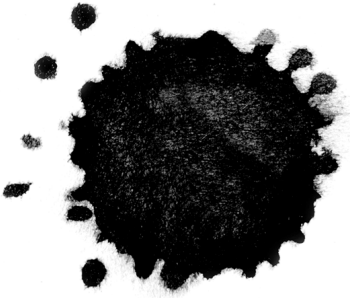


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creative careers

the art of funding applications

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The art of funding applications

Before you begin

For visually creative people, the whole process of applying for financial support may seem to require new skills that could be at odds with creative production. The honest truth is that without being able to raise funds and administer a project there won't be much possibility of creative growth. This handout will provide you with ideas and sources of art funding.

Is this the right step for you?

Whether you are applying for funds to start up your own business or to the Arts Council for money to fund a new project, you've got to be well organised. A trap is to find yourself undertaking a project simply because you have identified a particular source of funding. Don't do it! This just diverts you from doing the things that you really want to do. Remember that a big investment will always be required from you! This does not always mean financial investment - you will have to invest energy, time, research, negotiating skills, huge effort and patience.

Make your plan first, before looking at selection criteria, that way the project will mainly be what YOU want rather than one that fits someone else's requirements. Then look for appropriate sources of funding. This is different from a business situation where you have to have a close eye on the market, but even artists rarely work in total isolation without some reference to the community. Each organisation will provide detailed selection criteria which your final plan must meet in full.

Write yourself a plan

Introduction

Who you are, what you do and why, why you wish to undertake the project, why they should be interested in it

Aims and objectives of the project & how these will be achieved

Timetable (crucial)

Time is one of the biggest factors. For each month you should know which tasks have to be completed under each section, i.e. production, publicity, funding administration etc.

What you will use the money for?

Be as specific as possible – refer to the expenditure and budget section in this handout for guidance.

Audience

Who are they? How will they relate to what you are planning?

Publicity/Marketing

How are you going to 'sell' it? Local press? National Journals? Catalogue?

Programme Opportunities

Can your exhibition be tied in with education? Are there opportunities for seminars and workshops to take place alongside?

Evaluation and Monitoring

How will this take place? How will you judge the success of your project?

Equal Opportunities

How is this addressed?

Matching the criteria

At this stage you should look at possible sources of funding and see how they relate to your outline. When looking at possible sources of funding you need to find out:

a) What are the deadlines? How much time do you need to make your application?

b) If you are asking for money from more than one source, (you probably will be), you need to: Find out how much money they are actually able to give to projects

Find out what their selection criteria are

Ask for specific amounts from each

Think about how their money will be essential to the success of the project

Give indications of other sources of funding

Filling out the forms

The most important skill when writing an application is to use good, clear, English. As most funders do not interview, the form may be your only chance to sell your idea. You will probably need to write a few drafts of your application so ensure that you have left enough time - You should probably allow about 36 hours!

There are some simple rules that you should apply when writing your text:

Type the proposal in simple, straightforward language. Do not use vague sentences; avoid jargon; do not assume that the reader will understand industry terms; and don't use acronyms eg. BAFA

Ask somebody else to proof read it. Mistakes and missed words detract from the content of your application.

If you find it difficult to express clearly what it is you want to do, you might need to do more research or thoroughly rethink the aims of the project.

Type or word-process your application.

Use paragraphs, bullet points and punctuation. A clear format makes the application much easier to understand and read.

If you are not provided with an application form the 'Write yourself a Plan' section will be useful for forming the basis of a skeleton structure.

There are many books and resources that can help you to develop your fundraising skills. See Further Information at the end of this handout.

The covering letter

Together with the application, you should send a covering letter (on headed paper if possible). You may want to include a short summary of the project in this letter, introducing your organisation and the project. The aim of this letter is to reiterate the message that you are thorough, well organised and have a very worthwhile proposal. It is worth remembering, however, that in order to maintain equal opportunities, some funding bodies will only submit the application form to their panel (without the covering letter).

Calculating the budget

A good budget is *essential* for a successful application.

The budget should show that you have carefully thought through *all* aspects of your application and understand all the implicit costs. (For example, if you have mentioned 'end of project exhibition' in your proposal, you might want to include costs for refreshments, invitations, posters, decorations, postage, cleaners, etc. in your budget).

Visualising the project

One way to start your budget is to visualise the whole project, from start to finish.

Note down all the items you use, equipment and space you hire, photocopying costs, protective clothing, translations, etc. If there are parts of the project where you can't visualise what will happen - you need to do some more research. Once you have your list, get an accurate cost for each item - this may mean phoning round for a while, but it will help to ensure that your budget is feasible.

Expenditure

Organise your costs under headings for 'expenditure'. Every project will have a different budget, but these headings may help:

Overheads such as paper, office costs, telephone bills, (probably no more than 10% of the total costs)

Fees for artists or musicians
Evaluation
Refreshments
Venue hire

Marketing and publicity
Transport
Materials and/or equipment hire
Contingency sum (say 5 % of total costs)

Income

Many funders like to see 'match funding'. This is funding from other organisations, which shows that you have the support of others. If you have applied for money from another source but have not yet had an answer, mark this as 'unconfirmed'.

Funders will also look for evidence of your own contribution, either in terms of money, expertise, time, space or materials. Show approximate costs of time donated (ensuring that you make it clear that this is an 'in-kind' contribution) and show how you have arrived at your figures (i.e. rates per hour**, number of hours, etc.).

** The London Arts Board suggests that artists should charge their time at £150 a day. Your contacts may be contributing discounted or free goods or perhaps exhibition space that would usually cost to be hired-these count as 'sponsorship in-kind'.

Check that the sums add up!

Your income and expenditure should add up to the same amount. Do not ask for more money than the project will cost. Finally, ensure that your budget is added up correctly. Then check it again.

Keeping the funders happy and building your track record

Your relationship with a funder should not finish as soon as you are awarded a grant. Remember, in all your dealings that funders talk to each other and it is essential you build a good track record. This means keeping in touch during, and following, the project as well as at the time of application.

Even in times of stress try to:

Let them know if there are going to be any major changes to the project as this may affect the funding situation (you may wish to tell them of problems once you have thought of viable solutions).

Thank them for their support & invite them to workshops or any events.

Send a letter or telephone to let them know how successful the project is - again, thanks to their support.

Credit them in all press and publicity, no matter how small you think the contribution may be. Send favourable press cuttings along with evaluation and photographs of the project. Include feedback from participants.

If funders ask for a report, ensure that you allocate some time to do this - your funders will be interested in the results of their money.

Funders are keen to see that you have evaluated the project thoroughly and are making good use of any failures, as well as successes

Don't ever lie to your funders - if you are caught out you will very likely jeopardize any chance of future funding

Sources of Funding

Public funding

These organisations are responsible for different art forms and cover different parts of the country. Funding from public sources is not usually available to full time students.

The Arts Council of England 14 Great Peter Street, London SW1P 3NQ.
tel: 020 7333 0100 website: www.artscouncil.org.uk email enquiries@artscouncil.org.uk

There are 9 regional offices of the Arts Council in England and they are responsible for promoting the arts in the various English regions. The regional arts council offices are often the best starting point for recently graduated artists and makers for advice, funding etc. Usually you must live and work in the regional arts council's area to qualify for its grants. Your local arts council will have a range of officers responsible for different areas of work i.e. Visual Arts Officer, Crafts Officer, Drama Officer, Dance Officer, Lottery Officer etc. These individuals can be a source of excellent advice and information. For more information on your local office, visit the national website: www.artscouncil.org.uk

Crafts Council 44a Pentonville Rd, London N1 9BY. tel: 020 7278 7700 web:
www.craftscouncil.org.uk

Promotes contemporary craft in UK. They run '**Setting Up Scheme**' for new practitioners. This offers finance to set up a workshop. Also offers general business advice and a library of material relevant to craftmakers. They have an online register of makers as well as a slide library of craftmakers across the UK.

Local authority funding

Many local authorities in Britain have arts officers responsible for encouraging arts activities in their areas. You should contact your London Borough or local council to find out what they offer. Some have more sophisticated services than others. Many councils now see artists and designers as important potential creators of employment in local areas. You may find that your borough or council has a '**Cultural Industries Strategy**' to promote small arts or design enterprises. If they do then there may be cheap studio space or workspace or access to facilities or advice or even funding as part of the strategy.

Two examples of this are the City of Westminster Arts Council (tel: 020 7641 1018 web: www.cwac.org.uk) & Camden Arts and Tourism (Tel: 020 7974 1597). They offer a range of services to promote small scale arts activity in their borough including small grants for arts projects which have a community theme. Westminster produces newsletters and keeps a register of artists with skills for residencies or community projects. Camden has an artist in residence fund.

Funding from charitable trusts

Most charitable trusts have very clear and restrictive criteria for applicants and projects receiving funding often need to have a socially useful aspect e.g. residencies or arts education projects. Some of the larger trusts such as the **Gulbenkian Foundation** or the **Carnegie Foundation** will

only fund other charities or established organisations. But if you were working with a community group already and had an interesting project then such charities may be worth investigating.

Some small charities offer funding to very specific craft forms. See examples below. Information about charities can be found in the '**Directory of Grant Making Trusts**' this is available at Creative Careers, College and Public libraries.

Your own funding

Inevitably you will have to provide some money for your own projects. So you should think about your own resources and your circle of family and friends and their circle of family and friends. Remember that it is always easier to raise money if you already have some funds. Then your applications to public resources will be more convincing because you will appear to be more professional. Recently an ex student of Central St Martins

Commercial sponsorship

Arts and Business (Head office), Nutmeg House, 60 Gainsford Street, Butler's wharf, London SE1 2NY tel: 020 7378 8143 web: www.andb.org.uk

As an organisation they have a number of businesses that support the arts. Specifically arts and business can help you to enhance your business partnerships, receive support for your project and find a business partner.

Further Information

All of these publications are available from Creative Careers, 1st Floor 65 Davies Street (Bond Street Underground), London W1K 5DA

www.grantsforindividuals.org.uk

The Arts Funding Guide

This comprehensive guide gives everything the arts fundraiser needs to know about UK sources of funding - for all art forms, arts organisations and arts events. Clearly written and comprehensively indexed, it is a must for anyone looking to raise money for the arts.

A Guide To Major Trusts

Offers a mix of in-depth research and independent comment which makes this guide essential reference for all fundraisers. Includes recent grant information, contact details, exclusions, and applications advice for each trust.

Writing Better Fundraising Proposals

A practical guide, showing you how to write punchy, effective applications, with worksheets and examples. Written by Michael Norton and Mike Eastwood.

Prizes and Awards

Provides an extensive listing of many hundreds of prizes and awards that are available for artists, photographers, craftspeople, writers and poets including travel grants and bursaries. Price £9.99. Published by Dewi Lewis Publishing www.dewilewispublishing.com

Funderfinder

A searchable database of charities and trusts including many which award grants to artists and other creative people. Based on a personal profile and charity/trust matching system.

Creative Opportunities

Weekly online newsletter published by Creative Careers. Check out the awards section for all the latest awards, bursaries, grants etc. the service provides a brief summary of awards that are particularly aimed at emerging artists. When you log onto www.arts.ac.uk/student/careers click onto the Creative Opportunities section.

Written and researched by Dave Piper & Lynne Jordan

University of the Arts London
– a creative constellation

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The main purpose of our written material is to provide specialist careers information, that is not readily available elsewhere, for our students and recent graduates.

All eligible students and graduates are welcome to use Creative Careers. We provide a range of services from information, advice and guidance through to practical group workshops. To find out how we work with students and leavers at your college or how to contact us visit www.arts.ac.uk/student/careers.

We aim to be disability friendly so do let us know of any particular requirements you may have. All our handouts and workshop materials are available in alternative formats on request. Please contact us to discuss your needs and how we can help. To make comments about this handout or suggestions for new ones we could produce, please email us at careers@arts.ac.uk

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