How to

Find funding or income generate

These are difficult times to sustain and fund creative businesses and projects but the sector has risen to the challenge and is thinking outside the box to ensure that new initiatives still occur, employees are funded and projects still happen.
1. Your fundraising strategy

Embedded within your business or project plan should be a fundraising strategy. This should begin with a fundraising audit to realistically assess what direction you should take http://culturehive.co.uk/wp-content/uploads/2014/08/Fundraising-audit-guide2.pdf.

We recommend that in order to ensure sustainability you should try and achieve a mixed funding model; this is where we see the most successful organisations thrive. The model should be one which doesn’t rely upon grant funding as the core source of income. Below are some areas of consideration for you:

2. Southwark Council funding

Due to depleting funds provided to the council from central Government we have fewer grant funds to offer to organisations than we have had historically. However, there are some which cultural organisations can consider. These are the Community Council Fund, Cleaner Greener Safer and the High Street Challenge

- The Community Council Fund website
- Cleaner Greener Safer website
- High Street Challenge website

These funds and any new funds which the council may be launching are advertised via Southwark4 communities.

3. Funding Central website

The Funding Central website offers a funding search facility which allows registered users to search a wide range of funding sources. These include the government, National Lottery and charitable trusts, as well as details of funding available from the council and support from other voluntary sector providers. Here you can specify your organisations status and the funding needs to help avoid you spending time researching funders that are not a good fit.

4. Major arts funders

The most comprehensive list of major funders is held by Arts Council England.

When applying to these organisations ensure that you fit the criteria well, and if you are not sure get in contact with them. Most will have advisors that you can speak to. The major funders are incredibly competitive and time consuming to apply to, so this will avoid you wasting valuable time.
5. Thinking beyond grants and trusts

- **Your board or organising committee.** If you are an established or new organisation you may have a board or if not, a group of people who are involved in developing the project. A diverse and pro-active group of people can support you to access funding and in kind resources which can reduce overheads. Some areas that you could ask for support with are marketing materials such as printing, rehearsal space, accounting and supporting with selling tickets to their colleagues.

- **Corporate social responsibility (CSR).** Business funding for the arts comes from two main sources; marketing spend such as sponsorships where the business derives a clear branding benefit, this is often seen with large brands like the National Theatre and the National Portrait Gallery, so significant thought has to be given to how realistic it is that your project could attract a corporate sponsor.

  Community investment is a distinct part of CSR and relates to a company’s commitment to the community via the contribution of finance and skills. Currently finance is less common as corporate organisations move toward engaging employees with the local community. Again your board may be able to help you access these parts of businesses.

- **Charging for your services or resources.** Identity where you can generate independent income, could you charge for tickets, classes, food, merchandise, beverages or hire of your premises? Are any of your activities transferable, if you provide free or reduced activities for community groups could these activities interest the corporate sector?

- **Friends and donation schemes.** Although these can take a lot of time and energy to develop, once the formula is right they can be a significant way of generating repeat income. Some helpful advice can be found at [Culture Hive](#).

- **Crowd sourcing.** Crowd sourcing in relatively new to the culture funding profile and cultural organisations have been successful in funding their projects in this way. With sites such as [Crowd Funder](#) and [Kickstarter](#) being the most commonly used. Some tips if you are considering this option:

  1) It has to be the right product, research and review what has been successfully funded in the past

  2) Most successful crowd sourcing funding tend to be for a specific highly creative, imaginative and sometime “quirky” projects

  3) Treat this as a marketing campaign, awareness is key

  4) Set an achievable realistic financial target

  5) Ensure that incentives that are offered are budgeted for and you can meet demand

  6) Do you have a big enough network to spread the word about your project; if not how could you create one? [Arts Ambassadors](#) are worth considering.
• **A business loan.** Although of course you can approach high street banks, Creative Industry Finance is an initiative offering business development support and access to [finance for creative industry](#) enterprises.

• **Philanthropy.** Philanthropy is starting to play a larger part in arts funding. This can be a long process, which involves cultivating relationships with potential individual donors over a period of time. It is always worth identifying individuals that may have an interest in your work and inviting them to attend one of your events. Please be careful not to bombard potential donors. More information on arts funding and philanthropy can be found [here](#).

### 6. Further local support and resources available

• **The arts service** are happy to provide you with feedback and support with your fundraising strategy and any resultant fundraising applications, email it to the [arts team](#).

• **Community Action Southwark** have help sheets regarding income generation and free 1 to 1 advice as well as free and low cost training [www.casouthwark.org.uk](http://www.casouthwark.org.uk)

• **Southwark Arts Forum** (SAF) is a membership service which costs £30. you may then attend the professional development workshops, alternatively non members can pay a one off cost, visit the [website](#) for more information.

### 7. Useful websites

• **Culture Hive** [website](#)

• **The Institute of Fundraising** is the professional membership body for UK fundraising. The [IOF website](#) has useful good practice guidance on different types of fundraising.

• **Fit4Funding** provides access to funding searches and training. They have a useful e-bulletin that you can subscribe to with a variety of funding opportunities.

• **KnowHow NonProfit:** The NCVO knowledge bank has useful advice and guidance on different types of fundraising.