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THE ART OF FUNDING




Is your idea ready for funding?


- What are your project aims? Target audience?
How does the project relate to your mission?
- Have you got the right focus for your idea?
Does it cover a new theme or close a gap
- Is there a need or demand for this project?
Need evidence – surveys, consultation, stats, audience

So your idea is ready...are you?

- Need to ascertain organisational eligibility. For instance, if you are Third Sector, do you have a bank account, a steering committee and articles of association/governing documents? Are you a registered charity?
- You are likely to need to produce annual accounts
- Who is your referee? Are they appropriate? What details does the funder need – ie d.o.b



So far so good...need to consider monitoring & evaluation

- Monitoring – a clear plan for ensuring that your project is on time, budget and hitting it's objectives. What will you do if it is not?
 - You may want to think about a steering group to keep you on track and perhaps some top-up training for staff/volunteers
 - Evaluation - How will you know that your project has met it's outcomes (vs outputs) successfully? What will the recipients think? Figures & feedback needed. Don't tack evaluation on, include it at the start and tell the funder your plans, mitigate the risk
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Budgetary concerns

- Need to have at least an outline budget before making a shortlist of funders
- Must be able to demonstrate that resources will be properly used and VFM, project justification belongs in the case for support. Moreover, costs must be realistic in relation to the project
- Likely to be driven by project timescale – consider inflation and contingency
- Need to think on full cost basis – time spent creating invoices to the funder for example and remember the costs of employing staff (on-costs)– recruitment, salary, employer's NI and pension, travel to external meetings/events they may incur

Budgetary Concerns II

- The range, amount & quality of the outputs that you are planning (exhibitions, events, web content) needs to be incorporated. Outputs vs Outcomes
- What equipment (Consumables) will you need to achieve your objectives and deliver the project successfully to timescale?
- Staffing – Project Mgt, Admin Support, maybe IT support. You may also want to consider the value (by day or hourly rate) of volunteer labour as part of your in-kind contribution and cost that in - a lot of groups overlook this huge benefit that they have to offer!

Finding the right partner

- Best to think of a partnership – your ideas, their money. We don't need to beg but we do need to create excitement and sell ourselves
- What are the funder's aims & objectives for the next 2-3 years? Have they got a strategic plan that you can look at? What is excluded from being funded?
- Look for geographical limitations and the level of track-record required
- How do I need to apply? Timescales?
- Don't be afraid to make contact – funders haven't been known to bite...yet!
- Is co-funding required and if so, to what extent?

Suggested sources of funding

- Lottery is an option – Awards for All up to £10k, BLF, Communities schemes
- Arts Council is also under the Lottery umbrella. Screen South for media projects
- Look out for national Government initiatives such as SE Cultural Offer – potential to act as a sub-contractor within a large programme
- Make contact with your local University – partnership with academics from other disciplines, plus community engagement is a growing HE sector activity

Locally

- Worth exploring with your local authority's funding officer/regeneration department
- Global grants are gone but check out re-distribution of regional European funds. Also, sometimes nominated members' schemes are available
- Chichester District Council asked me to highlight their Small & Large grants scheme. Maximum £1,500 for Small, 50% of £50,000 for Large. Speak to Duncan Hanner at CDC prior to submission



Arts and Community-specific sources

Arts/Music

- Helen Hamlyn Trust
- Jerwood Charitable Foundation
- Rootstein Hopkins Foundation
- Rayne Foundation

Young people-led Arts/Community/Educationally-based

- Foundation for Sport & Arts
- David Laing Foundation
- Ernest Cook Trust
- Clore Duffield Foundation
- Eranda Foundation
- Baring Foundation

Further considerations

- Does the funder accept unsolicited proposals/enquiries? Sometimes it needs to be recommended by a committee member
- Successful promotion and marketing of projects and events takes time and resources
- Exit strategy & legacy – how will your project increase access and exposure in the future? Will you need follow-on funding?
- Finally – don't give up! In the academic world, success rates are 25% at best. By taking a selective, considered, positive approach, you can improve on this ratio for your sector. If you are rejected, see if the funder is willing to provide feedback.

Other sources of information

- David Harris has created an excellent guide: www.havant.gov.uk/havant-6763
- DSC have created an online version of their directory, available at www.trustfunding.org.uk
- Another externally provided option is Fit 4 Funding: <http://www.fit4funding.org.uk/>
- Check out your local government provision, for example Steve Wylie runs the following service at West Sussex: <http://www.westsussex.gov.uk/ccm/navigation/community-and-living/grants---funding/>



Remember...

- Make sure your idea is ready for funding
- Make sure your organisation/you are ready for funding
- Don't leave monitoring & evaluation as an afterthought
- Make sure your budget is realistic to your project, VFM and that you have incorporated what you need for successful delivery as per your monitoring exercise
- Take time to find the right partner for your project and if successful, promote your project and the funder at every opportunity



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**THANK YOU FOR LISTENING,
QUESTIONS WELCOME!**