



Tyne & Wear Archives & Museums Development Trust (TWAM Development Trust)

A year of success: 16 grants secured and £700K raised

“We secured funding from The Prince of Wales Charitable Foundation, The Royal Society of Chemistry and Cycling UK.”

Anna Snell

Development Specialist
Tyne & Wear Archives & Museums

Background:

Empowering cultural enrichment in Tyne & Wear

Established in 2010, Tyne & Wear Archives & Museums Development Trust (TWAM Development Trust) serves as the charitable arm of Tyne & Wear Archives & Museums (TWAM), striving to support and enrich a diverse array of museum activities. Situated across Tyneside, TWAM manages a collection of nine museums and galleries, each housing collections of international significance spanning various domains such as archives, art, science, technology, archaeology, military and social history, fashion, and natural sciences. Supported by local authorities, Newcastle University, and Arts Council England, TWAM operates as a National Portfolio Organisation, committed to enriching community life through cultural engagement.

The Trust is driven by a set of objectives aimed at advancing education, culture, heritage, and civic responsibility within the community. It supports art and heritage programmes that support people of all ages to gain new skills and confidence and to improve their wellbeing.

Challenge:

Supporting diverse fundraising endeavours for museum initiatives

Fundraising activities play a crucial role in sustaining the museum’s mission and promoting cultural enrichment, but on their own are not enough to sustain the Trust’s strategic vision.

Funds are needed to finance exhibitions, embark on capital improvements, acquire collection objects, undertake conservation/ restoration, deliver learning programs, and support community outreach.

By supporting initiatives that enhance cultural enrichment, education, and civic engagement, the Trust contributes to the positive transformation of individuals and communities.

The challenge is to find new, and diverse, funding opportunities.



Solution:

A transformative tool

TWAM's decision to adopt Idox's GrantFinder as a solution to their fundraising challenges was rooted in several key factors that highlighted its suitability for their needs.

GrantFinder consolidates grants and funding sources into a single, user-friendly platform, sparing users the hassle of navigating multiple websites.

Its expansive database spans various sectors, from public services to charities, ensuring comprehensive coverage.

Regular updates keep users abreast of new opportunities, preventing them from overlooking potential funding avenues.

The platform's intuitive interface enables easy navigation, catering to users of all levels of experience.

GrantFinder's ability to set up specific alerts for funding opportunities perfectly aligned with TWAM's requirements. By enabling the customisation of alerts based on specific projects and venues, GrantFinder ensured that TWAM could stay informed about relevant funding opportunities tailored to their unique needs and objectives.

Accessible and effective training ensured that the team could fully utilise the platform's features and functionalities, maximising its impact on their fundraising efforts.

"GrantFinder's targeted updates and alerts have transformed our fundraising efforts, ensuring no opportunity slips through the cracks. Working with Idox has been an excellent experience. Their support and training services have been invaluable in maximising the benefits of GrantFinder." Anna Snell, Development Specialist, Tyne & Wear Archives & Museums.

Outcome:

A perfect solution for streamlining fundraising efforts

The adoption of GrantFinder brought about a new dimension in TWAM's fundraising endeavours. The ability to set up alerts for specific projects and venues ensured that no funding opportunity escaped the team's notice. Daily reminders of new funders proved invaluable in expanding TWAM's funding network and uncovering previously unseen opportunities. Noteworthy successes included securing substantial funding from prestigious organisations such as £10,000 from The Royal Society of Chemistry and £8,000 from Banks Community Fund. In the financial year 2023/24, TWAM submitted a total of 65 funding applications, resulting in 16 successful grants and a total fundraising amount of £707,925, marking a success rate of 24%.

"GrantFinder has emerged as a transformative tool for Tyne & Wear Archives & Museums Development Trust, empowering them to navigate the complex landscape of fundraising with ease. It's great to see how the seamless integration of GrantFinder into TWAM's operations, has resulted in tangible outcomes, including increased funding and expanded opportunities for cultural engagement. This case study underscores the transformative impact of GrantFinder in helping TWAM cement its position as a leading cultural institution in the region." John McLaren, Head of Business, GrantFinder and The Knowledge Exchange.

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