



WEENGUSHK FILM INSTITUTE

Fundraising Campaign Feasibility Study

Weengushk Film Institute (WFI) is a world-class media arts and artist-focused film and television-training centre, dedicated to unlocking the creative potential of Indigenous youth. While celebrating and sharing their voices, these emerging



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Indigenous artists learn market-leading and life skills as they begin their path towards inspired and sustainable futures. Through an understanding of tradition, culture and identity, WFI envisions the collection, preservation and representation of new creative voices. The development and recognition of Indigenous youth at WFI supports the important contribution of Indigenous stories to the Canadian arts landscape. WFI is the first program of its kind to be accredited by a Canadian University, and proud of their partnership with Brock University.

S. Sutton & Associates Inc. was privileged privilege to assist WFI with an analysis and evaluation of existing development operations and practices in anticipation of an upcoming \$10 million fundraising campaign.

Our consultancy services delivered the following as part of a robust pre-capital campaign evaluation:

- Fundraising growth analysis to determine opportunities for revenue growth that are as yet untapped or not fully explored
- Donor and stewardship database review to determine opportunities for increased giving and engagement among current supporters
- Organizational assessment of WFI exploring the overall impact of activities and structure on fundraising effectiveness
- Back office operations review to evaluate the capacity of WFI to support fundraising initiatives including suggested modifications to increase fundraising efficiencies
- Strategic fundraising plan that encompassed the above findings and recommended strategies and implementation to achieve a development office consistently operating within industry best practices

