

Arts Funding:

Funding for the arts can come from a variety of sources, most usually:

- i. Public funds – such as Arts Council or Local Authority funding
- ii. Trusts & Foundations – these can be local, national or international.
- iii. Corporate Sponsorship
- iv. Philanthropic individuals
- v. European and International funding (usually public funding)

Funding advice:

The most important thing to realise when you're looking for funding is that *funders want to fund!* They exist to support good projects, so your task is simply to demonstrate that your project is good and worth their funding.

RESEARCH

It's important to do thorough research before you write your application. Trusts, foundations, public funders, corporate sponsors and philanthropic givers receive a lot of applications, so you will stand a better chance of receiving funding if you follow some simple steps:

- Research funds carefully, don't just blanket all potential funders in the hope that one of them will be interested.
- Arts Council and any major arts organisation should be able to loan you a copy of a guide to Trusts and Foundations. There's also good information on the Arts Council website.
- Check the funders' policies and priorities for the year/period.
- Look at what kind of projects they've supported in the past and for how much.
- It's a good idea to meet or have a phone conversation with the funding body before you submit an application. Many funders encourage you to get in touch before you apply. However, some smaller trusts, foundations and philanthropic givers do not offer this facility.
- Check the deadlines for submissions and give yourself plenty of time to apply. Don't leave it until the last minute.
- Check the fund's turnaround for applications. Many funds require at least 3 months to process applications; some trusts and foundations have a board of directors who meet only annually, so ensure you apply in good time. Many funds do not support retrospective activity.

WRITING AN APPLICATION:

- Make sure you read all the criteria and guidelines carefully and that your project fits.

- Applications and criteria can often be strict and you may jeopardise your chances of funding if you have not read the information carefully.
- Be honest, concise and clear.
- If you write a covering letter, outline in the first paragraph exactly why you're writing to them and for what amount. Many funders will simply skip to the part of the letter which outlines how much you're applying for, so it's a good idea to state it clearly at the outset.
- Be realistic about how much you apply for (find out how much they've given to similar projects in the past and use that as your basis for how much to apply for).
- Be enthusiastic about your project. Remember funders WANT to support projects.
- It's a good idea to outline the specific benefits of your project, but remember funders receive lots of applications, so you don't need to over-egg the pudding.

WHAT TO INCLUDE IN YOUR APPLICATION:

- Most funders will tell you exactly what to include in your application. Make sure you supply the correct amount of information (not less, not more!) If you are in any doubt you can always check with them.
- Most funders will ask to see:
 - * a project outline
 - * details about you and your organisation
 - * a budget
 - * a timeline or project management document which shows how and when you will deliver your project.
- In additions, some funders may ask to see:
 - * audited accounts
 - * your annual report
 - * examples of previous projects
 - * references, endorsements, press articles or PR relating to previous projects

AND FINALLY...

Make sure you've proofread your application carefully before you send it - better still - ask someone to proofread it for you. This is particularly important when it comes to submitting budgets.