

CULTURAL AND HERITAGE DONATING IN BELGIUM | A THREE-PART SYMPOSIUM

A successful campaign for patronage results from the interplay of three closely-linked elements: government policy that encourages donating, appropriate fundraising methods and motivated donors. The key to success lies in a thorough understanding of each. This theme will be the subject of a three-part symposium, launched on the initiative of the King Baudouin Foundation and FARO, a platform for the protection of cultural heritage active in Flanders.

Background

The King Baudouin Foundation and FARO wish to draw public attention to donating in Belgium and, in particular, to donations in the field of culture and heritage. What are the expectations of policy makers, cultural and heritage institutions *and* of donors that could lead to different forms of giving and fundraising, whether new or existing? Where do problems lie? Who can do what?

It is becoming increasingly evident that governments can no longer continue to be responsible for all of the investment – often urgent – needed regarding heritage and culture. Moreover, other needs of society are making more and more demands on the public purse.

Target audience

This three-part symposium is addressed to policy makers, cultural and heritage organisations, fundraisers, donors, notaries, private bankers, financial consultants and other intermediaries.

PART 1. GOVERNMENT AND PHILANTHROPY. AN INTERNATIONAL PERSPECTIVE TO PATRONAGE

Whilst philanthropy does not depend first and foremost on fiscal stimulation, it can certainly have a favourable influence. Government is therefore an important partner in encouraging alternative financing. Initiatives taken by neighbouring countries in the field can provide enlightenment.

Flanders has recently published a white paper on complementary financing with particular focus on culture. The current environment is thus open to new ideas on fundraising, one in which both regional and federal governments can play their part.

This will be the subject for part 1 of our programme, which will take place on Monday 6 June, at the BELvue Museum, Brussels.

Speakers: **Dominique Allard** (Director, King Baudouin Foundation), **Sven Gatz** (Flemish Minister of Culture, Media, Youth and Brussels), **Ian MacQuillin** (Rogare, University of Plymouth), **Jean-Paul Warmoes** (Executive Director, KBFUS) and many more!

PART 2. FUNDRAISING. IS IT WORTH WHAT IT COSTS?

Cultural institutions are increasingly reliant on other means of financing than subsidies to reach their objectives. Most institutions force themselves – much more today than in the past – to encourage the giving of donations and bequests and to consolidate corporate donations. They also make efforts to increase income from their own money-making activities. Nevertheless, income from the public purse remains an important part of their revenues.

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Such an approach requires on-going effort and important investments, yet success is not guaranteed in a climate that is sensitive to macro-economic fluctuations. How to react? What are the key factors to ensuring well-balanced resources? What improvements can be made? How have those who have achieved their objectives managed to do so?

Part 2 of our symposium will form part of the *Groot Onderhoud*, the annual meeting organised by FARO which, this year, will take place in Antwerp (at the KBC Tower) on 11 October. Further information can be found on www.hetgrootonderhoud.be.

PART 3. THE SECRETS OF INITIATION TO PATRONAGE. HOW TO BECOME PART OF A DONOR'S PHILANTHROPIC PROJECT.

It seems that giving gives great pleasure and yet philanthropists do not usually think of culture or heritage when they want to support a good cause. Cultural and heritage institutions are not sufficiently thought of as good causes.

A request to a donor is very different from a request for a subsidy. One has to become part of a donor's philanthropic project, an aspect that all too frequently is not sufficiently understood. Sensitivity is essential, but what is the best way to approach a donor? What influences a donor in his or her choice of recipient? What are a donor's expectations? Does everyone speak the same language?

This third and last part of the symposium will take place in Brussels, in January 2017, as part of BRAFA'17.

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ADVISED TO REGISTER AS SOON AS POSSIBLE.**