

Leicester Dance Theatre/Aakash Odedra Company

Fundraiser (Freelance Contract)

**AAKASH
ODEDRA
COMPANY**

SHIAMAK
Have feet. Will dance.®

The Academy
DeSi
m a s t i

“A lotus emerges only from mud, arguably the most beautiful flower in the world.” Aakash Odedra

At Aakash Odedra Company we know the future is what we make it. We are believers and dreamers. Excellent art, and in particular dance, is at the centre of everything we do and we know its transformational power in people's lives.

Art is everybody's fundamental right. Having been awarded Arts Council England's National Portfolio status, we are poised to deliver an ambitious and exciting plan over the next 3 years. We are building a team and invite great people to join us on this journey. Our heart is in Leicester, but our footsteps are global. Our home is in Britain's most culturally diverse city.

You will be excited by great art. You will understand that great art is delivered by teams of people who have a good heart, a clean mind and like getting their hands dirty. If this appeals to you please get in touch with us.

The following are included in this pack:

- Fundraising Brief
- Company Information

A bespoke work plan will be agreed between the Fundraiser, Producer and LDT Board at the start of the contract, reflecting fundraising priorities and resources available. The fundraising target is £35,000 for 2019/20, £50,000 for 20/21 and £55,000 for 21/22

Fee: £16,000 per annum for approximately 96-100 days. Renewal of contract on mutual review.

How to apply

Please email your response to the brief including how you would approach the work (maximum 2 pages) to info@akashodedra.com writing Fundraiser (Freelance Contract) in the subject box.

Deadline for tenders: Friday 29 March, 5pm

Interviews will take place on Friday 12 April

If you would like an informal conversation regarding the brief please contact General Manager, Aoife Daniels aofe@akashodedra.com to arrange a mutually convenient time.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

FUNDRAISING BRIEF

To lead the organisation's fundraising strategy and deliver the activities. This role will be key in the delivery of our 2018-22 Business Plan, helping Aakash Odedra Company grow its fundraising income and cultivate new supporters.

This role is responsible for building and managing relationships with new and existing statutory, trust, corporate and individual partners through high-quality research and cultivation activity, the preparation of successful funding proposals, and the development of effective communications and events. Other responsibilities include ensuring compliance with funding agreements and fundraising legislation.

1. Further develop and implement the fundraising strategy to maximise income from all sources (including statutory funders, trusts and foundations, corporate partnership and individuals), in collaboration with the Producer.
2. Ensure the case for support is updated as and when appropriate.
3. Identify key projects (artistic, learning, participation, community), create high-quality funding proposals and project-specific budgets in collaboration with the team.
4. Set up systems to efficiently manage development data and contacts.
5. Ensure compliance with fundraising-related legislation (including GDPR).
6. Cultivate and steward relationships with all current supporters, including through tailored stewardship plans, effective reporting, communications, events and meetings.
7. Identify and engage potential supporters in collaboration with colleagues and Trustees.
8. Establish a pipeline of supporters, and develop and deliver appropriate cultivation plans.
9. Advise on the Company's communications and marketing strategy from a fundraising perspective.
10. Develop relationships with Trustees to ensure their pro-active involvement in fundraising and maximise their networks and expertise.

Expectations:

- Occasional attendance at key performances and events including in the evening
- Occasionally represent the company at external cultivation and networking events

Requirements:

1. At least three years' experience of fundraising in the arts and/or not for profit sector.
2. A proven track record of securing and maintaining grants.
3. Experience of managing major grants from Arts Council England and/or trusts and foundations
4. Experience of raising money from individuals and/or corporate sponsorship
5. Experience of devising systems for fundraising management within the capacity of a small organisation.
6. Exemplary written and verbal communication skills, including the ability to produce compelling proposals and reports tailored to different audiences

7. Good finance skills: ability to interpret budgets and financial reports
8. Ability to motivate others and inspire commitment to Aakash Odedra Company
9. An innovative and creative approach, able to generate new fundraising ideas
10. Fundraising research to keep abreast of funding opportunities.

COMPANY INFORMATION

“Dance is a window into our souls. When we really dance, we feel free. If we help others to dance, we help them to be free. This is what we do.” Aakash Odedra

In 2018, Leicester Dance Theatre/Aakash Odedra Company became an Arts Council England National Portfolio Organisation at Band Two, and we have partners in place for new international creations in 2019 and 2021. Combined with the expansion of Shiamak, our franchise company teaching Bollywood dance, LDT/AOC is embarking on a vibrant period of change and expansion.

About Leicester Dance Theatre

Leicester Dance Theatre Limited (LDT) is a not for profit organisation encompassing the existing work of Aakash Odedra Limited with a mission to drive forward dance in Leicester, the UK and internationally. LDT licenses three brands: Aakash Odedra Company; Shiamak and Desi Masti the Academy. The brands and names Aakash Odedra Company, Shiamak/Shiamak Midlands and Desi Masti are used for their respective audiences. Day to day, Aakash Odedra Company is the overall brand identity for the organisation. LDT is now working in partnership with the team from Moving Together to deliver an education programme for the company which encompasses the work of Shiamak Midlands and Aakash Odedra Company.

Aakash Odedra Company

Aakash formed Aakash Odedra Company (AOC) an international touring dance company based in Leicester, UK in 2011 as a vehicle for commissioning solos and to develop his own choreographic work. His debut full length solo programme *Rising* featured new short works created on him by Akram Khan, Sidi Larbi Cherkaoui and Russell Maliphant. Choreographic commissions include a piece for James Brown: *Get on the Good Foot* (Apollo Theater, New York) and the opera *God's Little Soldier* (Theater Freiburg). Aakash is an Associate Artist of Curve Theatre (Leicester). In 2017 Aakash was Movement Director for the play *Pink Sari Revolution* for Curve Theatre and choreographer for a new opera, *Sukanya* by Ravi Shankar for The Royal Opera (London). 2018 saw the debut of his first company ensemble work, *#JeSuis*, which premiered at NYU Abu Dhabi with the European premiere at The Patrick Centre, Birmingham. Aakash has won numerous dance awards across the world including Bessie (New York), Dora Award (Toronto) and Danza e Danza (Italy).

In 2020 Aakash Odedra Company will open it's new production *Samsara* in Melbourne, Australia. Artistic plans include a further 2 dance productions until March 2022.

Shiamak Midlands

Aakash's alma mater is *Shiamak*, the global leader in Bollywood Dance. With some 80,000 students across 4 continents and a teaching staff of 200, Shiamak Midlands is our franchise company teaching dance to some 300+ people per week across the Midlands, providing access to popular Indian dance forms and contemporary dance for people of all ages and abilities. Working with Shiamak plugs AOC into a global network of opportunities.

Desi Masti

Desi Masti is our 3000-square foot studio facility on Belgrave Road, Leicester. We have two studios comprising a hub

for our classes programme and for professionals and the community to train, create and rehearse. Desi Masti is thought to be the only dedicated multi-studio rehearsal space led by a South Asian organisation outside London.

Our Vision

“Dance is a language without words. We spread this language with love, to improve everybody’s quality of life and bring greater harmony between individuals & within communities.” Aakash Odedra

Our story is of a deep-rooted local community organisation, which faces and embraces the world. As a Kathakaar, story-telling is at the heart of Aakash’s artistic practice. Rare for practicing two classical dance styles: Bharatanatyam and Kathak, he uses these ancient languages to tell stories through an extended movement vocabulary. A 3rd generation British South Asian, a millennial and arguably the biggest British South Asian dance star of his generation, Aakash views these styles as adaptable, constantly evolving forms. His mission is to take them to a new place of relevance for a new bi-lingual audience: the generation that’s grown up in Britain.

LDT’s purpose is to execute high quality artistic programmes which engage, educate & empower the widest possible audience. We work with partners in order to fulfil our vision. At home, Aakash is an Associate Artist at Curve Theatre, Leicester who supports Aakash’s choreographic projects through commissioning and residencies. We continue working with Curve on supporting the Creative Case for Diversity. We work with Leicester City Council, De Montfort University, Leicester Mela and BBC Radio Leicester to contribute to Leicester’s Diwali Celebrations, the biggest outside of India. In Aakash’s home town of Birmingham, we have continuing relationships with DanceXchange and Birmingham Hippodrome, with plans to increase our footprint in the city. Our work with Sadler’s Wells continues through an Arts Council England Elevate award focused on the development of Aakash’s choreographic practice and raising questions around diversity in dance.

We are not only interested in diverse artistic practice, but also how ‘diversity’ manifests itself amongst our staff and audiences. We take seriously our responsibility as an organisation nestled in a BAME income deprived ward.

Our position as a leading arts organisation in the Midlands is to ensure that dance which is less represented than our own, and communities less visible than our own are engaged in the creative discourse of this country. Diversity is integral to all our work.

Finance

LDT became a band 2 National Portfolio Organisation in April 2018 receiving £365k annually. Aakash Odedra Company has received support from Arts Council England through Grants for the Arts since 2012 for research, creation and UK distribution. An Elevate award 2016-19 is enabling us to develop our infrastructure. Our turnover in 17/18 was £606,703. We have ambitious plans to grow income from the Desi Masti Studio and Shiamak.

LDT/AOC is currently applying for charitable status.

Leadership and structure

LDT/AOC is a company limited by guarantee, governed by a board of directors and chaired by Anu Giri, Head of Business and Operations, British Film Institute.

Further details about the company can be found on our website www.aakashodedra.co.uk