

3-2 Report by the Treasurer of ICOMOS

Fundraising Report
By Pamela Jerome, Treasurer

ICOMOS's fundraising consultants organized five fundraising workshops for the Board and Secretariat that were held from November 2021 through June 2022.

Fundraising Workshop #1 was held on 4 November 2021 and focused on Global Trends and Basics of Fundraising. During the workshop, we learned who the fundraising sources are and what motivates them, why donors contribute, and global trends in philanthropy. We also reviewed various international case studies.

Fundraising Workshop #2 was held on 6 December 2021 and focused on Identifying Top Priorities for ICOMOS Fundraising. Six categories had been identified during the previous workshop (research, membership development, capacity building, emerging professionals, developing nations, and outreach and advocacy). In prioritizing, we were asked to consider the potential for serving the ICOMOS mission in 2022 and beyond, the urgency of the need, who will be served, priority regions or issues it might address, and who would carry out the work (i.e., will the Secretariat need more staff?).

Fundraising Workshop #3 was held on 27 January 2022 and focused on Institutional Funding. We were asked to identify potential donors for ICOMOS. We were taught how to tailor our ask to potential donors' interests and goals. We performed research and developed a list of prospects.

Fundraising Workshop # 4 was held on 3 March 2022 and focused on Developing Tailored Funding Requests for ICOMOS. We developed a strategy to approach funders for two projects. The two selected are the expansion of the Congo project to other African nations and the development of a mentoring program for the Emerging Professionals. Materials were produced during the workshop.

Fundraising Workshop #5 was held on 3 June 2022 and focused on Funding Requests and Other Fundraising Opportunities for ICOMOS. During the final workshop, we reviewed the Letter of Interest developed for EP mentoring program and the African initiative (expansion of the Congo project). We also reviewed a sample letter to Ministers of Culture, the idea being for Board members to ask for a modest amount of unrestricted funds from their country's ministry. These funds would then been used to supplement the Secretariat's staffing needs to administer the projects being developed.

The Secretariat continues to work with our fundraising consultants who are reviewing materials that we prepare moving forward.