4.2 Objectives

1. Meet core match funding needs from a variety of sources, ideally multiyear. Achieve some core funding input from core costs elements to project funding, and some from direct core funding applications.
2. Restart the youth programme by hiring a youth curator for four days a week and a youth assistant for two days a week. The project will enable us to cover a portion of the Design and Editorial Manager's salary.
3. Look at funding for the continuation of The People's Mobile Archive at the end of 2024, and continue highly successful activities such as writing workshops and launch a series of podcasts. The project will benefit more than ten collaborators and enable us to cover the Heritage Curator's salary and a portion of the Marketing and Communication Manager's and Design and Editorial Manager's salaries.

## 4.3 Additional goals

1. Increase our funding income by 15%
2. Increase the average grant amount by 15% by the end of the fiscal year.
3. Develop and implement a comprehensive fundraising plan, including a mix of fundraising strategies, such as direct mail, online giving, major gifts, and events, by the end of the first quarter.
4. Cultivate relationships with new and existing donors through personalised communication and engagement opportunities, such as meetings, events, and volunteer opportunities, throughout the fiscal year.
5. Develop and implement a donor recognition and stewardship plan to ensure that all donors feel valued and appreciated for their contributions, by the end of the second quarter.
6. Develop and implement a grant-seeking strategy to increase support from foundations and corporations, by the end of the second quarter.
7. Increase engagement with the local community by hosting at least 4 fundraising events curated by Friends of Timespan that are open to the public, by the end of the fiscal year.

8. Conduct regular evaluation and reporting on fundraising performance, using metrics such as donor retention rates, new donor acquisition, average donation amount, and return on investment, to continuously refine and improve fundraising strategies and tactics throughout the fiscal year.