

30 November 2010

Changing lives with creative learning: Fitzwilliam Museum and Soham Schools join national fundraising challenge on 6 December

- Museum seeks £40,000 to carry out life-changing work with Soham Schools
- New partnership would enhance classroom learning through experts and objects
- Online donations doubled by Big Arts Give challenge-fund

On Monday 6 December, the Fitzwilliam Museum launches an ambitious fundraising challenge to bring about a life-changing new project with children in Soham and the surrounding communities.

The £40,000 the Fitzwilliam aims to raise through online donations will create **The Fitzwilliam Museum and Soham Schools Partnership**, transforming the lives of young people in rural East Cambridgeshire by giving them unprecedented access to a world of cultural inspiration through the Museum. Children and young people in this area will be given exciting new opportunities not only to visit the Museum guided by experts, but also to get 'behind the scenes' and engage directly with the Fitzwilliam's collections in their own schools.

This fundraising challenge is part of the national initiative **The Big Arts Give**, which helps individual giving to cultural organisations go further by doubling the donations. **Every donation made online on 6 December for the Museum to carry out this work will be doubled** by The Big Arts Give's Challenge Fund, matching each gift pound for pound.

For many of the local young people involved and their families, this project will be their first opportunity to experience a museum and its collections. Working with Soham Schools, the Museum's initiative will offer creative opportunities to help young people across the area discover new ideas, develop fresh approaches to learning and raise aspirations and levels of achievement.

The online giving challenge will start on Monday 6 December through to Friday 10 December. **Speed of giving is crucial**, with the majority of donations needing to come in on the first day to qualify for as much of the challenge pot as possible and reach the project's target of £40,000.



Young people enjoying the
Fitzwilliam's galleries

- continues -

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Press enquiries: email
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To find out more about the challenge and to donate towards please go online at <http://www.fitzmuseum.cam.ac.uk/> for more details.

Carin Taylor, Principal of Soham Village College, commented: "This new partnership between Soham Schools and the Fitzwilliam Museum will provide a range of opportunities for young people in the area. We aim to bring the riches of museum learning to the heart of the curriculum in primary and secondary schools, to raise aspirations and open doors into a world which might otherwise appear rather distant in this part of rural East Cambridgeshire. We hope to see a benefit across our entire community and that this partnership will endure for years to come."

Julia Tozer, Head of Education at the Fitzwilliam Museum commented: "Hopefully the treasures of the Fitzwilliam Museum will become talking points in the schools, community centres and in homes as they become closely involved with our collections and exhibitions and add a new dimension to learning. The enthusiasm of Carin and her colleagues gives the work a strong foundation from which to begin questioning and learning from artefacts and paintings - a skill which those involved will carry with them for life."

More about The Fitzwilliam Museum and Soham Schools Partnership

The effects of the Fitzwilliam Museum's engagement with Soham Schools will stretch as far as the communities of Barway, Wicken, Fordham, Isleham, Chippenham, Snailwell, Kennett and Burwell, all based in the catchment area for Soham Village College. It is hoped that the initiative could become a model for similar schemes across the county and nationally, with best practice learned being shared with other cultural organisations and schools.

Project aims include:

- Tailored learning visits to the Museum for primary and secondary schools
- Using Museum objects to stimulate engagement in the classroom
- Enabling teachers from all curricular areas to deliver their own creative projects
- Museum experts visiting Soham schools
- A local history research project
- A public exhibition on local rural heritage for the entire community
- Creating exhibition-style displays in schools with replica objects
- Undergraduates from Cambridge University engaging with students in Soham

- Ends -

Details for publication:

The Fitzwilliam Museum, Trumpington Street, Cambridge CB2 1RB
OPEN: Tuesday - Saturday: 10.00 - 17.00
Sundays and Bank Holiday Mondays: 12.00 - 17.00
ADMISSION FREE

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Notes for Editors

The Fitzwilliam Museum

The Fitzwilliam Museum houses the University of Cambridge's art collection and is a public museum and art gallery with an international reputation. More than half a million objects and works of art are held in five curatorial departments: Antiquities, Applied Arts, Coins and Medals, Manuscripts and Printed Books and Paintings, Drawings and Prints. The Fitzwilliam's treasures range from Ancient Egyptian, Greek and Roman antiquities to the arts of the 21st century and include masterpieces by Titian, Canaletto, Stubbs, Constable, Monet, Renoir and Picasso, one of the world's foremost Rembrandt print collections, Handel music manuscripts and the famous Fitzwilliam Virginal Book, one of the most significant collections of Korean ceramics outside South-East Asia, medieval illuminated manuscripts and outstanding collections of pottery, porcelain and medieval coins. The Fitzwilliam Museum welcomes over 300,000 visitors a year, offers a wide-ranging programme of temporary exhibitions and events, and has an award-winning Education Service. The Museum is open Tuesday – Saturday: 10.00 – 17.00, Sunday and Bank Holiday Mondays: 12.00 – 17.00. Free admission. www.fitzmuseum.cam.ac.uk

The Big Arts Give

The Big Arts Give is a challenge fund scheme run by Arts & Business to help arts and cultural charities build and develop the income they receive from individuals. Through this scheme, which has been devised with The Reed Foundation and The Big Give, it is hoped to see £3 million donated to the arts by Christmas. The initiative was launched in London on 26 May 2010 by Ed Vaizey MP, Minister for Culture, Communications and Creative Industries.

The Fitzwilliam is one of only nine cultural organisations from across the East of England to have been accepted into *The Big Arts Give*. For more information about the challenge please go online at www.thebigartsgive.org.uk.

Arts & Business

Arts & Business sparks new partnerships between commerce and culture. The organisation connects companies and individuals to cultural organisations and provides the expertise and insight for them to prosper together. In the cultural sector, they are the leading source of learning and development opportunities, tailored fundraising advice, and resources for organisations seeking partnerships with business. For more information about Arts & Business please go online at www.artsandbusiness.org.uk.

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