

VISUAL ARTS MISSISSAUGA



In 2023, Visual Arts Mississauga (VAM) contracted DoGood Funding to conduct a review of its internal fundraising policies and practices, spearheaded by its incoming executive director.

DoGood staff conducted several high-level consulting workshops with Consultant Kristian Clarke, a former Executive Director from the Arts and Culture sector.

A team of consultants developed recommendations for VAM on how to attract new funders, access new grant opportunities, enhance their fundraising policies and position VAM's mission and mandate for future success.



DoGood Funding: Let's Raise More Money!™

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The project included the production of a detailed consulting report, which included a three-year fund development plan with action-oriented next steps and clear objectives. At the request of VAM, we aligned each aspect of the Plan with the organization's four new pillars from their Strategic Plan.

The project also included a prospect research exercise, where we conducted research and reported on relevant funding opportunities throughout Canada.

VAM staff ended the consulting engagement with more confidence and a roadmap for future fundraising success!

