

WEENGUSHK FILM INSTITUTE

Fundraising Campaign Feasibility Study and Strategic Plan

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



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

Strategic Plan

Upon completion of S. Sutton & Associates Inc.'s analysis and evaluation of existing development operations and practices in anticipation of an upcoming \$10 million fundraising campaign, we were subsequently asked to develop a Strategic Plan.

Goals and objectives were presented in terms of quantitative and qualitative outcomes. Strategies and tactics were detailed, with timelines, numbers to be served, by what means, responsible parties and decision-making and approval processes, measurable key performance indicators and projected budget for implementation.

The plan included benchmarks and milestones and serves as a multi-year workplan from which leadership can operate and measure progress in achieving goals and course correct, as necessary.

The executive summary includes a brief description of the plan that WFI can use to engage Indigenous youth, their families, staff, board, community members, other stakeholders, and donors in imagining the organization's future.

“I’ve been through the document provided by our Innovation Team and it shines a lot of light where I need it. Thank you so much to Susan and the S. Sutton & Associates Inc. team. This experience has really pointed me in the right direction.”

What did you enjoy most about your experience with S. Sutton & Associates Inc.? “Honesty.”

– Shirley Cheechoo, Founder/Artistic and Executive Director

“We are very thankful for Susan and the Innovation Team! They provided a wonderful road map for Weengushk Film Institute and their expertise has been invaluable. We look forward to a continued relationship with S. Sutton & Associates Inc.”

– Phyllis Ellis, Chairwoman, Board of Directors

