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2022
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SHOWCASE



Transformational Philanthropy Opportunities in a Post-Covid World

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Partner DGB Group



Greater access to major donors via digital connectedness, is a game changer – driving larger philanthropy targets and longer-term major donor engagement.



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World Fundraising Trends...

The rise of Major Donor fundraising over 'traditional retail' fundraising

The number of donations per capita is shrinking, yet...

The size of top-level philanthropy gifts is increasing

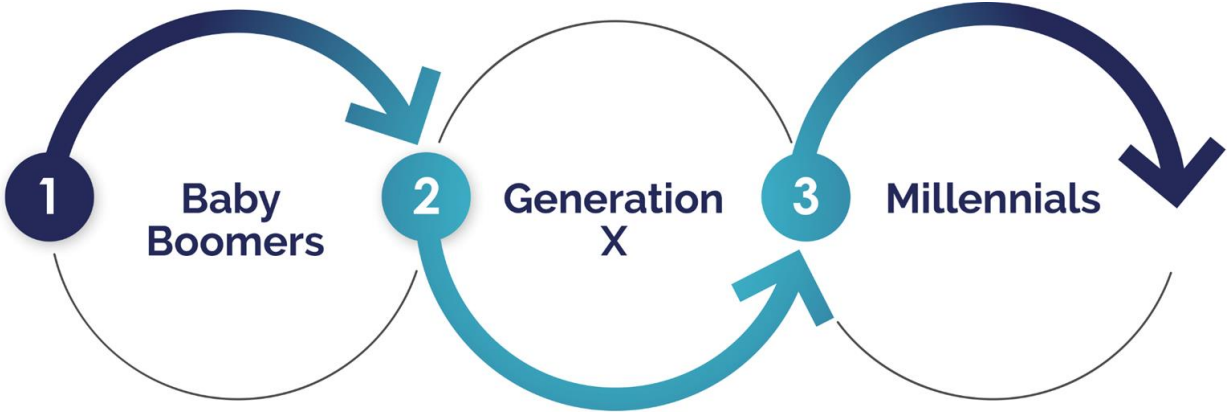


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Increasing Overall Giving

The Great Intergenerational Wealth Transfer of the 21st Century has begun



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The Rise of the Newly-Wealthy

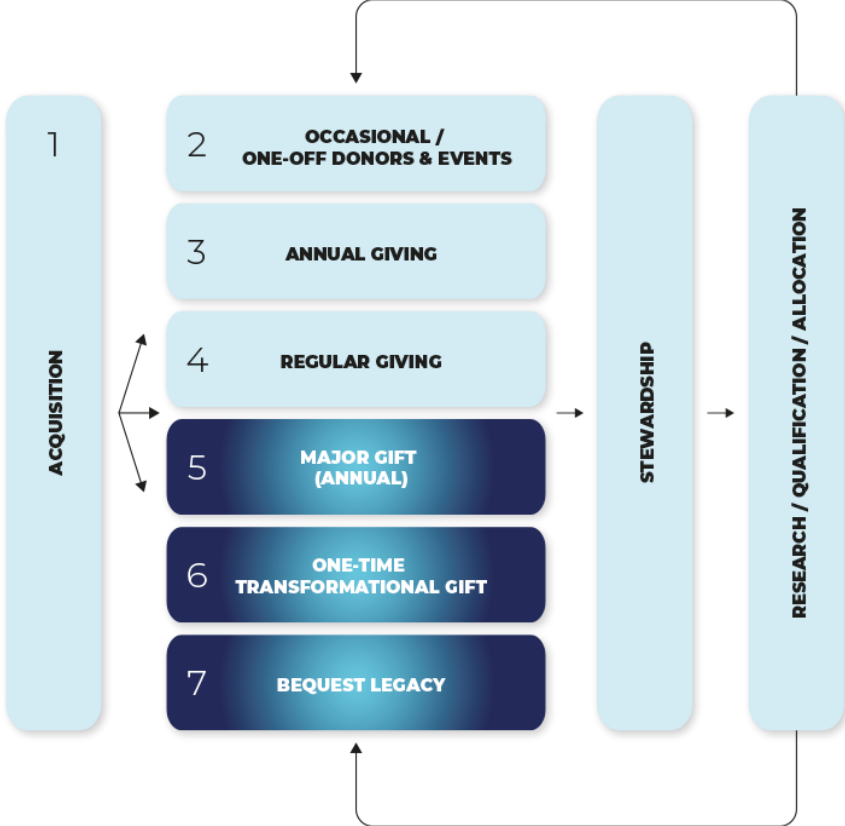
Setting up massive new trusts, PAFs and foundations

- A signal from millennials of greater altruism
- More progressive view on the world



You get the money where it is – or you don't get it

Ensuring Long-Term Sustainability & Growth

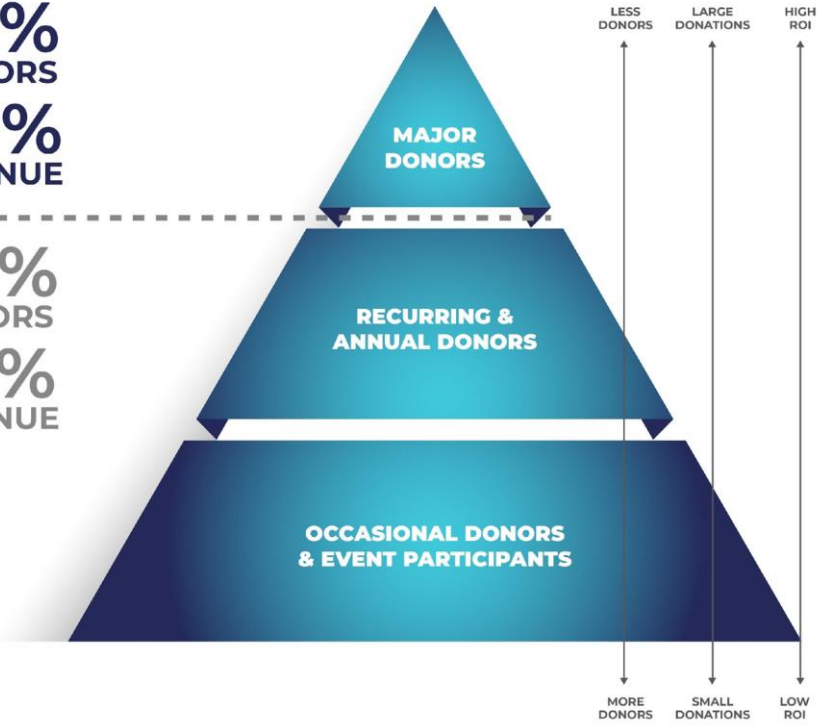


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Ensuring we weight our efforts – accordingly

20%
DONORS
80%
REVENUE

80%
DONORS
20%
REVENUE



A Transformational Case to attract Transformational Gifts

A mission aligned, strategic plan
aligned, philanthropic case

An aspiration that captures the overall intent
of the organisation that can flow down into
programmatic intent and impact



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A Transformational Case to attract Transformational Gifts

Deserves a Comprehensive Campaign...

A Campaign reserved for achieving the largest
revenue targets of any methodology



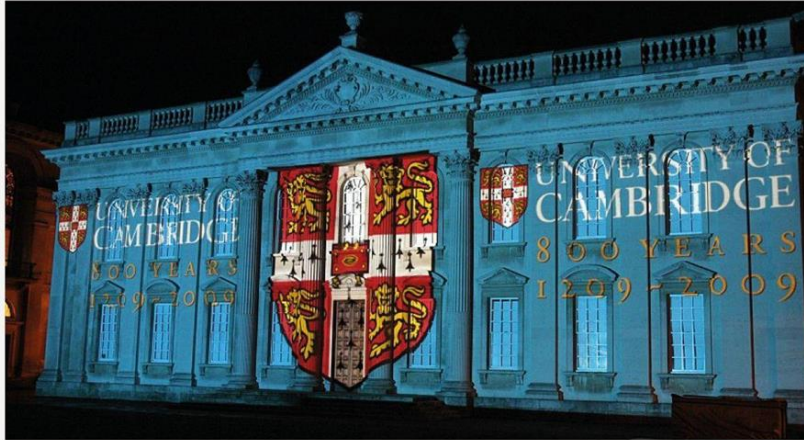
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CASE STUDY

CAMBRIDGE UNIVERSITY

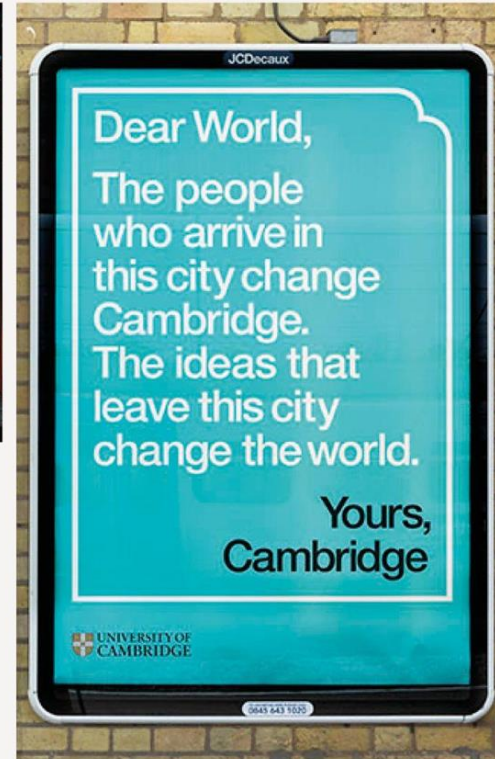
 UNIVERSITY OF
CAMBRIDGE
800 YEARS
1209 ~ 2009



800 Campaign

\$2 billion raised

The 800 Campaign was a multi-campus, multi-institutional campaign that raised approx AUD\$2billion.



CASE STUDY

UNIVERSITY OF MELBOURNE



'Believe' Campaign
\$1 billion raised



CASE STUDY

AUSTIN HEALTH

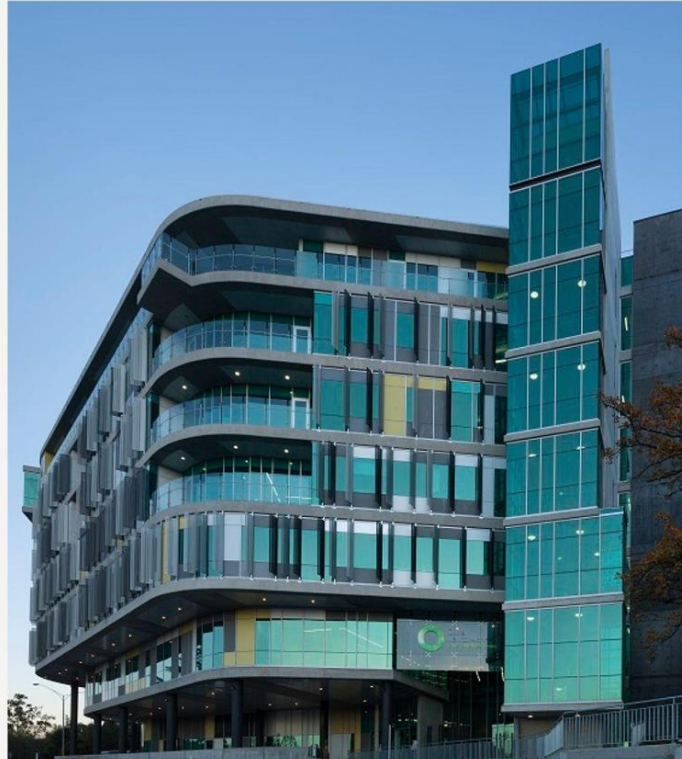


Olivia
Newton-John
Cancer Wellness & Research Centre



Olivia Newton John Cancer & Wellness Centre

AUD\$120million campaign for the building of a new state of the art cancer wellness centre and additional costs.



CASE STUDY
FIGHTMND

**FIGHT
MND.**
IT TAKES PEOPLE



National MND Clinical Trials Pipeline

\$40million campaign to invest in drug development and trial in Australia through research capacity and trial costs.



Game-Changing Digital Connectedness

Transforming major donor
access and engagement



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Any organisation can run a multi-million-dollar transformational campaign

of transformational, multi-million campaigns
vs
size of annual fundraising revenue

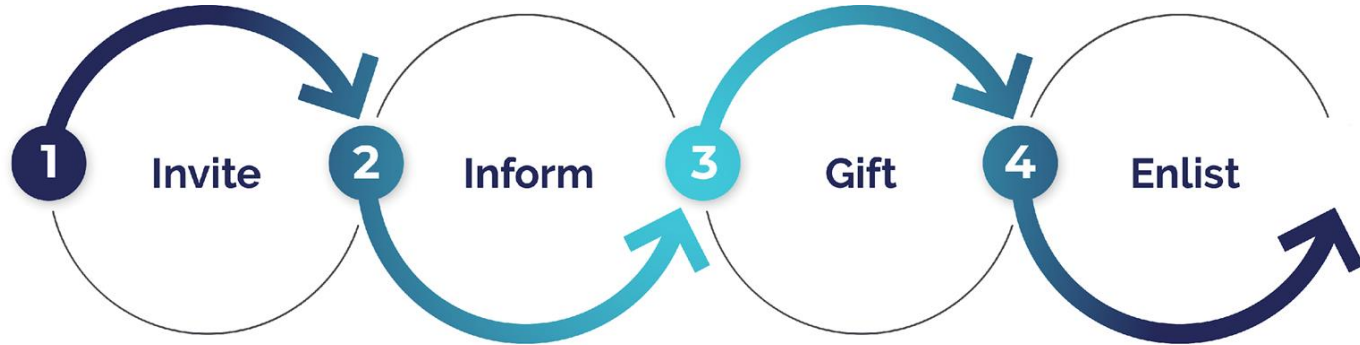
Less than \$1M	\$1-5M	\$5-10M	\$10M+
6	7	2	2

Ref. DGB Group campaigns in development and active July 2022



A Word on...

Major Donor Moves Management



Campaigns Moves Management...

Digital Moves Management...

STEERING COMMITTEE

Enlisting the Steering Committee Chair

Enlisting the Steering Committee

Conducting the Steering Committee Meetings



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FEASIBILITY STUDY

Conducting Feasibility Study Interviews

CAMPAIGN COMMITTEE

Enlisting the Campaign Chair Enlisting the Campaign Committee
Campaign Committee Meetings Conducting Campaign prospect
Informing Functions

GIFT SOLICITATION?!!!



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Australian Veterans Arts Centre

“When you make a mark on a wall, as the first guy did with a burnt stick, it was at one and the same time the most abstract of things to do because it didn’t mean anything and also the most human of things to do.

What it did mean was that, ‘I am here and I am human’.

So if anyone else came around, they would know that there were other humans there.

A flat sheet of paper, is a flat sheet of paper. It has no energy and nothing to it. It doesn’t mean anything and it doesn’t do anything.

But if you put a mark on it - any mark - you activate the entire surface of the paper. It becomes active. Suddenly, it’s no longer a sole mark, it somehow energises the space around it and you feel it needs another mark somewhere else nearby.”

Guy Warren AM
WWII Veteran - Veteran artist
1985 Archibald Prize winner

BRIEF

Understand the critical nature of art, its importance to veterans and its place within Melbourne

DELIVERY

Leverage ANVAM’s historical relevance, contemporary approach.

Today, Australia is recognising it must do better in supporting its veteran community.

"Despite some recent improvements to the veterans' rehabilitation system, it is not fit for purpose. It requires fundamental reform. It is out-of-date and is not working in the best interest of veterans and their families, or the Australian community."

Productivity Commission, July 2019



Current research into Australian Defence Force personnel transitioning back to civilian life found that:

75%

Met the criteria for a mental disorder in their lifetime

47%

Anxiety and (46.1%) and alcohol disorders (47.5%) were the most common classes of lifetime disorder

25%

Were estimated to have met criteria for post-traumatic stress disorder (PTSD) in their lifetime

3x

More likely to endure homelessness than our general population

Sources

<http://www.theglobalinstitute.com.au/research/public-mental-health-prevalence-representation-feeding-and-urban-research-institute-2018>, [http://www.austlii.edu.au/other/dfat/special/afveterans/afveterans.html](http://www.austlii.edu.au/au/other/dfat/special/afveterans/afveterans.html), [http://www.austlii.edu.au/other/dfat/special/afveterans/afveterans.html](http://www.austlii.edu.au/au/other/dfat/special/afveterans/afveterans.html), [http://www.austlii.edu.au/other/dfat/special/afveterans/afveterans.html](http://www.austlii.edu.au/au/other/dfat/special/afveterans/afveterans.html)

A redevelopment for recovery

As home to Australia's first cultural institutions for veterans' wellbeing, this special place will remain true to its original purpose of relieving suffering. Dynamic public and arts spaces designed to build community, staffed by a specialised workforce including arts facilitators, will provide a range of experiences for a modern world class cultural institution. Experiences and services range from arts programs, case management, outreach programs, arts mentoring, research, curatorial, conservation, cafe, events and retail.

ANVAM's decade-long campaign for the transformation of 315KX, has led to the point where Melbourne City Council is engaged in a partnership transfer from the Federal Government. The property will soon be transferred to the City of Melbourne.



However, there are solutions

Creativity and artistic expression are proven pathways that lead to veteran health and wellbeing.

Arts engagement alleviates suffering and trauma.

The 2019 World Health Organisation (WHO) report on 'Arts and Health' indicated that arts is the most cost-effective approach to promoting health and preventing ill health.

"Arts engagement helps manage and treat physical and mental disorders, ease anxiety and depression and, more broadly, promote social cohesion and address inequities through arts participation"

(WHO, 2019)

Questions...



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