

Introduction to Fundraising: Seminar Resources

Miriam Sherwood for Tara Arts Listening Space

1. FUNDRAISING AVENUES:

Trusts & Foundations

- Thousands of grant-making charities in the UK
- Major arts Foundations giving £100k+ Paul Hamlyn, Esmée Fairbairn, Garfield Weston, Foyle
- Jerwood Arts, PRSF, Help Musicians UK – some key funders for individual artists. Also check out MGC Futures,
- Small Trusts and Foundations giving £500 - £5,000, often have Trustees and no staff or one part-time administrator. Many will only fund registered charities/CIOs/CICs – but there are some that fund individuals.

Statutory

- All government bodies including central government, local authorities, NHS Trusts, Greater London Authority
- Lottery funders including Arts Council England (and Arts Council Wales, Arts Council Northern Ireland, Creative Scotland), BFI, National Lottery Heritage Fund, National Lottery Community Fund, Youth Music, UK Sport, Arts and Humanities Research Council
- Give money either as grants or contracts

Individual Giving

- Initial donations e.g. raffles, events, sponsored activities, face-to-face, crowdfunders (return on investment £1:£1.50-£2.50)
- Regular giving e.g. membership, monthly donations
- Major donors
- Legators (return on investment £1:£38)
- Importance of THANKING people – treat them like individuals

> More info: <https://www.institute-of-fundraising.org.uk/guidance/fundraising-with-individuals/>

> Crowdfunding: <https://www.blasttheory.co.uk/crowdfunding-a-guide-by-blast-theory/>

> Patreon: <https://www.patreon.com/>

Corporates:

- Sponsorship
- Membership schemes
- Employee donation matching
- Company fundraisers
- Payroll giving
- **Volunteering and gifts in kind**

> More info: <https://www.institute-of-fundraising.org.uk/guidance/corporate-fundraising-trusts-and-foundations/corporate-fundraising/>

2. RESEARCHING FUNDERS

- www.fundingcentral.org.uk – free for orgs under £100k/yr turnover
- <https://www.grantsonline.org.uk/> - costs £ but free newsletter, Covid-19 list
- Charity Commission: annual accounts and contact details, advanced search by 'grants to individuals', location etc: <https://www.gov.uk/government/organisations/charity-commission>
- Mailing lists and Twitter follows (venues - e.g. theatre: CPT, Barbican, Artsdepot, Strike A Light Artists newsletter, Farnham Maltings; Artsadmin e-digest, British Council, Creative Europe) - and read the emails!
- Websites and newsletters of funders like ACE, local authorities, local associations of voluntary and community organisations
- Individuals on Twitter – me @miriamsherwood, producers like Linda Bloomfield @LindaBxx (Opportunity Tuesday), Beth Sitek @bethsitek
- Facebook groups e.g. Trust Fundraising Hub, Artists Mutual Aid
- <http://fundingforartists.org.uk/> - slightly out of date, funding for composers and visual artists
- Look up similar projects, artists and organisations: their supporter webpages, annual accounts, supporter walls, programmes
- Many Trusts and Foundations only support charities - could you apply with a partner that's a charity
- Some that support individuals beyond ACE: Jerwood Arts, PRSF, Help Musicians. Maria Bjornson Memorial Fund (MBMF). Smaller ones: London/local Community Foundations, Unity Theatre Trust, Royal Victoria Hall Foundation (London only), Golsoncott Foundation, MGC Futures (bursaries), Peggy Ramsay Foundation (first time writers), Farnham Maltings (distributing funds), Art Cry – set up during Covid.
- Explore the: [Alternative Funds to ACE](#) google sheet
- **Talk to people:** past grantees, Trustees, administrators

ELIGIBILITY

Alicia Grainger's questions to ask before applying:

- a) **Do I have the right organisational structure to apply?** If they say they will only fund registered charities, and you're a Community Interest Company, sadly you won't be eligible.
- b) **Do they fund my type of work or cause?** If the guidelines say they won't fund animal welfare charities, and you work with animals, move on and look for a better prospect. If they say they fund 'general causes' this usually means any type of work is ok.
- c) **Does my location fit their criteria?** If they only fund work in Bedfordshire, and you're in Cornwall, then yep you guessed it, let's keep looking.
- d) **Have they funded similar organisations to me?** This one is key. Have a look at the trusts accounts on the charity commission website and see if you can find a list of previous grants and who they went to.
- e) **Do they give the size of grants I'm looking for?** Always worth considering - if they only give £3k grants and you're trying to fundraise for a £100k project, you might want to look elsewhere.
- f) **Is it worth my time applying?** So important! Many of us are pushed for time, especially if trust fundraising isn't the only type of fundraising you're responsible for. So answering this question means thinking about how long it might take you to write and submit an application vs. the potential size of a grant

3. COVID-19-RELATED ARTS FUNDING

General grants info:

- Charity Excellence Framework: Worldwide Covid-19 Database (PDF, google this sentence to download)
- Grantsonline list of Covid-19 funds: <https://www.grantsonline.org.uk/coronavirus.html>
- 360 Giving Coronavirus Tracker, reporting on what grants have been made by who to what: <https://covidtracker.threesixtygiving.org>

Emergency support for individual artists – in addition to Arts Council, check out:

- Entertainers/artists: <https://www.royalvarietycharity.org/news/detail/assistance-for-those-affected-by-covid-19>
- Entertainers/artists: <http://www.equitycharitabletrust.org.uk/financial-help/>
- Theatre artists: <https://www.trtf.com/fleabag-support-fund> - Hardship fund opens for 5 days/month from 1st of the month
- Theatre artists: <https://www.theatrecommunityfund.com/> - Creative and Innovation Grants opening late 2020/early 2021
- Directors: <https://www.directorscf.org/>
- Dancers: <https://www.dancefund.org.uk/grants/crisis/>
- Writers: <https://www.societyofauthors.org/Grants/authors-emergency-fund>
- Visual artists: <http://www.eaton-fund.co.uk/grants-eligibility.asp>
- Musicians: Help Musicians emergency fund now closed but sign up to mailing list <https://www.helpmusicians.org.uk/creative-programme/current-opportunities>

Freelance artist resources (funding and more):

- General: <https://ukcovid19freelanceartistresource.wordpress.com/>
- General: <https://www.louiseb.co.uk/news-item/support-for-independent-creatives-during-coronavirus/>
- General (not just London-based): <https://www.london.gov.uk/what-we-do/arts-and-culture/cultural-infrastructure-toolbox/culture-risk-resources#acc-i-60882>
- Musicians: <https://www.coronamusicians.info/>
- Theatre: <https://theatresupport.info/>
- Disabled artists: <https://www.weshallnotberemoved.com/>

4. PLANNING

Example funder database:

Category	Trust/Foundation name	Objectives	Amount	Application process	Deadline
1	ACE Project Grants	Excellent art for everyone	Up to £15k Over £15k	Online form, decision within 6 week (under £15k), 12 weeks (over £15k)	Rolling
1	Fenton Arts Trust	Grants are available to support individual works, activities, performances or prizes in any field of artistic endeavour including drama, painting, sculpture, dance, music, poetry and architecture. Particularly support artists at the beginning of their careers	£1k-£4k	Online form, 1 page CV and 2 referees.	3 times/year, 6 months for a decision
1	Fidelio Charitable Trust	Fidelio welcomes applications for grants in support of the Arts particularly for Music, including Opera, Lieder, Composition and Dance. The Trustees aim to help individuals and groups who would not be able to carry out a project or activity without financial support, particularly those who are at an early stage in their careers: To receive special tuition or coaching (e.g. in the case of musicians to attend Master Classes) To participate in external competitions To be supported for a specially arranged performance To receive support for a special publication, musical composition or work of art	max. £5k	Submit application form by email with a 1 page letter	5pm on: Friday 25 January Tuesday 28 May Tuesday 1 October
1	Finzi Trust	Priority is given to applications with an obvious relationship to the work or creative philosophy of Gerald and Joy Finzi. Trustees are guided by the Trust deed in reaching decisions; this allows financial assistance of music performance, music publication, books on music, music festivals, musicians and	£2k-£5k	All other applications require full artistic and budgetary details including estimated income and details of other funding being sought; please ensure that the person making the application gives their name, postal address, daytime telephone number and email address.	Applications will be considered twice a year; deadlines for submission are 20 February and 1 September.

- It pays to be organised - keep track of deadlines on a spreadsheet as above
- Consider how long it takes to develop an application - give yourself time especially for building the partnerships – the more you can show that you have partners/venues /other funding etc confirmed the better. Plan 6 months ahead at least.
- Most decisions take several months - ACE is fastest for under £15k (6 weeks), Trusts and Foundations usually meet quarterly or less often
- Plan for unsuccessful application - apply for several funds
- Maintaining relationships with funders. Don't feel you need to hide problems, talk to the funders, they might be able to help
- Think outside the box! Are there different strands to your project that you could apply to different funders for?

5. TOP TIPS

- Think outside the box! Are there different strands to your project that you could apply to different funders for?
- Plan 6 months ahead if you can
- Keep track of your research to save yourself time in future – even if it's a funder you're not eligible for
- Talk to someone at the funder end – get as much information as you can. Call, email, get a meeting. Refer to this in your application
- “Fundraising is friend-raising”, it's about relationships