



McCARTHY MENTORING

## CASE STUDY

### PROGRAM



PHILANTROPY

### CLIENT



# Philanthropy Mentoring Program

FUNDED BY THE AUSTRALIA COUNCIL FOR THE ARTS AND CREATIVE PARTNERSHIPS AUSTRALIA

**BACKGROUND** McCarthy Mentoring has worked with The Australia Council for the Arts since 2005 to manage a mentoring program for philanthropy managers. In 2014 it is jointly funded by Creative Partnerships Australia and aims to grow and support the philanthropic programs of select arts organisations.

The mentoring program offers philanthropy managers a unique opportunity to work one2one with an experienced executive. Mentors draw on

their experience in business, not for profits and as company directors to provide strategic advice and practical insights on philanthropy programs. Our research and experience shows that partnering with a confidential mentor builds people's confidence and offers increased networks, inspiration and skills.

### PROGRAM OVERVIEW

Key components of the 12 month program:

- Consultation on the design, implementation, selection of mentees and outcomes of the mentoring program.
- Competitive process for mentees to be selected.
- Extensive matching process to connect mentees with experienced mentors.
- Meeting with participating company executives and board to obtain brief on their philanthropy plans and goals.
- Communication with respective boards and introduction of the mentors.

- Provision of resources and tools to facilitate and structure the process.
- Ongoing monitoring and formal evaluation of the program against client objectives.
- Development of an online portal where participants can share successful strategies, case studies, useful resources.
- Production of an annual event for philanthropy managers and their mentors to connect and learn.
- Evaluation of program.

### OUTCOMES

The results have been significant. In Australia between 2002 and 2010 private sector support for the arts has increased by 58% and private giving has overtaken corporate sponsorships since 2008.

In 2013/14 all participating companies saw an increase in fundraising dollars, 100% of participants made progress on achieving their objectives.

Outcomes cited included greater confidence, improved stakeholder relationships, a more strategic approach to philanthropy and broader networks.

"I AM A LEADER HERE NOW IN THIS ROLE"

Queensland Ballet which participated in the program in 2013 had a 160% rise in philanthropy and sponsorships from 2012