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# Counterpoints Arts: Ask a Fundraiser

Resources by Miriam Sherwood, arts fundraiser and theatre-maker, December 2020

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# Fundraising Avenues

- Trusts, Foundations and Statutory
- Individual Giving
- Corporates

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# Trusts, Foundations & Statutory

## **Trusts & Foundations**

- Thousands of grant-making charities in the UK
- Major arts Foundations giving £100k+ Paul Hamlyn, Esmée Fairbairn, Garfield Weston, Foyle
- 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**

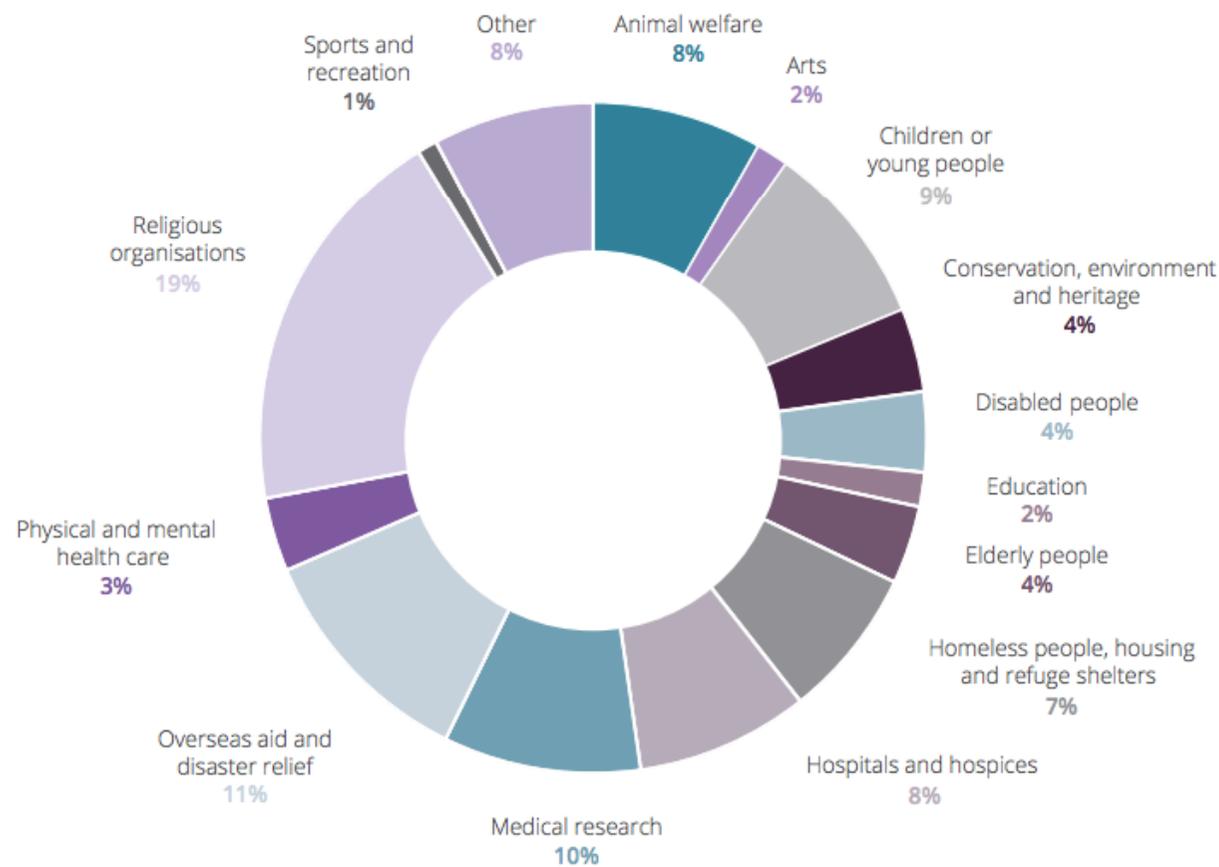
- All government bodies including central government, local authorities, NHS Trusts, Greater London Authority
- Lottery funders including Arts Council England, National Lottery Heritage Fund, National Lottery Community Fund, Youth Music, UK Sport
- Give money either as grants or contracts

# 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)
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- 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/>

# Individual Giving



Proportion of total donation amount received by each cause in 2018

Source: CAF 2019 Giving Survey, proportion

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# Corporates

- Sponsorship
- Membership schemes
- Employee donation matching
- Company fundraisers
- Payroll giving
- Volunteering and gifts in kind
- Cause-related marketing
- Customer donation schemes

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

>> visit [www.bitc.org.uk](http://www.bitc.org.uk) – information about companies' Corporate Social Responsibility agendas

## A note:

- These different approaches do have a lot in common
- I was taught: “fundraising is friend-raising” – think about building relationships with people and funders rather than just getting the money
- A funder or an individual might not be able to support you right now or in exactly the way that you wanted, but if you treat them with respect and friendliness and approach them with an open mind, this might lead to funding in future, or support of a different kind, or a connection to someone else who can support you
- This is important **after** you have received support from a funder or individual as well, or even if your proposal was unsuccessful – keep in touch with them, maintain the relationship, build a rapport and build trust so that they are more likely to support you in future



Trusts,  
Foundations and  
Statutory:  
Fundraising  
process

**Develop your project! What do you want to do and why, and how much will it cost?**

Then:

- Research
- Strategise
- Apply
- Maintain

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# Research

- [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk) – free for orgs under £100k/yr turnover
- <https://www.grantsonline.org.uk/> - costs £ but free newsletter, Covid-19 list
- Directory of Social Change Guide to Grant-Making Trusts (£100)
- Similar projects, artists and organisations: supporter webpages, annual accounts, supporter walls, programmes
- Websites and newsletters of major funders, local authorities, and many smaller trusts and foundations
- **Charity Commission: annual accounts and contact details**
- **Talk to people**: past grantees, Trustees, administrators

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# Strategise

- Track the funders' objectives, average grant size (and what they have given grants for and who to), application process, deadlines, turnaround time, eligibility
- (keep track of everyone you look up, even if not a good fit – to save you looking them up again in future)
- Introduce yourself: get in touch, invite to an event
- Prioritise: best fit, biggest grants, application forms
- Create a plan (and a plan B!)

# Questions to ask when researching:

From Alicia Grainger (Trust Fundraising Hub):

- **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.
- **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.
- **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.
- **Have they funded similar organisations to me?** This one is key. Have a look at the trust's accounts on the charity commission website and see if you can find a list of previous grants and who they went to.
- **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.

## Example funder database

You could also include – who the Trustees are, eligibility, examples of recent grants they have given, space for other notes

Category	Trust/Foundation name	Objectives	Amount	Application process	Deadline
1	<a href="#">ACE Project Grants</a>	Excellent art for everyone	Up to £15k Over £15k	Online form, decision within 6 week (under £15k), 12 weeks (over £15k)	Rolling
1	<a href="#">Fenton Arts Trust</a>	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	<a href="#">Fidelio Charitable Trust</a>	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, <b>musical composition</b> 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	<a href="#">Finzi Trust</a>	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.

# Writing an application

## What are the most important things to bear in mind when writing an application?

- Need: Explain why the project is needed and how you know (statistics, consultation with participants, news headlines etc)
- Urgency: Why does it need to happen now? (lack of any existing provision, school timings/anniversaries/other calendar events, partnerships are lined up etc)
- Clarity: Could someone who doesn't know your project/sector/artistic discipline well still understand the proposal? Is there anything that feels ambiguous/confusing – can you clarify it further?
- No jargon: Remember even if the word count is tight, the funder still needs to be able to understand – if you use acronyms, spell them out the first time you use them e.g. Battersea Arts Centre (BAC)
- Personal stories: Can you make the project feel real or bring it to life using quotes, feedback, case studies? Can you explain a participants' journey through the project by using a real example, or an imagined one?
- Excite, persuade and reassure
- Make the ask!

● Examples of successful applications can be found here:

- <https://www.thewhitepube.co.uk/fundinglibrary>

# Top tips for writing

- 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
- Create a document with the questions, go through the guidance and copy and paste anything relevant next to each question – that way you can make sure you've covered everything they are expecting and can use the language they use
- Use the application form to your advantage. Tell a story from the first question, tell a story with the budget, with the attachments, if there is a box asking if you have anything to add – restate your case
- Be realistic – don't overpromise. If the application prompts you to consider something you hadn't thought about, think it through and work out how you could do this (e.g. evaluation) in the best way to suit your project and your aims. Budget for what you actually need.
- Trust yourself and talk to your colleagues, collaborators etc – if it's really hard to write or there's a question you don't know how to answer, it's probably because that part of the project or idea hasn't been thought through properly yet. And if you're not sure about something, the funder won't be either
- Give it to someone who doesn't know the project to read and feedback on. Finish a draft and leave it. Come back to it a day or more later, and read it as if you already know it has been unsuccessful. Re-write it stronger.
- Word counts: these can lead to better applications than if you have no restrictions! Forces you to think about what is the most important thing you're trying to convey. Write what you want to say first, then cut down. Use bullet points. Use one adjective or verb instead of two.
- Be yourself – as long as you have answered the questions, I don't believe there is a right or wrong way to do it – every funder has read so many applications, if yours sounds like you that can only be a strength.

# Budgets

- Go through your project plan and create a budget line for each bit of activity – make sure you have budgeted for everything you promise to deliver
- Work out your day rate and the rates for anyone else you're going to work with – some union websites have guidelines for minimum rates of pay, e.g.:
  - Equity/ITC: <https://www.itc-arts.org/rates-of-pay>
  - Musicians' Union: <https://www.musiciansunion.org.uk/Home/Advice/Playing-Live/Gigs-and-Live-Entertainments/rates-contracts#fair%20play>
- Estimate the amount of time each part of the project activity will take you/your team
- If you can, ask a producer or project manager to help you check the budget is realistic

## Example budget

Expenditure	Amount	Description
<b>Development</b>		
Theatre-maker	£1,374	3 weeks @ £458/week based on ITC minimum weekly rates 2016/17
Composers	£2,000	£1,000 Fixed commission fee x 2 composers
Residency space	£400	BAC in kind
Musicians/performers	£1,374	1 week @ £458/week x 3 musicians/performers
<b>SUBTOTAL</b>	<b>£5,148</b>	
<b>Production</b>		
Producer	£1,832	4 weeks @ £458/week
Theatre-maker	£1,832	4 weeks @ £458/week
Dramaturg	£1,832	4 weeks @ £458/week
Lighting Designer	£458	1 week @ £458/week
Set designer	£750	6 days @ £125/day including 1 day programme design
Musicians/performers	£2,290	1 weeks @ £458/week x 5 musicians/performers
<b>SUBTOTAL</b>	<b>£8,994</b>	
<b>Technical and Production</b>		
Set and costume materials	£300	
Programme printing	£30	Based on quote from PrintDesign Ltd
<b>SUBTOTAL</b>	<b>£330</b>	
<b>Marketing and Developing Audiences</b>		
Marketing materials	£200	Poster and flyer print, Facebook advertising and flyer distribution
Preview trailer	£150	Editing trailer in advance of previews using existing footage from March scratch sharing
Documentation	£750	Filming and editing full performance video and trailer
<b>SUBTOTAL</b>	<b>£1,100</b>	
<b>Other</b>		
Travel expenses - London	£50	Taxis to and from venues with instruments
Contingency	£843	Calculated @ 5% of total project cost
<b>SUBTOTAL</b>	<b>£893</b>	
<b>TOTAL</b>	<b>£16,465</b>	
<b>Income</b>		
Private donation	£1,000	Confirmed - towards project development
BAC ticket sales	£600	Projected: 100% box office income on 50 tickets/night @ av. £4/ticket (Pay What You Can) x 3 nights
Arts Council request	£13,865	Unconfirmed
Hinrichsen Foundation request	£1,000	
<b>TOTAL</b>	<b>£16,465</b>	(c) Miriam Sherwood, 2020

# Measuring success and impact

There are many resources out there – some examples include:

- Arts Council England resources including template spreadsheets for collecting data and all sorts of advice:

<https://www.artscouncil.org.uk/measuring-outcomes>

- Youth Music Quality Framework:

<https://network.youthmusic.org.uk/youth-music-quality-framework>

- British Council Arts Evaluation Toolbox (PDF download):

[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewjJIYq21rbsAhVNTxUIHRU\\_AOwQFjAlegQICRAC&url=https%3A%2F%2Fchangingthestory.leeds.ac.uk%2Fwp-content%2Fuploads%2Fsites%2F110%2F2018%2F11%2FBC-Arts-Evaluation-Toolbox.pdf&usg=AOvVaw1-c](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewjJIYq21rbsAhVNTxUIHRU_AOwQFjAlegQICRAC&url=https%3A%2F%2Fchangingthestory.leeds.ac.uk%2Fwp-content%2Fuploads%2Fsites%2F110%2F2018%2F11%2FBC-Arts-Evaluation-Toolbox.pdf&usg=AOvVaw1-c)

- Creative People and Places: Evaluation in Participatory Arts Programmes:

<https://www.creativepeopleplaces.org.uk/our-learning/evaluation-participatory-arts-programmes>

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# Arts Council England

**Project Grants:** will your activity include opportunities for people to engage, become involved with or experience your work?

- <https://www.artscouncil.org.uk/projectgrants>
- No deadlines, up to £15k (6 week turnaround)/Over £15k (more scrutiny, bigger word count, 12 week turnaround)
- Interim phase until April 2021 currently – focus on independent artists, R&D, organizational development, live projects, work aligning with equality objectives

**Developing Your Creative Practice:** is your activity mainly focused on developing your own practice?

- <https://www.artscouncil.org.uk/DYCP>
- Just reopened today, 4 rounds Oct-Oct, next deadline 5<sup>th</sup> Nov, after that will reopen in December £2k-£10k for personal professional/artistic development
- No organisations, have to have 1 year's experience out of education
- Personal access costs can be included on top of the project budget
- Application portal is called Grantium – can be a bit tricky, set up an account and explore: <https://www.artscouncil.org.uk/welcome-grantium#section-1>
- Email and ask for an advice session with a relationship manager, or ask the enquiries team for their advice: [enquiries@artscouncil.gov.uk](mailto:enquiries@artscouncil.gov.uk)
- Counterpoints Arts info session on 20th October with ACE:  
<https://counterpointsarts.org.uk/event/arts-council-project-grants-information-sessions/>

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# Covid-19: Links to further info

## 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>

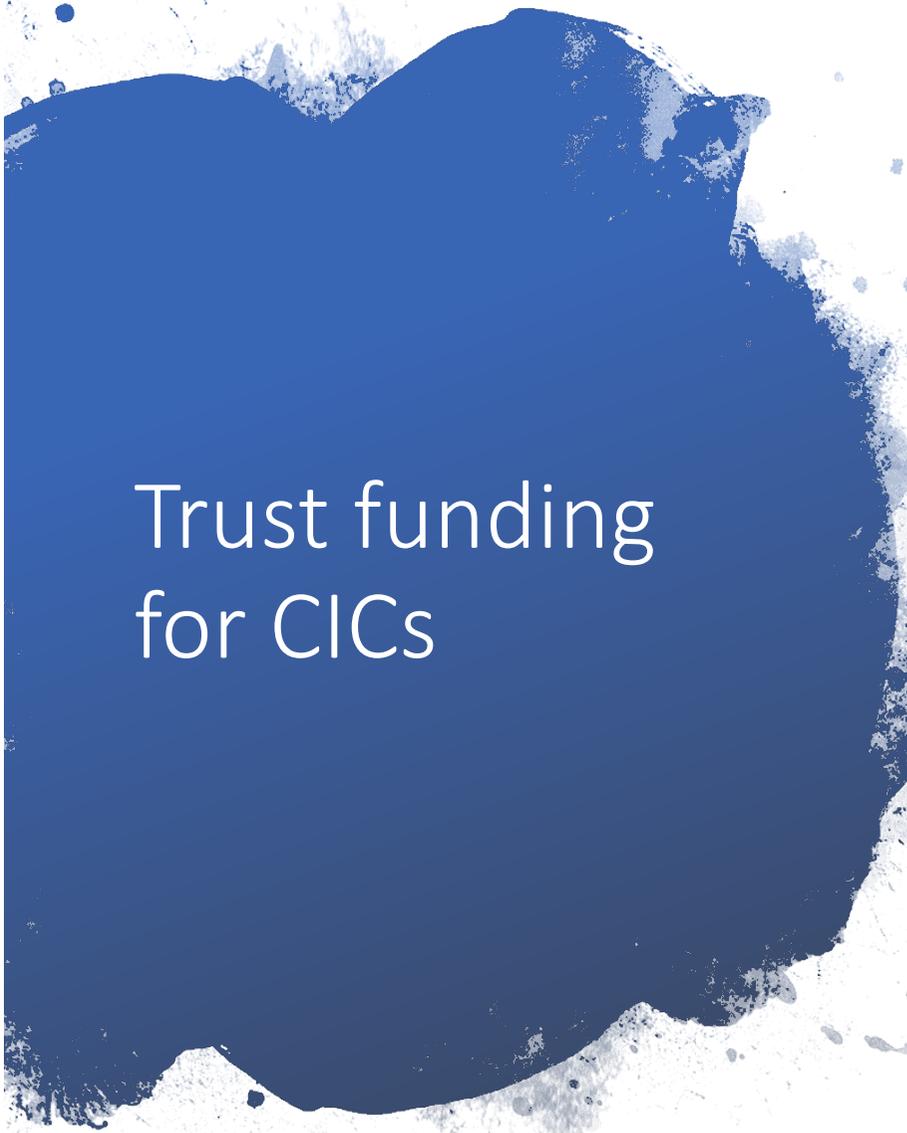
## Emergency support for individual artists – in addition to Arts Council, check out:

- 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 1<sup>st</sup> 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):

- <https://ukcovid19freelanceartistresource.wordpress.com/>
- Musicians: <https://www.coronamusicians.info/>
- Theatre: <https://theatresupport.info/>
- <https://www.louiseb.co.uk/news-item/support-for-independent-creatives-during-coronavirus/>
- Disabled artists: <https://www.weshallnotberemoved.com/>
- Various (not just London-based): <https://www.london.gov.uk/what-we-do/arts-and-culture/cultural-infrastructure-toolbox/culture-risk-resources#acc-i-60882>
- Artsadmin E-digest – regular email with funding, opportunities, commissions, jobs: <https://www.artsadmin.co.uk/for-artists/edigest/>

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# Trust funding for CICs

## Funders:

- National Lottery Community Fund (formerly Big Lottery)
- National Lottery Heritage Fund
- Esmée Fairbairn
- Headley Trust (arts and heritage)
- Henry Smith Charity
- City Bridge Trust
- BBC Children in Need
- Postcode Lottery Fund
- Joseph Rowntree CT (as long as legally charitable, can be to individuals)
- Comic Relief (must have an asset lock and demonstrate the social purpose)

## Smaller:

- Ragdoll Foundation (children)
- Unwin Trust (publishing)
- Cinven Foundation
- Eveson Charitable Trust
- Woodward Charitable Trust
- Trusthouse Charitable Foundation
- CriSeren Foundation
- BlueSpark Foundation

Recommend signing up to a free account with [Funding Central](#) (if turnover under £100k) to search.

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# Funding for a film about refugees

Could look at grant-making bodies focussed on refugees and advocacy e.g.:

- Barrow Cadbury Trust
- Allen Lane
- Swan Mountain Trust
- Paul Hamlyn Foundation
- Lloyds Bank Foundation

And film funds e.g.:

- Not ACE – instead BFI: Development Fund and Production Fund, BFI Network Early Development Fund, BFI Doc Society Fund
- Creative England
- Creative Europe
- EURImages
- Film London
- Filmmakers without borders
- From The Heart Productions
- Jerwood Arts FVU Awards
- Screencraft
- The Green Room

**Reminder:**

“Fundraising is friend-raising”, it’s about relationships

Really recommend talking to people, keeping in touch with them when grant  
is successful

**GOOD LUCK!**