

## Upstart Projects & Voice: Commission Brief

<b>Title of project:</b>	Freelance Fundraiser
<b>Your role:</b>	To support our fundraising plan for Voice magazine and projects
<b>Date/s of activity:</b>	10 days from April 2024 over c.3 months with the potential for continuation
<b>Location:</b>	Remote
<b>Fee:</b>	£200-£250 per day (dependent on experience)

Upstart Projects supports young people aged 13-30 to develop their creativity, skills and confidence by taking part in the arts and media. Our projects open doors for young people with less access to cultural opportunities to explore their personal interests and potential jobs. Upstart has a turnover of c.£120k in 2023/24 of which c.£50k was raised from grants and donations and nearly £40k from earned income. However, the year has seen a drop in grants and turnover and we are finding it harder to maintain our target income from trusts and foundations. Our Annual Report for 2022/23 is [here](#)

At the heart of our work is [Voice](#), our online arts and culture magazine for young people. The magazine attracts 300k visitors pa and has an active user community of 8k, the majority aged 13-30, who post creative work, media, features and reviews.

Voice's mission is to act as a training ground for young people without resources and contacts: we provide work experience, mentoring, professional workshops, freelance commissions and staff roles which enable participants to develop skills and build a portfolio for future jobs. Our local projects with partners in the Midlands work with young people to explore and review the arts on their doorstep, developing communication and media skills. Recently we have created a progression model called Creative Pathways which supports young people to move from local projects to work experience on the magazine and to explore careers in the cultural sector.

We aim to help tackle the finding by the Creative Industries Policy and Evidence Centre in 2021 that: *'People from privileged backgrounds are twice as likely to work in creative jobs as those from the working classes.'*

We have a fundraising strategy, a good list of prospects and plenty of impact evidence to support bids. The charity is based in Shrewsbury, Shropshire, and our team of six work part-time and remotely, most based in the Midlands. We also run training and services for other organisations, which generates income towards the charity's core costs.

We are now seeking a fundraiser to work with us during 2024 to help us secure additional funding of around £20k into our core programme by:

- developing and writing bids to selected funders
- further building our prospects pipeline

The right candidate will have:

- experience in securing bids from trusts and foundations (knowledge of Midlands funders may be helpful)
- a good understanding of fundraising for the arts and media sector and/or youth training and career development
- excellent writing skills

### Outputs from the project

- Compelling proposals with strong supporting material for selected funders
- Successful bids attracting funds for 2024/25 and/or beyond

### Next steps

Please email Diana Walton, [diana@upstartprojects.uk](mailto:diana@upstartprojects.uk), outlining why you are interested in this role and your track record in raising funds in the arts/media sector, plus your CV and referees from similar work, **by 5pm on Tuesday 19 March, 2024.** Contact Diana if you have questions about the role.