



The British
and
International
Federation
of
Festivals

“Fundraising for Festivals”

Presented by:

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How are Festivals Funded?

Annual Conference Edinburgh 2016

Funding Sources for Festivals

- Earned Income (Trading):
 - Entry fees, Ticket sales,
 - Programme / merchandise / advertising sales.
- Public Funding:
 - Central Government
 - National Lottery Funders,
 - Local Authorities.
- Private Funding:
 - Individuals (Donors / Patrons),
 - Charitable Trusts and Foundations,
 - Organisations & Businesses (Sponsors).

Public Funding: Central Government

- [Arts Council England](#)
- [Creative Scotland](#)
- [Arts Council of Northern Ireland](#)
- [Arts Council of Wales](#)
- [Arts Council of Ireland](#)
- [Creative Europe](#)
- [Arts Council of Sri Lanka](#)
- [International Federation of Arts Councils and Culture Agencies](#)

Public Funding: National Lottery

For Arts Organisations:

- Open Project Funding (Scotland only)
- Grants for the Arts (England only)
- Small Grants Programme (Northern Ireland only)

For Music Making Projects:

- [Youth Music](#) (England only)
- [Youth Music Initiative](#) (Scotland only)

For Community Organisations:

- Awards for All (UK)
- The Big Lottery Fund

National Lottery: Open Project Funding

- Creative Scotland scheme
- £11M normally available each year
- Can apply at any time
- Downloadable application form process
- < £15,000 notified in 8 weeks, > £15,000 in 12 weeks
- Capital or project funding on offer
- Any “Not-for-profit” organisation can apply
- Can apply for £1,000 to £100,000
- Ideally apply for < 50% of total project cost

National Lottery: Grants for the Arts

- Arts Council England scheme
- £73M+ normally available each year
- Can apply at any time
- Online application form process
- < £15,000 notified in 6 weeks, > £15,000 in 12 weeks
- Capital or project funding on offer
- Any “Not-for-profit” organisation can apply
- Can apply for £1,000 to £100,000
- Ideally apply for < 50% of total project cost

National Lottery: Small Grants Programme

- Arts Council of Northern Ireland scheme
- Distributes £500,000 each year
- Can apply at any time
- Online application form process
- Notified in 2 months
- Capital or project funding on offer
- Any “Not-for-profit” organisation can apply
- Can apply for £500 to £10,000
- Ideally apply for < 50% of total project cost

National Lottery: Awards for All

- Available UK wide
- Up to £10,000 for community activities
- Aim to improve life for local people
- For organisations with small income
- Apply at least 4 months in advance
- Apply any time
- Downloadable application form process
- Open to any not for profit organisation
- Capital or project funding on offer

National Lottery: The Big Lottery Fund

Various schemes that may be of interest:

- [Celebrate fund](#) (UK wide) - deadline 21st October 2016
- [Community Assets](#) (Scotland) – rolling programme

Check out the [Big Lottery Funding Finder](#) regularly for the latest schemes.

You can also use the website [Lotteryfunding](#) – to search for lottery funding.

Public Funding: Local Authorities

Some examples:

- [Gloucester City Council Community Grants](#) to £10,000
- [Southampton City Council Community Chest](#) to £2,500
- [Craven District Council Community Grants](#) to £2,000
- [Cumbria County Council Community Grants](#) to £1,500
- [Cheshire East Council Community Grants](#) to £1,000

Grants focussed on local authority priorities: community cohesion, skills development, volunteering, etc...

May be useful for creation of new Festival events

Public Funding: Useful Websites

- [j4bcommunity](#) - Providing information on over 3,000 grants dedicated to the voluntary and community sector (Free).
- [j4bgrants](#) for Ireland - Find out about European grants, Irish Government grants and other sources of funding for your business or voluntary group (Free).
- [Governmentfunding.org.uk](#) – Information on over £2.3 billion local, regional, national and European sources (£378 per annum).
- [Funding Central](#) – Providing information on voluntary sector grants available in England (Free for small organisations)

Private Funding: Donations & Patronage

- For no commercial advantage, unconditional.
- Some examples:
 - Individual giving – a personal relationship
 - Corporate charitable donations with no conditions
 - Community fund-raising, crowdfunding
 - Grants from trusts, foundations and statutory bodies, usually for social reasons with no commercial conditions.
- Patronage - usually for philanthropic reasons where reputation enhancement may be a desired outcome.

Private Funding: Charitable Trusts & Foundations

- Several 1,000 of these nationwide for a huge variety of charitable causes.
- Funds vary from ££Multi-million to £100s
- Grants can vary by good cause & geography
- Hugely over-subscribed
- Mostly fund registered charities
- Useful for match funding
- Best chance of success is where there is an excellent fit with the cause / geography they wish to support.

Private Funding: Charitable Trusts & Foundations

Some examples of large Charitable Foundations funding the arts:

- [Paul Hamlyn Foundation](#)
- [Esmee Fairbairn Foundation](#)
- [Sir Andrew Lloyd Webber Foundation](#)
- [Clare Duffield Foundation](#)
- [Henry Moore Foundation](#)

Charitable Trusts & Foundations: Useful Websites

- j4bcommunity - Providing information on over 3,000 grants dedicated to the voluntary and community sector (Free).
- Trustfunding.org.uk – The definitive source of information on grant giving UK Charitable Trusts and Foundations (£378 per annum).
- Funding Central – Providing information on voluntary sector grants available in England (Free for small organisations)

UK Community Foundations

- 47 across the UK – [see map here](#)
- local & regional sources of funding for community groups
- sometimes used as delivery agencies for national government / corporate / lottery & charitable funding programmes
- Average grant size £3,200
- Check your local Community Foundation site regularly for latest schemes

Some examples...

Foundation Scotland:

- [ScotRail Cultural and Arts Fund](#) up to £5,000

Norfolk Community Foundation:

- [Eastern Daily Press Community Chest](#) up to £2,500

Dorset and Sussex Community Foundations:

- [Hall & Woodhouse Community Chest](#) up to £3,000

Corporate Social Responsibility

How companies manage their businesses to produce an overall positive impact on society

Boots Corporate social responsibility

Our approach Our activities Our performance Search

In this section

- Community
 - BBC Children in Need
 - Boots Charitable Trust
 - Employability
 - Fundraising
 - Partnership with Macmillan Cancer Support
 - Volunteering
- Environment
- Marketplace
- Workplace

You are here: Home > Community

Community

Boots has a unique place in the heart of the communities it serves across the UK. For over 160 years we've used our pharmacy-led expertise and support to help improve the health and wellbeing of local communities. We want our customers to continue to think of us as a business that puts something back into the community through our innovative partnerships with national charities, our healthcare specialists and all our brilliant Boots colleagues who enthusiastically volunteer their time and energy to make a real difference locally.

Internet Search & Online Shopping

Easyfundraising.org.uk – individuals raise funds by searching and shopping on-line using high street retailers:

- Any not-for-profit organisation
- Funds raised paid quarterly
- Start fund-raising immediately
- Encourage all your members to join in

Over £2,000 raised to date by our Festival members.

Over £14M raised for the not-for-profit sector to date.

Top 10 Festival Online Fundraisers

1. Music For Youth
2. National Concert Band Festival
3. Leicester Festival of Music and Drama
4. Selston Music Festival
5. Maidstone Music Festival
6. Nelson Dance Festival
7. Mid Argyll Music Festival
8. Ryton and District Festival of Music, Speech and Drama
9. Nailsea Festival of Music
10. Isle of Wight Music, Dance and Drama Festival

Private Funding: Sponsorship

What is Sponsorship?

- A business relationship to achieve a commercial advantage for mutual benefit.
- A commercial agreement clearly stating the rights and benefits.
- The sponsorship benefits must be commercially attractive.

Not to be confused with fundraising for no commercial return (i.e. patronage).

Sponsoring Industries

- 91% for Sport, 2% for Arts & Culture,
- Top Sponsoring Industries of Arts & Culture
 - Drinks - Beer,
 - Airlines,
 - Oil/Petrol,
 - Financial Services – Banking & Insurance
 - Cars
 - Drink – Spirits
 - Games / Toys
 - Luxury goods
 - Drinks – Energy

Why Businesses Sponsor the Arts?

- Access to target markets
- Brand / Company Name promotion
- Image enhancement
- Hospitality & Entertaining
- Staff Relations
- Developing Community Links
- PR opportunities
- Enjoyment

What could we offer a potential Sponsor?

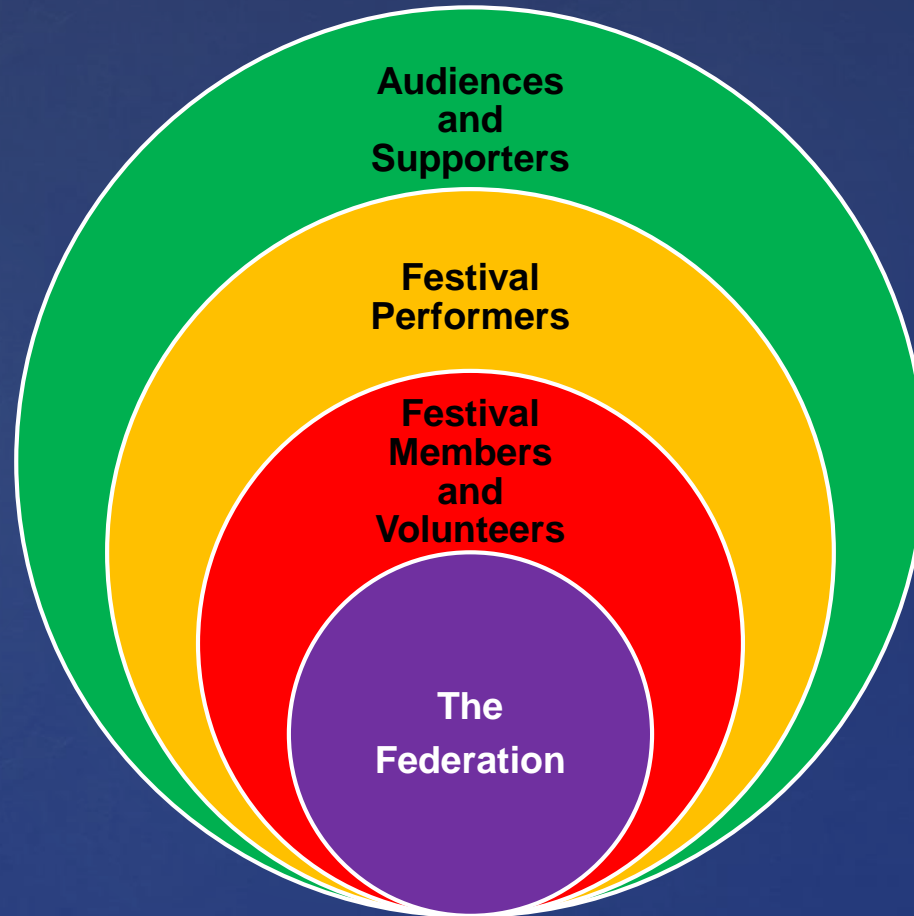
To help them achieve:

- Access to target markets
- Brand / Company Name promotion
- Image enhancement
- Hospitality & Entertaining
- Staff Relations
- Developing Community Links
- PR opportunities
- Enjoyment

What could we offer?

Access
to target
Markets for:

- Promotion
- Image Enhancement
- Developing Community Links
- PR



What could we offer a potential Sponsor?

- Hospitality & Entertaining at Festival Events
- Volunteering opportunities for Staff Development
- Opportunities to participate as a Festival Performer
- Classes designed to meet the Corporate Social Responsibility objectives of the Sponsor
- Support In Kind opportunities for equipment, venues, printing, etc...

What could we offer a potential Sponsor?

Some example benefits might be:

- Branding on publicity material
- Programme acknowledgement
- Verbal acknowledgement
- Programme advertising
- Complimentary tickets
- Use of hospitality facilities
- Access to special events
- Access to mailing list
- Association with arts education
- Sharing of Logos
- Access to performers
- Exclusivity
- Media coverage
- Website links
- Social media coverage
- Display space at the venue
- Promotional momentos
- Naming Rights

IMPORTANT: Benefits must be achievable

What could we offer a potential Sponsor?

Naming Rights:

- Potentially the highest value benefit we could offer
- An exclusive sponsorship
- A win-win for a local community business to be so closely associated with a local Festival

Some current examples:

- Co-operative Youth Music and Drama Festival
- Elena Cobb Star Prize

Private Funding: Ethics

Are there any (individuals and organisations) you would **NOT** be prepared to accept money and “support in kind” from?

and the reasons why?

Private Funding: Ethics

The screenshot shows the top of the Guardian website. The logo 'theguardian' is in the top right, with 'website of the year' underneath. A navigation bar contains links for 'sport', 'football', 'opinion', 'culture', 'business', 'lifestyle', 'fashion', 'environment', 'tech', and 'travel'. A 'browse all sections' button is on the right. Below this is a sub-navigation bar with 'stage', 'classical', 'film', 'tv & radio', 'music', 'games', and 'books'. The main article headline is 'BP to continue arts sponsorship deals despite cutting ties with Tate'. The sub-headline reads: 'Royal Opera House, British Museum, National Gallery and Royal Shakespeare Company express commitment to renewing BP agreements'. To the left of the article is a large photograph of a protest where many people are lying on the floor in a circle. To the right is an advertisement for 'POST-WAR AND CONTEMPORARY ART AT CHRISTIE'S' on October 4-7, 2016, in London. A 'FIND OUT MORE' button is at the bottom of the ad.

theguardian
website of the year

sport football opinion culture business lifestyle fashion environment tech travel

stage classical film tv & radio music games books

BP to continue arts sponsorship deals despite cutting ties with Tate

Royal Opera House, British Museum, National Gallery and Royal Shakespeare Company express commitment to renewing BP agreements

Advertisement

POST-WAR AND CONTEMPORARY ART AT CHRISTIE'S

4-7 OCTOBER 2016
LONDON, KING STREET

FIND OUT MORE

Members of Liberate Tate protest at Tate Modern's Turbine Hall in 2014. Photograph: P Nutt/Demotix/Corbis

Any Questions?

This presentation is now available for download at:
www.federationoffestivals.org.uk/organising-a-festival/
Under section V: Other Resources