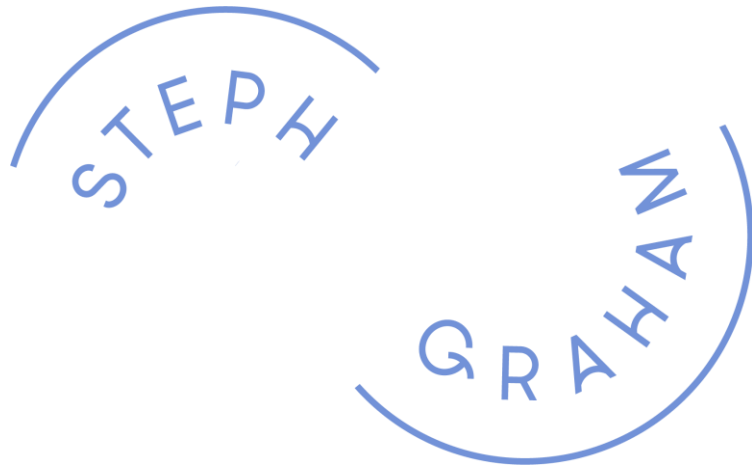


Funding the arts

15th May 2020



www.stephgraham.com

Who's she?

- Art Sector Consultant
- Founded Adapt for Arts CIC, a non-profit consultancy that delivers strategic development to the arts & culture sector
- Worked with 60+ organisations
- Qualified arts fundraiser
- Raised £3m in the past 5 years – £300,000 went directly to artists
- Arts Council England
- Barbican fundraising team
- Arts Fundraising and Philanthropy Fellow & first cohort to receive a Post Graduate Certificate in Arts Fundraising & Philanthropy

This morning we will look at...

- Where can I find out about funding?
- Bid-writing tips & must-do's
- Crowdfunding
- Corporate Fundraising
- Writing budgets
- Funding opportunities & signposting
- Questions!

Where can I find out about funding?

- Newsletters!
- Agencies
- Local authorities
- Funding Databases
- Word of mouth/peers
- Look at exhibitions, project websites etc.

Bids & Proposals

- State the obvious
- Be concise
- Be crystal clear
- Be confident
- Back up ambitions with actions
- An investment in you

Common pitfalls

- Not researching the funder sufficiently – wasting your time & theirs
- Assuming knowledge
- Not meeting the submission deadline
- Not leaving sufficient lead-in time for activities or marketing
- Not ‘funding-ready’
- Mismatched sections of the proposal
- Partners not appropriate
- Inexperience in areas where you could enlist some support

Writing about your project

- Context
- What do you want to do?
- What will have happened by the end of your project?
- What will happen if you don't get the funding?
- What's the money being spent on?

Partners & Collaborators

- Collaborators and partners add so much to a project
- Stand out from the crowd
- Pick the best possible partners for your project – and explain clearly why they are the best

Crowdfunding

- Marketing & advocacy as well as fundraising
- Time consuming!
- Timing
- Funding targets
- Preparation & planning
- Rewards
- Who are your donors?

Corporate Support

- Research the Company
- Match their 'brand'
- What's your offer?
- How can they get involved?
- Success can take many forms: funding, venues, specialist advice & access to networks
- Be persistent – reaching the right person is key

Other income generation

- Sales
- Commissions
- Bursaries
- Teaching
- Workshops
- Small business investment/loans
- In-kind

Writing budgets

- Write a shopping list
- Research what items on your list cost
- Get quotes for services or ask other organisations
- Include contingency
- Make sure the budget matches the ambitions and attributes of the bid
- Use rates of pay (Equity, Musicians Union etc)

Funding opps for individuals

- Elephant Trust
- Jerwood Visual Arts
- A-n bursaries
- Artsadmin
- Pollack-Krasner
- Wellcome Trust, Public Engagement
- Henry Moore
- Stuart Croft Foundation
- Oppenheim-John Downes Memorial Trust
- Awesome Foundation
- Gane Trust
- Winston Churchill Memorial Trust
- Freelands Foundation

Emergency Funding & Opps

- British Council

https://www.britishcouncil.org/arts/covid-19-support?utm_source=Newsletter&utm_medium

- A-n

<https://www.a-n.co.uk/news/>

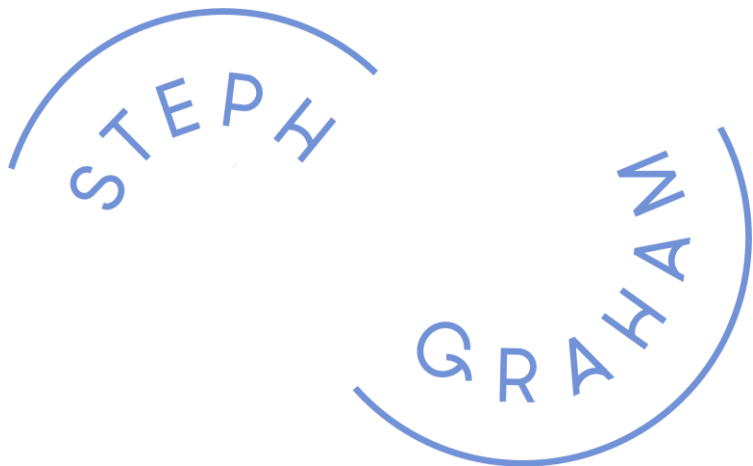
- Manchester International Festival

<https://mif.co.uk/resources-for-freelance-creatives/>

- The Old Courts

<https://www.theoldcourts.com/artist-support>

Thank you! Any questions?



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