

## Invest In Us Fundraising Campaign Information Sheet 2022-23

*This document outlines the objectives and targets of WA Youth Theatre Company's (WAYTCo's) Invest In Us campaign. If, after reading this, you still have some questions, please don't hesitate to contact Leah on [generalmanager@waytco.com](mailto:generalmanager@waytco.com) or 0408 945 209.*

### About the Campaign

Running 1 June 2022 to 30 June 2023, Invest In Us represents a concerted effort to secure deep engagement of the Western Australian giving community. The campaign is staged in 3-parts:

### Key Dates/ Fundraising Strategy:

June 2022            Run a simple 1-month social media-based campaign (aka brush off the cobwebs);  
Nov/Dec 2022      Associate PLUS\* Drive  
Apr-June 2023     Secure Private Ancillary Fund/ Foundation support

\*A new membership tier for supporters aged 27 or above who wish to donate a youth membership at time of sign-up.

### Doubling Your Impact through 'PLUS 1'

In October 2022, WAYTCo was successful with the highly competitive national matched funding program 'PLUS 1', administered by Creative Partnerships Australia. This means ALL donations made between 10 October 2022 and 31 May 2023 will be matched (up to a total value of \$25,000). This means \$25,000 becomes \$50,000, what a boost!!! To find out more about the PLUS 1 program, see [here](#).

### Campaign Objectives

- Reconnect the company with the fundraising imperative;
- Funding diversification, i.e. decrease reliance on government funding;
- Streamline fundraising activities, systems and processes;
- Model fundraising and philanthropic practices to members (emerging artists) and engage members in the fundraising process;
- Reignite connections with past alumni and generate, amongst alumni, a culture of giving back;
- Elevate the Company's profile within the broader community, and especially within the WA philanthropic community;

**END GOAL:** Large donor/ Private Ancillary Fund (PAF)/ Foundation investment that

## Campaign Targets & Achievements

*June 2022:*

Target \$ 7,500; Stretch \$8,500; Achievement \$8610

*Nov/Dec 2022:*

Target \$ 12,500; Stretch \$20,000

*Apr-June 2023:*

Target \$ 30,000; Stretch \$35,000

**Total: \$ 50,000**

### What will the campaign fund?

Funds from the Invest In Us Campaign will be used to support WAYTCO's exciting 2023-24 program of world class opportunities for diverse young artists. Including a national and international tour of ARCO by self-described 'autistic gentleman' Adam Kelly, indigenous-artist-led workshops for justice-involved youth and the development of short works by youth artists of all ability.

To find out more about WAYTCO, our programming and how your support can make a difference, watch the campaign videos [here](#). Or contact [Leah](#) for a coffee meeting. To jump straight to supporting our cause, go to: [wayouththeatrecompany.raisely.com](http://wayouththeatrecompany.raisely.com)

17th November 2022