

Why we are here

- Welcome
- Basics
- What you need to know
- Burning Questions



Fundraising

Sophisticated or Simple?

What have you been most successful at?

What's your worst fear about it?

Understanding funders - the basics

- Enemies; fear, apathy, stagnation, distraction, lack of confidence, lack of passion, disinterested in consequences
- Who or what will help you reach your goal?
- Why do you need the money?
- Demonstrate the **NEED** and the **OUTCOME**



Situational Analysis

- Do you have a vision or goal?
- Is it clear what you do and why?
- Do you know what your strengths and weaknesses are?
- Are there any risks that threaten success?
- Do you have a plan?

Be ambitious BUT be realistic

What are you trying to do?

- What is my project? Aims and objectives....
- Am I trying to develop something or deliver something? Or both?
- Who shares my ambition?

Remember: Funders usually WANT to fund people...
that's their job, but...they also have 'agendas'



Where's the money?

*Fundraising success
is...*

*90% Research,
cultivation and
preparation....*

and 10% asking

Income streams

- Statutory and Gov funds
- National Lottery
- Trusts and foundations
- Businesses sponsorship
- Individual Giving - regular and one off
- Major Donors
- Crowd Funding
- Events
- Community Fundraising
- Loans/Social investment

The key to success is finding the right one for you



Public funding

- Money that comes from government, statutory or National Lottery funds e.g.
 - Arts Council England
 - National Lottery Fund, NESTA
 - Other Government Departments e.g. DfE
 - Local authorities

Arts Council England funder priorities

- Development of artists
- Development of the art form
- Development of audiences
 - E.g. DYOP, Project Grants: Arts Council England
www.artscouncil.org.uk Arts Council fund
 - Individuals
 - Groups
 - Organisations
 - Touring

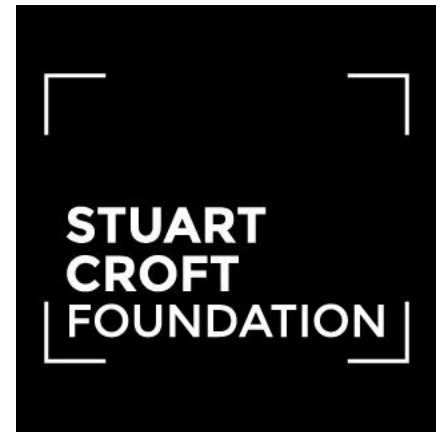
Trusts and foundations

- Charitable organisations with specific aims
- Managed by board of directors or by trustees
- Distribute money to individuals and organisations whose work matches their criteria
- Have criteria for deciding which projects and organisations it will support based on:
 - *Geography*
 - *Areas of benefit (e.g. arts, education, health)*
 - *Beneficiaries (young people, the elderly)*

Trusts and foundations



The Elephant Trust



Idlewild Trust



PRS
Foundation



Church Burgesses Trust



Fidelio
Charitable
Trust

LLOYDS BANK FOUNDATION

England & Wales



Oppenheim-John Downes Memorial Trust



FLAMIN Productions



**THE LYNN
FOUNDATION**

artesmundi



Understand and research YOUR marketplace

- Sponsorship
- Public funding
- Trusts and Foundations
- Individual Giving
- Earned Income potential
- Investment/Credit/loans

BUT REMAIN TRUE TO YOUR VALUES/MISSION - ALWAYS

What is sponsorship?

To be fully commercial, sponsorship usually has four characteristics:

- There must be an exchange of benefits
- Both parties must feel that the exchange is worthwhile
- There may be compromise from the original idea of both parties
- Both parties must deliver their share of the contractual agreement

Types of sponsorship

MARKETING

- Branding/naming rights
- Hospitality or client entertainment opps.
- Product awareness
- Association with innovation
- Access to audiences

CORPORATE SOCIAL RESPONSIBILITY

- Community investment
- Catalyst for regeneration
- Employee development/goodwill
- Support education & skills
- Promote diversity

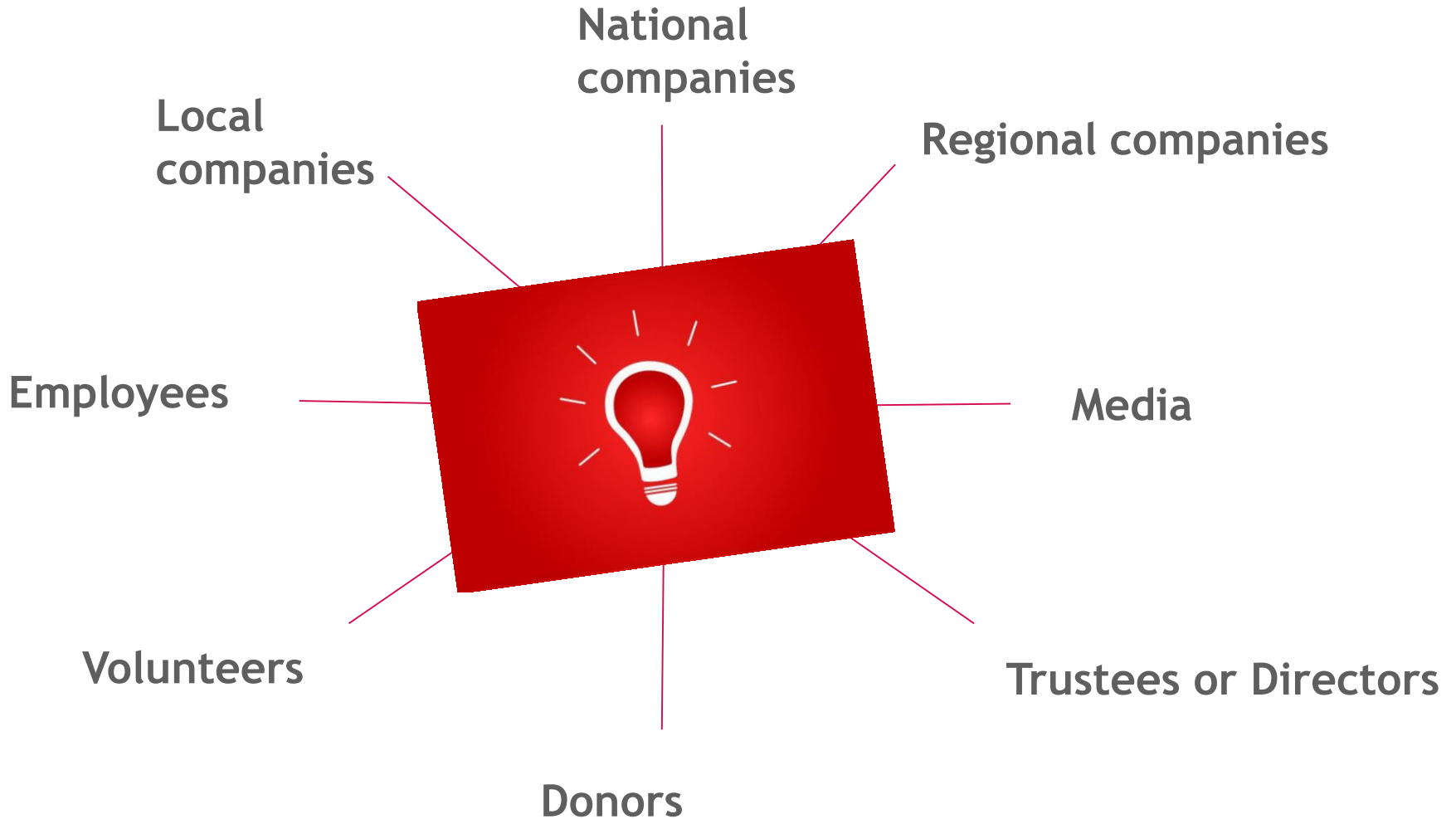
What does a business sponsor expect?

Potential sponsors - how to find them

- Search business profiles and activities through Internet
- Council - local, county, neighbouring councils
- Chambers of Commerce
- Brand Managers, Marketing Managers
- Media: Newspapers, Consumer and Trade Magazines
- Networking evenings
- Other arts and cultural organisations' sponsors
- Business, rotary, freemason clubs

Look to match your project benefits to a company's brand values and brand essence - identifying and meeting mutual requirements is half the battle

Who do you know?



Why Individuals Give

- To a **cause** or to **people** they believe in
- To support great **ideas** and **practices**
- For **their own reasons**, e.g. enjoyment, religion
- For **peer approval** & reputation
- Because they are **asked**
- To receive personal **recognition**
- For tangible **benefits**

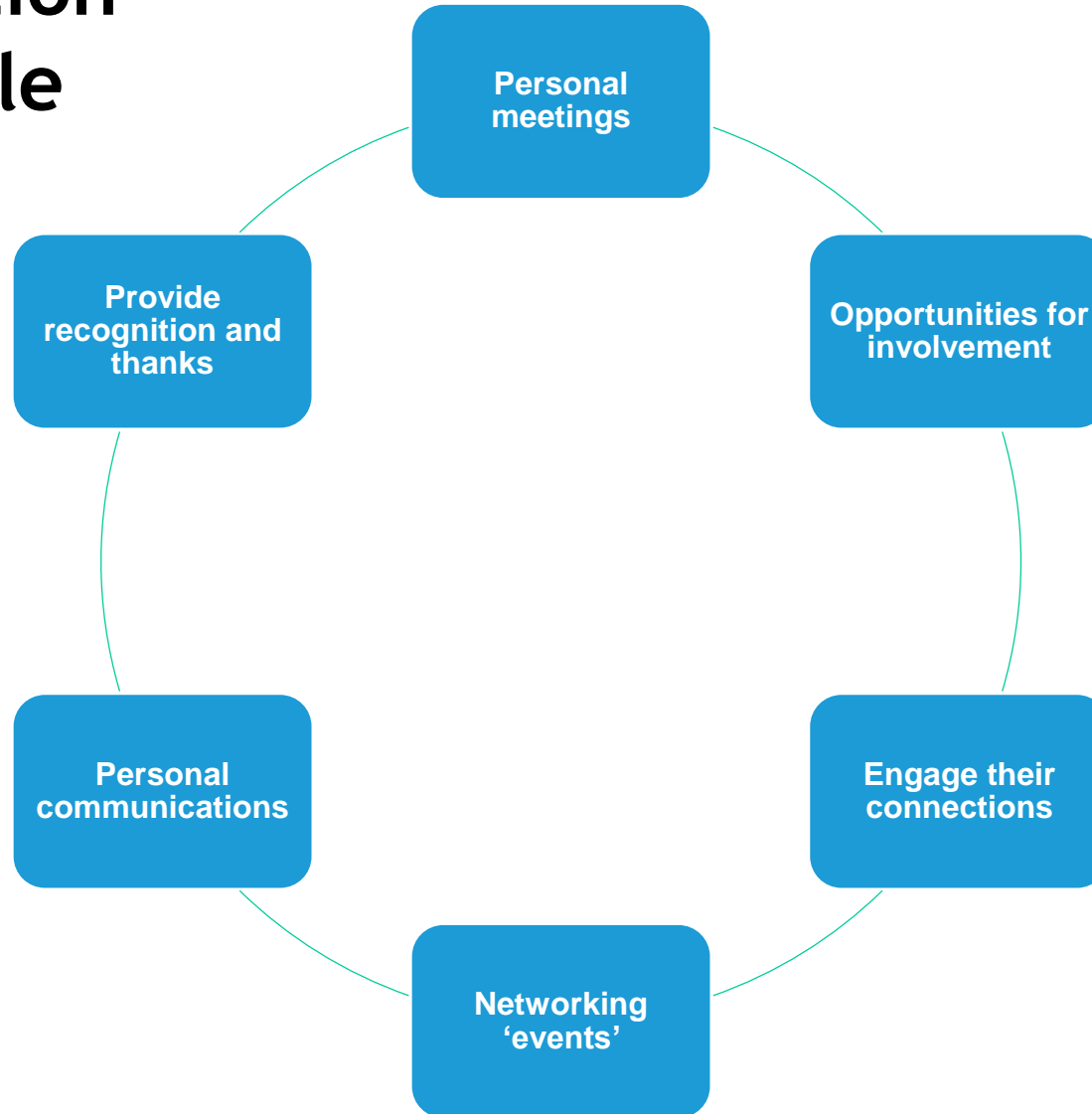


What It's Really About

- Taking the time to get to know someone
- Understanding what's important to them
- Building sustainable relationships
- Telling your story
- Finding a common goal



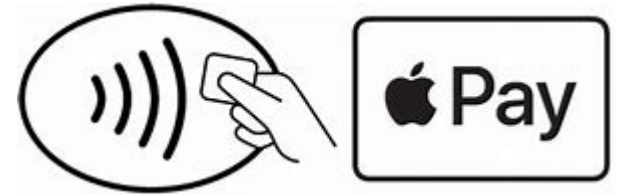
Cultivation Cycle



Online Platforms

Digital and the internet has transformed individual giving:

- Customised and personalised information
- Local vs. Global



What about its users:

- 47% of internet users aged 50-64 now using social networking sites
- Facebook is the most-visited social network - 61% of users are 35+
- Fastest growing demographic of new fb users are women 50+
- 64% of Twitter users are 35+
- 90% of Instagram users are younger than 35

What is Crowdfunding?



Benefits to the projects

It's so much more than money . . .



Social Investment/loans

- Assess your needs and understand the market
- Investigate potential grants www.j4bgrants.co.uk,
www.j4bcommunity.co.uk
- Consider bank finance www.triodos.co.uk
- Consider investment finance
- Venture capitalists and Business Angels (formal and informal financing)
- Draw up a business plan and agree financing
- Be clear about those who expect a return on investment/share of equity and those who are loaning you money

Funding Sources

- [British Council](#)
- [The Space](#)
- [Arts Council England project grants](#)
- [Arts Council England DYCP](#)
- [Arts Council England other sources](#)
- [National Lottery](#)
- [Heritage Lottery](#)
- [UK Community Foundations](#)
- [Sheffield City Council ward funding](#)
- [Bursary Awards for Turners](#)
- [Livery company database](#)
- [Northern Cultural Regeneration Fund](#)

Information Sources

- [Funds Online](#)
- [Funding Central](#)
- [The Charity Commission](#)
- [Association of Charitable Foundations](#)
- [Directory of Social Change](#)
- [Small Charities Coalition](#)
- [Charities Aid Foundation](#)
- [NCVO](#)
- [Companies House](#)
- [Arts, Fundraising & Philanthropy](#)
- Local/regional press (business/editorial)

'If you think you can do a thing or think you can't do a thing, you're right.' Henry Ford

**BE PASSIONATE
BE PREPARED
ENJOY IT**

THANK YOU!

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