

# The Fringe Guide to 'Don't Go For Broke' Fundraising – Some Useful Advice

The purpose of this guide is to help you navigate your way around the various funding systems that are available, help you to identify funding opportunities and give you an overview of other sources of support such as sponsorship, trusts and foundations.

This information can be applied to your Fringe project but it is also useful in the wider context of your career as an artist. It is by no means a comprehensive guide but rather some useful suggestions to get you started.



The High Street (2014)  
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### Funding your Fringe run

One of the most frequently asked questions is 'How much will it cost to perform my show?' Raising the money to bring your show to the Fringe presents its own unique challenges and The Fringe Guide to Doing a Show summarises what you need to consider when budgeting for the Fringe. There are many substantial cost implications that are unique to the Fringe like accommodation, venue costs, registration fees, marketing costs and general living expenses.

In the past, formal funding bodies and agencies would not fund work to appear at the Fringe, unless the show was part of a wider project or tour, and to some extent this is still the case. However, in recognition of the fact that taking part in the Fringe can be an immensely useful career move, a number of organisations have created funds to support work coming to the Fringe, such as Made in Scotland. Fringe specific funding opportunities are listed on our website here: [www.edfringe.com/participants](http://www.edfringe.com/participants)

The reality at the Fringe is that you might need to think about investing some of your own money to make it happen. Very few artists and companies are able to fundraise the full cost of a Fringe run from external sources. The Fringe is unique and so is budgeting for it.

Many arts projects will require subsidy over and above what they generate in ticket income for them to happen at all and sourcing that subsidy is the biggest challenge facing any arts organisation or artist, emerging or established.

Trying to find funding can seem like a very daunting task especially if you are not used to it. It can sometimes feel insurmountable and that there are just too many obstacles but don't let this put you off, funders want to fund good ideas and creative projects. Targeting the appropriate funding sources with a quality piece of artistic work is what matters, so if you get that right you are halfway there.

There are thousands of trusts and foundations in the UK, and many offer funding for arts activities. There are too many to be listed in this guide, but many of the resources listed at the end can help you identify appropriate trusts and foundations for your project.

Businesses can offer support for arts organisations and projects, through sponsorship and in kind support. [Arts and Business](#) provide useful information on raising sponsorship on their website which you can find at the end of this document.

Your local authority is the governing body of your area and will quite often be keen to support cultural projects that represent their community on a national or international platform.

Local authorities invest as much money in the arts in this country as major arts councils. Local authority funding is usually targeted at the same agendas as central government, so it's important to do your research and make sure you understand what their priorities are. You can then tailor your pitch accordingly.

## Things to consider



Securing funding or sponsorship can be a labour intensive task, taking up considerable time and effort.

Carefully consider the different stages involved before you attempt to make an application or create a sponsorship proposal.

Never underestimate the time, knowledge and detail required when seeking subsidy for your project. However, nobody knows more about the project than you do, so you are the best person for the job!

You will not always be successful so don't take setbacks personally, nobody is 100% successful.

No application, whether successful or not, is a waste of time and the work you have put in will help with other funding applications.

## 1. Keep the facts at your fingertips

- Make sure that all the information you will need about your organisation and about the project is readily available.
- Back up your argument with facts and figures, don't just make assertions.

## 2. Build your credibility

- Get yourself and your organisation known in the grants world; develop effective public relations, get (good) publicity for your work.
- Don't underestimate the value of just meeting funders informally and chatting. This is often when the best fundraising is done.

## 3. Sort out your fundraising strategy

- Think about how your organisation is going to be funded over the next few years, whether this is realistic and what you need to do to get your organisation's funding on a secure basis.
- Think about how you intend to attract funds for the project immediately and on an ongoing basis (if the project is to continue).

## 4. Research and identify likely grant prospects

- Avoid the scattergun approach. Make carefully targeted approaches at a few funders rather than writing a circular letter to anybody and everybody.
- Cross-reference your ideas and projects with likely funders, matching their interests to your needs.
- Be sure you know which budget the money is coming from. For example, if you are approaching a company, you could be looking for support from the donations budget, corporate PR, marketing or personnel department, or even its employee-giving or voluntary committee. Your approach will need to be adapted accordingly.

## 5. Write a good proposal

- Write a clear and succinct application, making a really good case for support and using simple language that everyone will understand.
- Try and include some really strong supporting material. This is important if you are an emerging artist or organisation as you might not be known to a funder yet and will need to try harder to demonstrate the quality of your work.
- This can be difficult if you haven't got a body of work behind you. But don't underestimate the value of including references or support statements from contacts you might have who are more established.

## 6. Manage the application process

- Find out who the contact is for the funding source and how best to start a dialogue with them.
- Figure out whether it's a formal proposal that should be put to them right away, whether a meeting or visit could be arranged first, and how you can bring more influence to bear on the decision making process.
- Also, should you be the person making the approach? Would it be better if it came from someone else? A colleague might have more established contacts with the funders, or a prestigious trustee or supporter may have more impact.

## 7. Respond appropriately

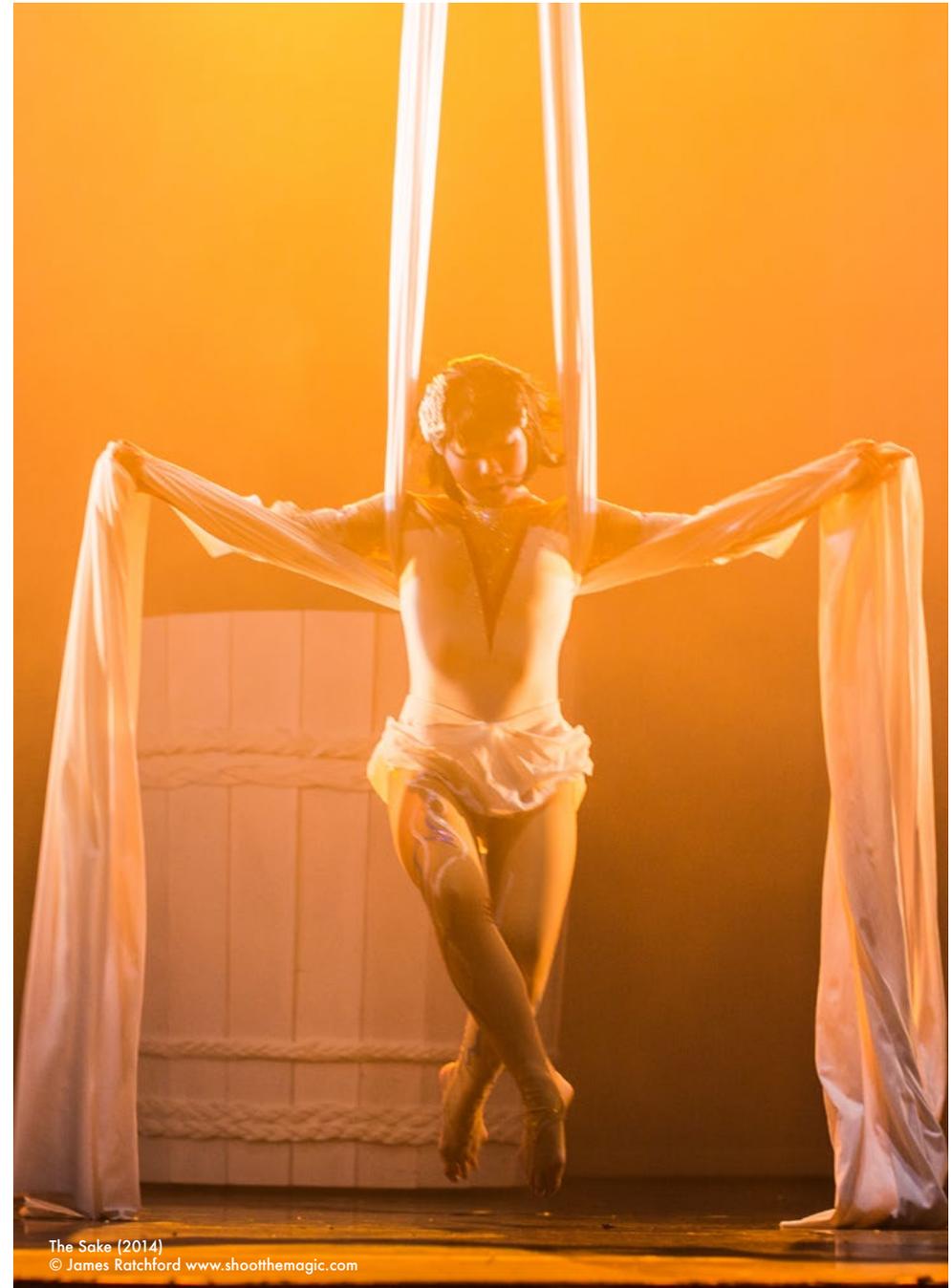
- If you succeed in getting a grant, note any restrictions or obligations on your part and make sure you comply with these.
- If it's a private sponsor or philanthropic donation then say 'thank you' immediately.

## 8. Keep in touch

- Maintain contact with those who are supporting you but also with those who are not (where you feel there are organisations or individuals that should be interested in your work).
- Report on your successes and continue to build your credibility with them.

## 9. Go back

- Ask those who have supported you for further support the next year or the year after – they have already demonstrated that they like you and what you are doing.
- Persistence can help. Take note of any reasons given for rejection. It may be worth finding out whether there is a chance of reapplying and trying to arrange a meeting to discuss your proposals further.



Application processes for accessing public funds can be very laborious with many things to consider, like the purpose of the fund, its objectives and timescales. If you take your time, making sure you go through everything thoroughly and taking each stage one at a time, then you will make the process much easier for yourself.

The following are key points to consider before you make an application to an official funder.

## Eligibility

- If you are applying as an organisation then you will need to ensure you meet the criteria for eligibility.
- Provide a written constitution, management structure (even if this is small, it still needs to be clear), dedicated banking arrangements and system for accounts.

## Organisation status

- What kind of organisation are you? Non-profit, charitable or commercial.
- Remember, if you are commercial and are applying for public sector money then you will need to prove that your project is not for commercial gain or profit.

## Management and delivery

- You will need to very clearly demonstrate how you will deliver your project including detail on the systems you will put in place to manage the money.

## Other sources of income

- Keep in mind that public funders won't normally fund your entire project and often expect at least 10% of your overall project cost to be from other sources, including your own means.
- Think carefully about what your other sources of income will be, where they will come from and when you will have access to them. Ensure you factor in a contingency line into your budget.

## Timescales

- Ensure you are aware of application deadlines.
- Normally, you won't get funding for projects that have already started so make sure you plan ahead and factor in time for the decision making process, which can be up to a few months.
- Make sure your project won't be delayed or compromised by waiting for a funding decision.
- Goods or services bought before a decision is made will not be paid for by an formal funder

## Assessment criteria

- Think of artistic quality as well as the public benefit and demand.
- Financial strength and value for money will be influenced by how well the project will be managed and delivered

## Expand on details

- Each area will require a certain level of detail.
- The larger the amount of money you request and the more complex your project, then the more detail you will need to give.
- You will also need to provide support material such as videos, press material, script samples and reference letters.

## Beat the competition

- Remember that the amount of money out there is limited.
- Demand and competition is very high so make sure your application is the very best it can be and you clearly understand what is asked of you.

## Check, check and check again

- When you have completed your application, ask someone who you trust to proofread it for you.
- You should also have someone, who is not involved in the arts, read the application for you because many applications fail to clearly communicate what the project actually is.
- You need someone with no experience in the arts to understand what you are trying to achieve and why it's worth funding.

## Use the available guidance

- All funding bodies provide guidance notes and a help service – use these well. Read everything carefully and several times.
- Filling out a funding application is a time-consuming and arduous task, taking the time to get it right is very important.

## Don't get mad (get patient)

- If your application efforts result in rejection, try not to become frustrated.
- The competition for arts funding is fierce in what is an increasingly austere climate so not every application is going to be successful.
- Don't vent your anger at the funder, which will only mean they are likely to have a negative memory of you when you apply again.
- Politely ask them for feedback so that you are best equipped to improve on future applications.

The fact is that if you are a new artist, unless your project is evidently very good, you are unlikely to get funded on your first attempt. Make sure you ask for feedback, take it on board and keep trying.



A good way of searching for companies that could support your work is to look at the websites of other artists and companies in your field, and to look for the names of their corporate supporters. You can usually find these on the Supporters page, or in an organisation's annual review.

Companies support the arts, as much for philanthropic reasons as they do to associate their brand with exciting and creative projects. They will often request for their support to be acknowledged in marketing materials or press releases.

If you do have a sponsor on board for your Fringe project make sure you check with your venue that it is ok to credit them and align them with your marketing campaign.

Companies will often offer support in kind by donating materials or services, rather than making a cash donation. Be imaginative and do not hesitate to approach local companies in your area.

You can find a directory of companies that make philanthropic grants in the Guide to UK Company Giving by the Directory of Social Change, available from public libraries.

## Basic **dos** and **don'ts** when approaching corporate sponsors

**Don't** write indiscriminate 'Dear Sir/Madam' circular letters to any and all companies you come across.

**Do** target your approach to companies who have a declared policy indicating a specific interest in your group's area of work.

**Do** convey your enthusiasm about your project within your approach.

**Don't** send the same email out en masse. Tailor your approach to who you are contacting.

**Don't** write to a company that specifically say they do not support your kind of work.

**Do** use any strong personal links or contacts with senior company officers to your advantage, or those of members of staff who are actively involved in your work.

**Don't** write to a company unless there is a good reason to write to that particular company. The fact that the company makes a profit and your group needs money is not a sufficiently strong link.

## 1. Keep it clean

- The best pitches are concise, visual and get to the point quickly. Avoid using too many words but don't be vague about what it is you are offering.
- Eye-catching images used together with well-written copy using bullet points is far more effective in demonstrating the quality of your proposal.
- Potential sponsors do not have time to work through pages of text to try and find out what you are proposing.

## 2. Know what you want, know what you've got

- You need to know exactly what it is that you are asking for and what it is you have to offer in return, sponsors are only interested in what is in it for them. It's also important to understand the value of your offer against what you need.
- Your pitch should demonstrate that you have understood what it is the business or company does, and why that is a good sponsorship match for your project.
- Don't be afraid to ask for exactly what you need.

## 3. Present the facts

- Your presentation should contain many facts and figures that will be attractive to any potential sponsor; audience figures, the size of your mailing list, website traffic, the profile of any other partners or collaborators, positive press quotes, awards and accolades.
- Don't be afraid to boast about your successes. You are trying to create a partnership with your sponsor so you need to make them want that partnership.

## 4. Make it look good

- Ensure that whatever you are presenting is well-written and presentable, whether it's an electronic power point presentation or a package sent in the post.
- First impressions count. A sloppy pitch full of spelling errors, bad formatting and low quality graphics can be off-putting to a potential sponsor.
- Get your peers to review your work, making sure what you are putting out there is the best it can be.

## 5. Be creative

- Don't be afraid to inject a little bit of personality into your pitch.
- Determine the nature of the business you are approaching. A creative approach, showing a little individuality is more attractive than something that is quite dry and looks like the hundreds of other proposals they may have received.
- Just remember, larger organisations can sometimes provide information or guidelines on how to make a pitch to them, so be sure to have researched thoroughly and adhere to any instructions they provide.

The concept of crowd funding is very simple. This is a reason for its popularity, and tends to be the same across the various platforms available.

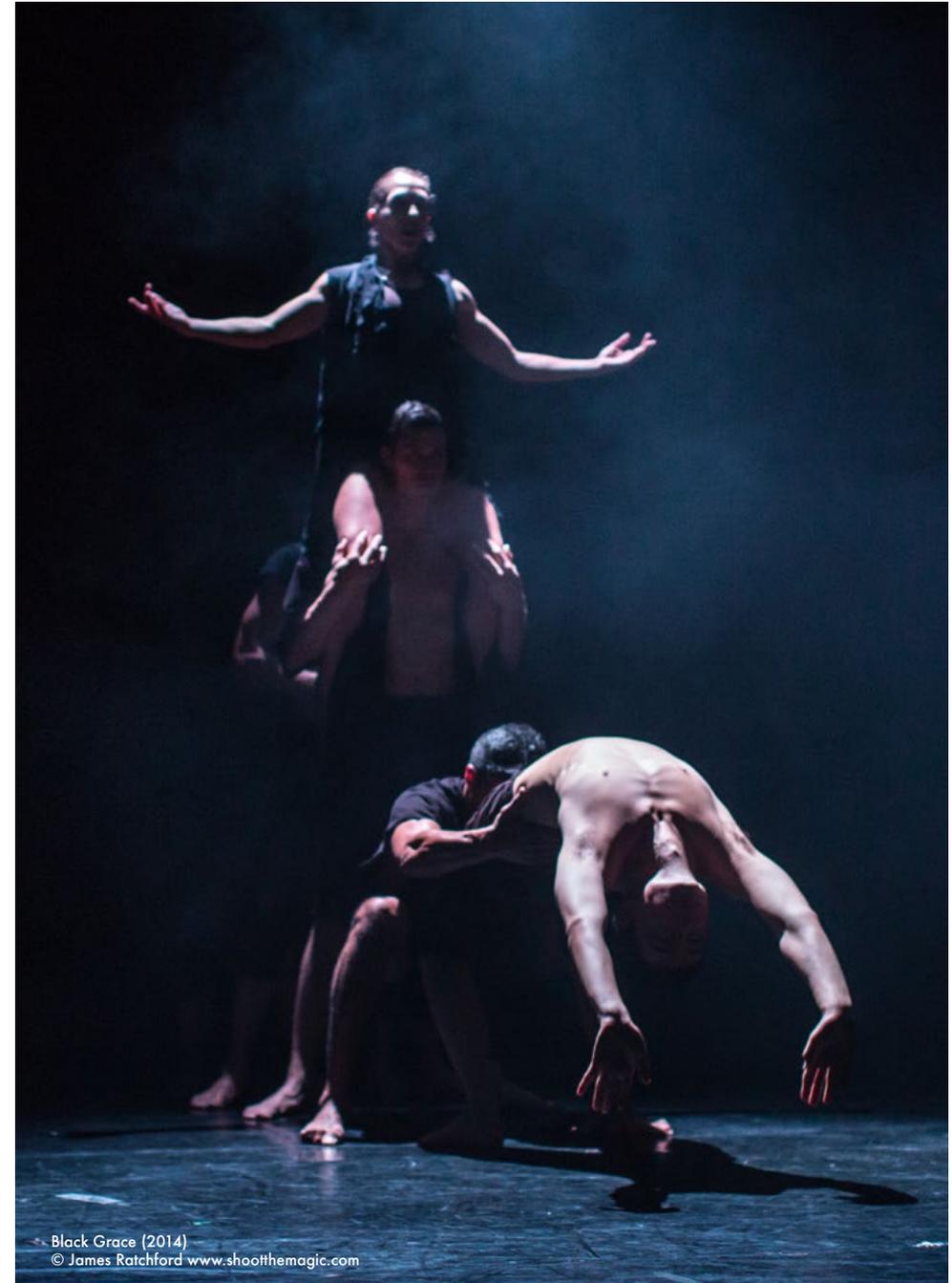
- you first create a profile for your project, explaining what it is and why you need the support.
- you encourage people to pledge financial support and in exchange for this patronage, you reward them with whatever incentives you are able to provide. These can be tickets to a show, a limited edition piece of merchandise, free advertising or special credits in your programme/ website.

With crowd funding, you are in control of your campaign. You set your own targets and incentives and if you are proactive and clever in your approach for support, the higher your chances of success.

It is also a very good way of developing an audience for your work which can be just as valuable, if not more, than a cash donation.

Again, this can be a laborious task requiring a lot of planning ahead, particularly around how much money you are looking for. In many cases, if you don't reach your funding target you won't receive any of the pledged cash. Therefore, you may also want to develop a marketing strategy to extend the reach of your crowd funding campaign and receive more pledges.

There is a list of crowd funding platforms at the end of this document.



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### UK national agencies and cultural organisations

#### Creative Scotland

[www.creativescotland.com](http://www.creativescotland.com)

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here. They enable people and organisations to work in and experience the arts, screen and creative industries in Scotland by helping others to develop great ideas and bring them to life. They distribute funding from the Scottish Government and The National Lottery.

#### Arts Council England

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. They support a range of activities across the arts, museums and libraries. They invest public money in great art and culture for everyone, everywhere. They fund major organisations that serve the whole nation as well as many smaller companies, individual artists and arts-related projects.

#### Big Lottery Fund

[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

Every year the Big Lottery Fund gives out millions of pounds from the National Lottery to good causes. Their money goes to community groups and projects that improve health, education and the environment.

#### Awards for All

[www.awardsforall.org.uk](http://www.awardsforall.org.uk)

Awards for All is a Lottery grants programme that funds small, community-based projects across the UK.

#### Department for Culture, Media & Sport (DCMS)

[www.culture.gov.uk](http://www.culture.gov.uk)

DCMS is here to help make Britain the world's most creative and exciting place to live, visit and do business. They protect and promote cultural and artistic heritage and help businesses and communities to grow by investing in innovation and highlighting Britain as a fantastic place to visit.

#### Funding Central

[www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)

Funding Central lists thousands of funding and finance opportunities for voluntary organisations and social enterprises registered in England. There's also a wealth of tools and guides supporting you to develop a sustainable income strategy.

#### Creative Europe

[ec.europa.eu/programmes/creative-europe/index\\_en.htm](http://ec.europa.eu/programmes/creative-europe/index_en.htm)

Creative Europe is the European Union's programme to support the cultural, creative and audio visual sectors. From 2014–2020, €1.46 billion is available to support European projects with the potential to travel, reach new audiences and encourage skill sharing and development.

### UK trusts & foundations

#### Dewar Arts Award

[www.dewarawards.org](http://www.dewarawards.org)

The Dewar Arts Awards were set up by the then Scottish Executive in 2002 as a fitting memorial to Scotland's first First Minister, Donald Dewar. They disburse the income from a trust fund to support talented young artists in Scotland, who do not have the financial means to pursue their ambitions.

#### The Elephant Trust

[www.elephanttrust.org.uk](http://www.elephanttrust.org.uk)

The Elephant Trust was created in 1975 by Roland Penrose and Lee Miller with a view to develop and improve the knowledge, understanding and appreciation of the fine arts in the United Kingdom.

#### The Esmée Fairbairn Foundation

[www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)

Esmée Fairbairn Foundation aims to improve the quality of life for people and communities throughout the UK both now and in the future. They do this by funding the charitable work of organisations with the ideas and ability to achieve positive change.

#### The Calouste Gulbenkian Foundation

[www.gulbenkian.org.uk](http://www.gulbenkian.org.uk)

The Calouste Gulbenkian Foundation is a charitable foundation established in Portugal in 1956 with cultural, educational, social and scientific interests.

#### NESTA

[www.nesta.org.uk](http://www.nesta.org.uk)

NESTA are dedicated to supporting ideas that can help improve all our lives, with activities ranging from early stage investment to in-depth research and practical programmes.

#### The Prince's Trust Scotland

[www.princes-trust.org.uk](http://www.princes-trust.org.uk)

The Prince's Trust delivers a range of programmes across the UK. They work with young people aged between 13 and 30. Their programmes give young people the practical and financial support needed to stabilise their lives. They include engagement activities, progression support and peer mentoring.

#### The Wellcome Trust

[www.wellcome.ac.uk](http://www.wellcome.ac.uk)

The Wellcome Trust provides more than £700 million a year to support bright minds in science, the humanities and the social sciences, as well as education, public engagement and the application of research to medicine. They offer a wide variety of funding schemes to support individual researchers, teams, resources, seed ideas and places. They also fund major initiatives in areas which are strategically important, by invitation, but welcome the opportunity to discuss ideas which might fit with their strategic priorities.

#### The Paul Hamlyn Foundation

[www.phf.org.uk](http://www.phf.org.uk)

The foundation's mission is to help people overcome disadvantage and lack of opportunity, so that they can realise their potential and enjoy fulfilling and creative lives. They have a particular interest in supporting young people and a strong belief in the importance of the arts.

## Crowdfunding platforms

### Crowdfunder (UK)

[www.crowdfunder.co.uk](http://www.crowdfunder.co.uk)

Crowdfunder is the UK's largest crowdfunding network having launched thousands of projects and raised over £8m. Open to community groups, businesses, social enterprises, schools, charities or individuals with a fantastic idea.

### We Fund (UK)

[www.wefund.co.uk](http://www.wefund.co.uk)

The first crowdfunding platform to emerge in the UK, focusing on creativity in all forms. We Fund help people find (paying) audiences for their work.

### Fund It (IRE)

[www.fundit.ie](http://www.fundit.ie)

Fund it is an all-island crowdfunding website for Ireland's creative projects, giving everyone the power to help good ideas happen.

### Kickstarter (USA)

[www.kickstarter.com](http://www.kickstarter.com)

Kickstarter helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality.

### RocketHub (USA)

[www.rockethub.com](http://www.rockethub.com)

RocketHub is an online crowdfunding platform that offers the opportunity to have a TV spot on A&E and the potential to have A&E as your funder. Art, science, business, and social good projects are all welcome.

### Fringe Funder

[www.fringefunder.com](http://www.fringefunder.com)

### Pozible (AUS)

[www.pozible.com](http://www.pozible.com)

Pozible was designed to help people raise funds, realise their aspirations, and make great things possible.

### IndieGoGo

[www.indiegogo.com](http://www.indiegogo.com)

Indiegogo is a way for people all over the world to join forces to make ideas happen. Since 2008, millions of contributors have empowered hundreds of thousands of inventors, musicians, do-gooders, filmmakers—and other game-changers—to bring big dreams to life.

### Hubbub

[hubbub.net](http://hubbub.net)

Hubbub brings crowdfunding to the education and non-profit sectors, offering universities, charities, non-profits, colleges, schools, and their students and staff an accessible, alternative method to obtain social funding for their ideas and projects.

## Sponsorship

### Arts & Business

Arts & Business is one of the leading global experts in developing private and public sector partnerships with the arts. They connect companies, communities and individuals to cultural organisations and provide the delivery, expertise and insight for their relationships to thrive, for their mutual benefit and that of the wider community.

They have offices across the UK, more information can be found below:

England [www.artsandbusiness.org.uk](http://www.artsandbusiness.org.uk)

Scotland [www.aandbscotland.org.uk](http://www.aandbscotland.org.uk)

Northern Ireland [www.artsandbusinessni.org.uk](http://www.artsandbusinessni.org.uk)

Wales [www.aandbcymru.org.uk](http://www.aandbcymru.org.uk)



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