

To posterity and beyond
Fundraising for your recording

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Programme

- 1 – Project Development
- 2 – Identifying Potential Funders
- 3 – Focus on Trust Fundraising
- 4 – Focus on fundraising from Arts Council England

Project Development

1. What will your project achieve?

Why have you decided to make a recording?

What are your aspirations and goals?

What can you do to make your project more relevant to funding organisations?

e.g. Production of a 'Loud Song' CD to raise profile of your choir. Project enhanced by working with young people from a local special school on album design and extra tracks.

Project Management

2. Getting practical:

‘Inputs, Outputs and Outcomes’ – Very common jargon used by funders to describe the different aspects of your project.

Think of the Car Factory Model:

Inputs – Wheels, engines, people to put it together

Output – A shiny new car

Outcomes – People are able to travel from A to B

Project Management

3. What are the inputs you will need?

Cost Inputs

Staffing

Training

Expenses

Venue hire

Supervision and support

Volunteer expenses

Equipment

Other costs

Project Management

4. Outputs ('Activities')

Who will you work with?

What will your project do?

Where will you be doing it?

When will you be doing it?

Project Management

5. Outcomes

The most crucial element of project planning –
What is that you want to achieve?

e.g. CD production has taught local young people valuable skills in design and production as well, raised levels of self confidence and aspiration and encouraged a wider audience to take part in musical activities.

Identifying Potential Funding

What are the main funding sources?

European Union – e.g. Culture 2000

Central Government – e.g. Direct grants from Home Office

Local Government – crucial first place to look!

Lottery

National Trusts

Local Trusts

Companies

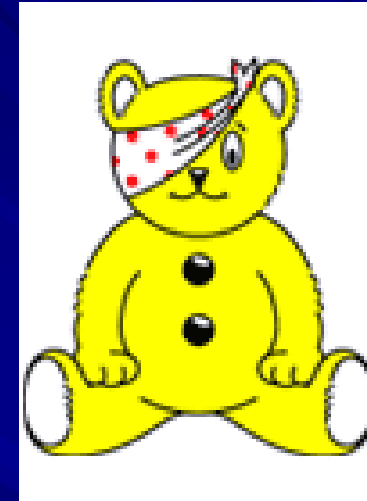
Events

Individuals

How do you choose?

Charitable Trusts

- What are they?
- Different types of trust
- How do you find information?



What is a charitable trust?

Usually set up by a company or by or in memory of a wealthy person:

Sainsbury Family Trusts

Al Fayed Foundation

Lloyds TSB Foundation

Diana Memorial Foundation

Think about: Who are the Trustees? What do they do? How do they make decisions?

Different types of trust

➤ **Large trusts with paid staff**

These usually give out clear guidelines and an application form. They include 'semi-public trusts' such as BBC Children in Need and Comic Relief.

➤ **Smaller Trusts with no paid staff**

These can be very difficult to find out about and many will not respond to request for support. However, once funding is secured, they may continue to support for many years.

How do you find out about trusts?

- Directory of Social Change: *Guide to the top 200 UK Trusts*

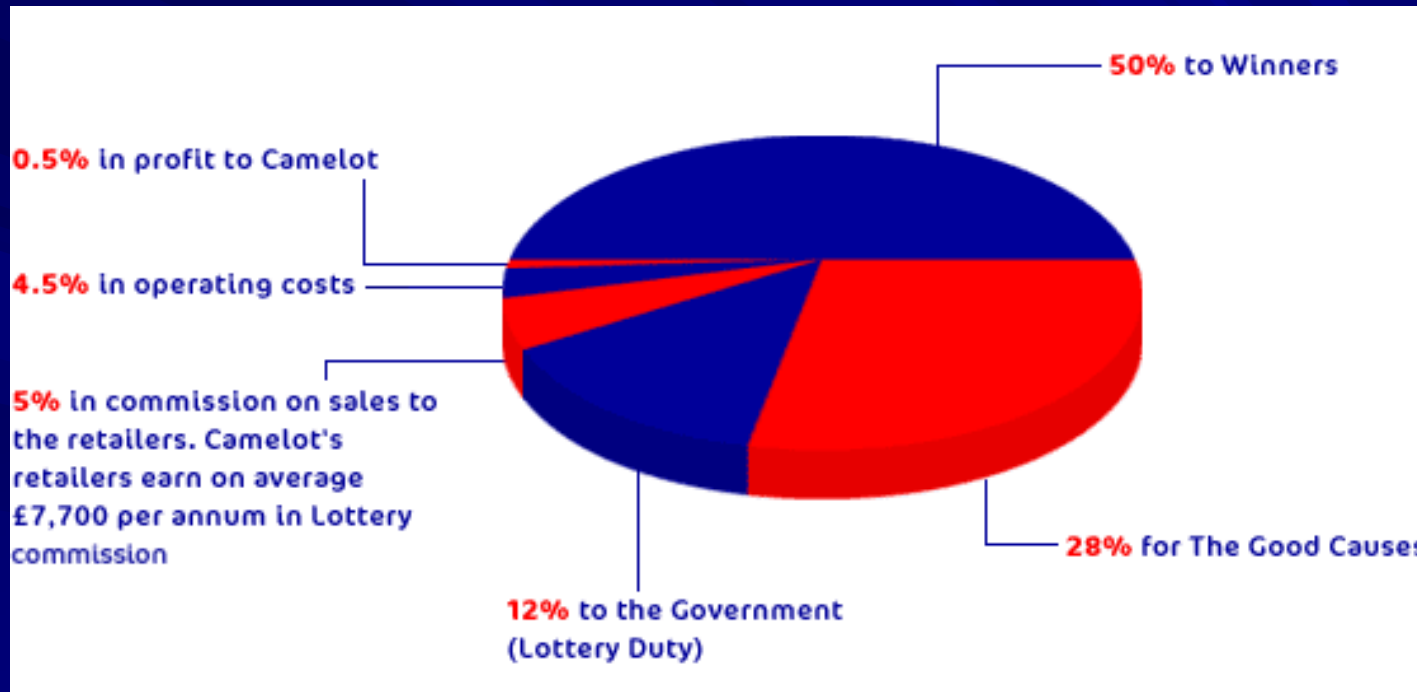
www.dsc.org.uk – Tel: 020 7209 5151

- Funder Finder – service often offered by local councils for voluntary service

Lottery Fundraising

- What is the national lottery?
- What happens to lottery money?
- Lottery good causes
- Lottery distributors
- How do you apply?
- Case Study – Awards for All

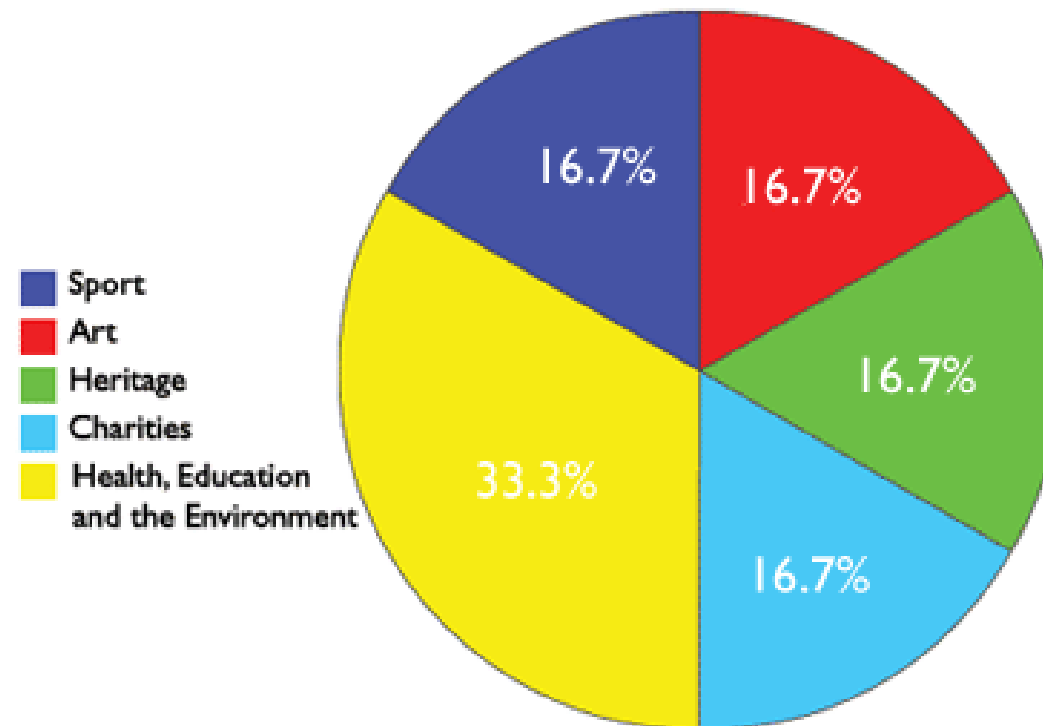
What happens to lottery money?



To date over £15 billion has been distributed to good causes !

Lottery good causes

Where does the good causes money go?



The Lottery Distributors



**The Big Lottery
Fund**



The Arts Councils



**The Heritage
Lottery Fund**



**The Sports
Councils**

How do you apply?

➤ **First contact:**

www.lotterygoodcauses.org.uk

0845 275 0000

➤ **Most relevant for music projects:**

Awards for all

Big Lottery Fund

Arts Council

Youth Music

Heritage Lottery Fund

First Steps - Awards for All

Overall aims:

- Extend access and participation
- Increase skill and creativity
- Improve quality of life

www.awardsforall.org.uk

0845 6002040



Completing your Awards for All Application Form

Remember:

- Clarity – Keep it simple
- Focus – Be specific
- Demonstrate the need and the difference
- Read the guidance notes and tell them what they want to hear!

Fundraising from Arts Council England

- Arts Council England (ACE) is the national development agency for the arts
- Invests public funding received from the DCMS and the National Lottery
- £2billion investment between 2003 and 2006
- ACE ambition: place the arts at the heart of national life

ACE investment priorities 2003-2006

- **Artists:** Investing in artists at all stages of their careers
- **Arts organisations:** developing highly skilled arts managers
- **Cultural diversity:** increasing funding for culturally diverse arts
- **Young People:** valuing creativity in learning, with priority being *Creative Partnerships* initiative

How does ACE achieve its priorities?

- Grants for the Arts funding programme:
 1. Individuals
 2. Organisations
 3. National Touring

Grants for the Arts

- Grants from £200 up, though most are under £30k
- Funded activities can last up to 3 years
- At least 10% cash of the total budget from another source
- Grants can cover r&d; organisational development; productions; activities for people to take part in; equipment; improvements to facilities; bursaries; etc
- Salaries will not be funded but staff costs for the project can be requested. E.g. fundraiser or workshop leader

Making a funding application

- Get guidance notes and application form:
0845 300 6200
www.artscouncil.org.uk
- Discuss your application with ACE officer
- Complete application form (inc budget)
- Write proposal:
 - 350 words for applications up to £1,000
 - 1,000 words for £1,000 to £5,000
 - 2,500 words for £5,000 and above

What happens next?

- ACE officer may call/visit to discuss application and request further info
- Basis of assessment:
 1. Artistic quality
 2. Management
 3. Feasibility (finances and future effect)
 4. How public will benefit
 5. Meeting ACE's aims

Top Tips

- Think about professionalism: You must be able to demonstrate that your activity is well planned, managed, promoted and evaluated. E.g. Employer's NIC; Child Protection
- Make friends with your local authority arts/culture officer! ACE asks them to comment on your application
- Must demonstrate real benefits to participants & audiences
- Think about approaching a non-artform ACE dept about your project (E.g. Cultural Diversity or Audience Development)
- Make friends with ACE officers for inside knowledge.
- If you don't receive funding, try again. Tenacity can pay off, but do show how the project has developed

One Final Exercise!

Do's

and

Don'ts