

Cash for Culture

A guide to fundraising for
voluntary creative groups



Voluntary Arts Scotland
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ALBA | CHRUTHACHAIL

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Cash for Culture is available to download from www.voluntaryarts.org or in hard copy. Please email info@vascotland.org.uk to request one or more copies.

All information correct as of March 2019. If you find any inaccuracies or broken links, please let us know.

Hello

Across Scotland, thousands of volunteer-led groups bring a creative spark to their local communities. These groups provide opportunities to have fun, learn new skills, socialise and gain an increased sense of wellbeing.

However, none of that happens without an investment of time, effort and money. If you've picked up this guide, chances are you're one of the people who makes this activity happen – and are looking for ways to raise funds.

Voluntary Arts Scotland is here to help people like you, by offering information and support via our online resources, newsletter and training events – as well as advocating on your behalf to policy-makers.

We're part of Voluntary Arts, the UK and Republic of Ireland development agency for creative cultural activity – and this guide is just one of a range of free resources we have to offer. To find out more, visit www.voluntaryarts.org



Creative Scotland is pleased to work with Voluntary Arts Scotland to help produce this Cash for Culture guide.

We believe that volunteer-led groups are at the heart of the cultural life of Scotland, providing invaluable opportunities for people of all ages and backgrounds to participate in creative activity. We do, however, recognise it can be difficult to grow this activity and that understanding the different funding opportunities available is challenging.

Whilst funding isn't everything, it can be important and we hope this guide will go some way to helping you secure support for your activity.



Although Voluntary Arts Scotland is not a funder, we're able to signpost you to a wide range of opportunities. So if you're looking for funding, here's how we can help:

Information Briefings

Voluntary Arts briefings are known for being jargon-free and easy to use. We have over 100 of them on a wide range of topics, to help you run your group.

Planning is a hugely important part of fundraising, so we recommend you read our popular briefing, '**How to write a successful funding application**' before doing anything else. The briefing includes sections on planning your project, finding the right funders, writing your application, monitoring and evaluation and more.

Other funding-related briefings include:

- Applying to trust funds
- Attracting business sponsors
- Trustees and fundraising
- Crowdfunding for creative groups
- Accounting for worth
- Making the most of Corporate Social Responsibility

You can download these and more at www.voluntaryarts.org/resources

Website and Newsletter

Visit the 'Opportunities' section of our website to find our regularly updated section devoted entirely to funding.

Along with creative opportunities, jobs, volunteering and training, our free monthly newsletter also features information on the latest funding streams we've come across.

You can sign up for our newsletter at **www.voluntaryarts.org/enews**

Our newsletter is also a good way to publicise what you're doing – and extra publicity can lead to extra income. So get in touch with us and we'll help spread the word through our newsletter, Facebook:

www.facebook.com/VoluntaryArtsScotland
and Twitter: **@VAScotland**

The Voluntary Arts Epic Awards

Each year we put out a call for nominations to our annual Epic Awards. These shine a light on the voluntary arts sector, rewarding creative groups who have achieved something special in terms of Engagement, Partnership, Innovation or Creative development.

Alongside the prize money and in-kind support gifted to winners and runners-up from each nation (England, Ireland/N.Ireland, Scotland, Wales), groups who have won, or been shortlisted, for an Epic Award often find that mentioning their success in future funding applications is a good way to prove their merit.

To nominate your group for an Epic Award, visit **www.voluntaryarts.org/epic-awards**



Searching for funding online

There are many funding databases online specially aimed at the voluntary and community sector. Many of these are free to use and have search functionality so you can find funding that's most relevant to your group or project. Here are a few of them:

The **Community Toolkit Funder Finder** database lists funding and grants, with an option to search for funding specifically relevant for projects concerned with 'arts, heritage and culture'. The toolkit is owned and maintained by Skye and Lochalsh Council for Voluntary Organisations, and has been adopted by local voluntary sector support organisations across Scotland.

www.community-toolkit.org.uk

Creative Scotland's 'Opportunities' website is a bulletin board for the arts community to share a wide range of developmental opportunities – including new launches of funding opportunities for creative individuals, groups and projects. You can also sign up for weekly email updates.

<https://opportunities.creativescotland.com>

The **Directory for Social Change** has developed a vast funding website with over 8,000 funders that can be accessed on a subscription basis, ranging from £180 for one week's access to £420 for a year. But you can access their 'Top Tips for Trust Fund applications' for free.

www.dsc.org.uk/funding-website

Searching for funding online

Foundation Scotland distributes grants and funding to community organisations across Scotland. Search their funding database using the interactive map on their website or contact their grants team.

www.foundationscotland.org.uk

Funding Scotland – This free online funding search engine, maintained by the Scottish Council for Voluntary Organisations (SCVO), provides information on over 1,300 funds and includes grants, loans, prizes and other financial support.

www.fundingscotland.com

GCVS (Glasgow Council for the Voluntary Sector) sends out an excellent funding newsletter, which you can subscribe to at www.gcvs.org.uk/newsletters

Local Authorities – Most local authority websites have their own searchable funding database, or a link to one, catering specifically for community groups and voluntary organisations. For example:

- Edinburgh 4 Community
- Glasgow First Funding Stop
- Argyll and Bute 4 Community

Some councils also produce their own funding bulletin, such as Angus Funding News, or have their own funding 'one stop shop' such as Perth and Kinross Grants Direct and Funding Stirling. Check your local authority website to see if your council has one that you can subscribe to.

The **Scottish Rural Network's** Funding Search lists over 1,000 funds that support rural projects in Scotland. Sign up to access this free resource and opt in for the Network's weekly funding ebulletin.

www.ruralnetwork.scot/funding-and-advice

If you work with children and young people, **Youthlink Scotland's Funding Directory** has hundreds of opportunities for youth groups, voluntary organisations and community projects. You'll find information on everything from small local grants to national funding schemes.

www.youthlinkscotland.org/funding/funding-directory

And of course, don't forget to look at the 'Funding' section on the Voluntary Arts Scotland website and sign up for our monthly newsletter which always contains funding opportunities, training information and other resources.

www.voluntaryarts.org

Training and resources



Arts and Business Scotland

Arts and Business Scotland runs seminars such as 'Introduction to Sponsorship', 'Introduction to Fundraising' and more, plus free tips on crowdfunding and applying to trust funds. Members have access to further advice (non-profit arts organisations can join for £110+VAT per year).

www.aandbscotland.org.uk



Scottish Council for Voluntary Organisations

The Scottish Council for Voluntary Organisations (SCVO) is the membership organisation for Scotland's charities, voluntary organisations and social enterprises. Organisations with an income of under £50,000 per year **can join for free**. The funding section of the SCVO website includes:

- Finding Funding – advice and guidance on what to consider when looking for and applying for funding
- Funding blog – funding news, top tips and opportunities
- Fortnightly funding updates for SCVO members
- Training events with a focus on fundraising
- Funding Scotland – a comprehensive funding search engine

www.scvo.org.uk/running-your-organisation/funding

TSIs

Third Sector Interface organisations (which are based in all Scottish local authorities) often provide fundraising training, advice and support, such as Edinburgh Voluntary Organisations Council, Engage Renfrewshire, Midlothian Voluntary Action and more. Find your local TSI at

www.vascotland.org/find-your-tsi

Training and resources

Institute of Fundraising Scotland

The Institute of Fundraising is the membership body for fundraisers across the UK. The institute's work in Scotland includes representing fundraisers, promoting fundraising as a career choice, and running training courses for fundraisers of all levels, including voluntary fundraisers.

It helps smaller charities and voluntary groups to navigate through any issues and members can also access legal and tax advice through partners Turcan Connell and Scott-Moncrieff, at no additional cost.

The institute also helps to facilitate peer support through special interest and networking groups, which can be an invaluable source of help, ideas and inspiration for sole or voluntary fundraisers.

There are a number of special interest groups within the institute, which anyone is welcome to join, such as the 'Scottish Community' and 'Scotland Trusts, Statutory and Foundations' groups. There is also a UK-wide Cultural Sector Network, specifically for fundraising practitioners in organisations in the arts and heritage.

The groups organise four sessions per year on a variety of fundraising topics, together with networking opportunities and social events. Members can attend for free (and non-members £10 per session).

The Institute of Fundraising website is also a mine of valuable information, including fundraising regulations, news stories and case studies. You can find everything at www.institute-of-fundraising.org.uk

Or if you'd like to ask about the institute's work or about fundraising in general, contact their Scottish office on 0131 474 6152 or email: Scotland@institute-of-fundraising.org.uk

Community Exchange Fund

Run by the Scottish Community Alliance, the Community Learning Exchange Fund is open to voluntary and community groups. The fund covers up to £750 towards the cost of representatives from a group visiting another group in Scotland, to learn from each other and share best practice. The money covers travel, accommodation, sustenance and a host fee.

"It was wonderful to apply for this grant and carry out the exchange. The form was simple and the support great. We now have the confidence to plan our first outdoor cinema for the next film season."

Suzie Queripel of Pix in the Stix East Lothian on their exchange with Driftwood Cinema, Dumfries and Galloway.

To apply, visit www.scottishcommunityalliance.org.uk

Becoming a charity

Some funders will only accept applications from registered charities, so it may be in your group's interest to become one. Becoming a charity comes with a series of responsibilities, so make sure it's the right move for you before committing to the process.

To become a charity, your group must meet the 'charity test', meaning that it must show it has only charitable purposes and benefits the public.

OSCR (Office of the Scottish Charity Regulator) is an independent regulator and registrar for over 24,000 Scottish charities, including community groups. It determines whether an organisation can become a charity, keeps a public register of all Scottish charities, encourages and monitors compliance and investigates any apparent misconduct.

You can access more information on becoming a charity in Scotland at www.oscr.org.uk

Other resources

The Scottish Council for Voluntary Organisations (SCVO) has a helpful section on its website all about becoming a charity: www.scvo.org.uk/setting-up-a-charity

If you'd like some local help or advice with becoming a charity, the Council for Voluntary Service (CVS) in your area will be happy to help. You can find yours on the Voluntary Action Scotland website: www.vascotland.org/find-your-tsi

You can also download the free Voluntary Arts Briefing 'Getting charitable status' at www.voluntaryarts.org/getting-charitable-status

Your local area

Many of Scotland's 32 local authorities have grants available for community groups in their area. These change regularly in line with annual budgets, so it's worth signing up for your local authority's newsletter or funding update, if they have one.

In addition, on council websites you can often access a searchable funding database and/or contact details for members of staff willing to offer guidance on fundraising. Some councils also offer interest-free capital loans.

Here is a list of some of the grants currently available:

Aberdeen: Creative funding awards to support cultural organisations, community groups and charities.

www.aberdeencity.gov.uk

Aberdeenshire: Funding from Area Committee Budgets.

www.ouraberdeenshire.org.uk

Angus Council: Provides match funding of up to £1,250 to not-for-profit organisations, constituted groups and charities whose project benefits the people of Angus. Common Good funds also available in Arbroath, Brechin, Forfar, Kirriemuir and Montrose.

www.angus.gov.uk

Argyll and Bute Council: Community Grant Funding of up to £2,500.

www.argyll-bute.gov.uk

Clackmannanshire: Community Grants of up to £500 to help fund one community celebration each year. Community Empowerment Fund for improvements to community-owned building and activities, maximum £10,000.

www.clacks.gov.uk

East Ayrshire: Community Grants Scheme supports cultural, social, welfare, recreational or sporting activities.

www.east-ayrshire.gov.uk

Your local area

East Dunbartonshire: Community Grants up to £3,315 at

www.eastdunbarton.gov.uk

East Dunbartonshire Arts Council has grants for groups up to £200 and up to £75 for individuals at

www.edartscouncil.org.uk

East Lothian: Common Good Fund up to £10,000. One Council Partnership Fund small grants up to £5,000 and large grants over £5,000. www.eastlothian.gov.uk

East Renfrewshire: Community Fund Community Learning and Development Fund (no upper limit but rarely over £2,000).

www.eastrenfrewshire.gov.uk

Edinburgh: Neighbourhood Partnership Community Grants Fund up to £5,000 for voluntary and community groups.

www.edinburghnp.org.uk

Dumfries and Galloway: Regional Arts Fund. Area Committee funds for community and voluntary groups of up to £10,000 or over. Common Good Fund.

www.dumgal.gov.uk

Dundee: Community Development Fund. Dundee Musicians' Award. Equality and Diversity Fund. Youth Investment Fund.

www.dundeeecity.gov.uk



Tricky Hat's 'The Flame' group performs at Catstrand, funded by Dumfries and Galloway's Regional Art Fund.

Falkirk: Community Grants of up to £5,000. Digital Inclusion Fund. Schools Community Fund. Common Good Fund in Falkirk, Bo'ness, Grangemouth and Denny.
www.falkirk.gov.uk

Fife: Culture Grants of £50–£150 for individuals; £100–£500 for groups. Common Good Fund. £2 for £1 Rural Halls Fundraising Grant Scheme. LEADER funding. Fife Charities Trust (must be nominated by council employee). Local Community Planning Fund.
www.fifedirect.org.uk

Glasgow: Area Partnership small grants for community and voluntary organisations. Integrated Grant Fund. Arts Development scheme. City Centre Mural Fund.
www.glasgow.gov.uk and
www.glasgowlife.org.uk

Highland: Community Benefit funding (for those near Beinn Tharsuinn wind farm). Common Good Fund. Village Halls Grant (up to £500). Your Cash, Your Caithness. Arts Promoters Grants. Ward Discretionary Fund.
www.highland.gov.uk

Inverclyde: The Grants to Voluntary Organisations Fund has one-off grants and grants for up to three years.
www.inverclyde.gov.uk

Midlothian: Microgrants for community groups, charities and social enterprises.
www.midlothian.gov.uk

Moray: Common Good Fund. The council is involved in various funding initiatives and can offer help and advice.
www.moray.gov.uk

Na h-Eileanan Siar: Heritage Grants. Learning and Development Grants. Grants for voluntary organisations.
www.cne-siar.gov.uk

North Ayrshire: Participatory Budgeting Funding. North Ayrshire Venture Trust grants. Nurturing Excellence in Communities Fund. Community Benefit Fund (for those near Ardrossan wind farm); Common Good Fund. Common Good Fund. Festivals and Events Fund.
www.north-ayrshire.gov.uk

North Lanarkshire: Community Grants of up to £1,000 for voluntary and community groups. Grant Awards Programme.
www.northlanarkshire.gov.uk

Orkney: Culture Fund grants. Community Development Fund grants. LEADER funding.
www.orkney.gov.uk

Your local area

Perth and Kinross: Common Good Fund. Community Environment Challenge Fund. 'Grants Direct' help service.

www.pkc.gov.uk

Renfrewshire: Creative Renfrewshire Grant Fund of up to £5,000. Local Partnerships General Grant Fund. Common Good Fund.

www.renfrewshire.gov.uk

Scottish Borders: Community Grants Scheme of up to £5,000 available to voluntary and community groups. Common Good Fund. Local Festival Grant Scheme. LEADER funding. Community Enhancement Trust. Village Halls fund.

www.scotborders.gov.uk

South Ayrshire: Participatory Budgeting, voted for by the public, for community groups. LEADER funding. Grants of £150 for individuals with potential in arts, cultural and sports pursuits.

www.south-ayrshire.gov.uk

South Lanarkshire: Community Grant Scheme up to £1,000. Gala days and summer festivals grants. Grants from Area Committees.

www.southlanarkshire.gov.uk

Shetland: Community Development Fund grants of £500–£4,000. Arts Grants up to £1,500 for projects aimed at under-18s (administered by Shetland Arts Trust).

www.shetland.gov.uk

Stirling: Community Grants Scheme and Community Pride Fund, both from £100–£1,500. Clackmannanshire and Stirling Environmental Trust.

www.stirling.gov.uk

West Dunbartonshire: Community Loans Fund (interest-free capital loans to Voluntary Organisations of up to £10,000). Common Good Fund. Community Budgeting grants up to £5,000. West Dunbartonshire Council also administers several trusts.

www.west-dunbarton.gov.uk

West Lothian: Community Arts Grants Scheme of up to £2,000 for groups. LEADER funding.

www.westlothian.gov.uk

Visual Artist and Craft Maker Awards (VACMA)

Established by Creative Scotland and run in partnership with Scottish Local Authorities, this programme of small grant schemes supports individual visual artists and craft makers at any stage in their creative and professional development.

Awards of between £500 and £1,500 are currently available to artists living in the following local authority areas:

- Aberdeen
- Aberdeenshire
- Ayrshire (North, East and South)
- City of Edinburgh
- Dundee
- Dumfries and Galloway
- East Lothian
- Fife
- Glasgow
- Highlands and Moray
- Na h-Eileanan Siar
- Orkney
- Perth and Kinross
- Scottish Borders
- Shetland Islands

For more information and deadlines, visit www.creativescotland.com/VACMA.



Funders and development agencies



Funders and development agencies

There are a number of funders across the UK that provide support for community projects – here are a few of the larger ones (see page 24 for Trusts and Foundations).

Arts and Business Scotland

The Culture and Business Fund, administered by Arts and Business Scotland, supports collaborations between arts/heritage organisations and business sponsors across Scotland. It offers pound-for-pound match funding to cultural organisations that have secured sponsorship from an eligible business up to the value of £40,000.

Bloody Scotland crime writing festival secured sponsorship from Bookdonors Community Interest Company, and a successful application to Arts and Business Scotland resulted in a £14,000 grant.

www.aandbscotland.org.uk

Art Roots Fund

Grants of up to £5,000 for community groups to create artistic and aesthetic improvements to the National Cycle Network in Scotland.

www.sustrans.org.uk/scotland

BBC Children in Need

Awards grants to charities and not-for-profit organisations supporting disadvantaged children and young people in the UK. Small Grants Programme: up to £10,000 per year and Main Grants Programme: over £10,000 – both for up to three years.

www.bbc.co.uk

Bord Na Gaidhlig

Supports organisations, individuals and projects working with the Gaelic language.

www.gaidhlig.scot/bord

Creative Scotland

Creative Scotland distributes funding from the Scottish Government and the National Lottery for the arts, screen and creative industries. The main focus of support for community arts activity is through the National Lottery Awards for All programme (see page 21) – into which Creative Scotland contributes £500,000 a year towards supporting projects for voluntary and third sector arts activity.

If groups are seeking more than the £10,000 limit on Awards for All, Creative Scotland's Open Project Fund offers grants of up to £150,000 for a wide range of project activity which, among other things, can support 'projects which encourage more people to get involved in artistic and creative activity'.

Funders and development agencies

They also oversee major programmes such as the Youth Music Initiative (a national programme of funding for music-making opportunities for young people), CashBack for Creativity (a programme to help young people living in deprived areas) and as lead partner in Screen Scotland they deliver a range of film programmes including support for film festivals and helping groups buy new cinema equipment.

www.creativescotland.com/funding

Enterprise Music Scotland

Through its Promoter Funding programme, Enterprise Music Scotland awards grants of up to £3,000 to ensure audiences across Scotland have access to live chamber music, and that artists are paid appropriately.

www.enterprisemusicscotland.com

Help Musicians UK

As well as offering their own grants for music-makers, you can also search for funding using the Help Musicians UK online 'Funding Wizard'.

www.helpmusicians.org.uk

Historic Environment Scotland

Funding for activities in the area of culture and heritage conservation, including grants for training in traditional skills, to repair historic buildings and support for community outreach.

www.historicenvironment.scot

Impact Funding Partners

Formerly known as the Voluntary Action Fund, Impact Funding Partners distributes funds on behalf of the Scottish Government and other funders, to voluntary organisations, charities and community groups across Scotland. Programmes change each year, but usually have an emphasis on supporting volunteers and tackling inequality, isolation, bigotry and disadvantage.

www.impactfundingpartners.com

Lane Activation Fund (Glasgow)

Grants of up to £5,000 from the Glasgow City Centre Team to help people or groups hold events in city centre lanes.

www.glasgowcitycentrestrategy.com

Funders and development agencies

LEADER

There are 21 LEADER programmes in Scotland, and each one is run by a Local Action Group which awards grants to projects run in rural areas. Any type of organisation can apply.

To find out which Local Action Group your area comes under, visit

www.ruralnetwork.scot/funding/leader

Museums Galleries Scotland

Grants of between £500 and £5,000 to support accredited Scottish museums to deliver small projects.

www.museumsgalleryscotland.org.uk/funding



Saturday Art Classes for children and young people at Taigh Chearsabhaigh Museum and Arts Centre in North Uist, funded by Awards for All Scotland.

National Lottery Awards for All Scotland

The National Lottery Awards for All Scotland programme is a partnership between The National Lottery Community Fund Scotland, sportscotland and Creative Scotland. It offers grants of between £300 and £10,000 to voluntary and community groups running projects that align with one or more of the following priorities:

- To bring people together and build strong relationships in and across communities
- To improve the places and spaces that matter to communities
- To enable more people to fulfil their potential by working to address issues at the earliest possible stage

For arts projects, Awards for All will prioritise work that:

- Engages people from areas of high deprivation
- Removes financial barriers to access creative activities
- Addresses rural isolation and encourages activity in rural areas
- Engages older people, people in care homes and carers
- Engages care leavers
- Supports integration of refugees and asylum seekers

www.tnlcommunityfund.org.uk/awardsforallscotland

Funders and development agencies

The National Lottery Community Fund

The National Lottery Community Fund has several funding streams, most of which are open year-round with no deadlines. You don't need to be a charity to apply, and funds range from £300–£1m over 1–5 years. Current strands include 'Our Place', 'Improving Lives' and 'Community Assets'.
www.tnlcommunityfund.org.uk

National Lottery Heritage Fund

Formerly known as the Heritage Lottery Fund, the National Lottery Heritage Fund uses money raised by National Lottery players to help support the natural, cultural and intangible heritage of Scotland.

With funding starting at £3,000, projects should enable people and communities to engage and enjoy heritage – from Scotland's traditional stories and skills to the historic towns, landscapes and buildings that mean so much to so many. Community groups, partnerships and charities can apply.
www.heritagefund.org.uk

People's Postcode Lottery

32% of every Postcode Lottery ticket sold goes to charity, resulting in over £393m donated to good causes since 2005. Four charity trusts distribute this money. Visit the following websites for deadlines and criteria:

- People's Postcode Trust –
www.postcodetrust.org.uk
- Postcode Community Trust –
www.postcodecommunitytrust.org.uk
- Postcode Local Trust –
www.postcodelocaltrust.org.uk
- Postcode Dream Trust –
www.postcodedreamtrust.org.uk

Regional Screen Scotland

Local Film Festival Challenge Fund – one-off grants of £1,000–£5,000 to help develop, build or plan a new local film festival, or develop an existing one.
www.regionalscreenscotland.org

Scotland Live

Run by Hands Up For Trad, Scotland Live was set up to encourage new promoters to put on gigs in Scotland. Each traditional music club gets £1,600 over a year to help them get started.
<https://projects.handsupfortrad.scot/scotlandlive>

Funders and development agencies

Screen Scotland

The Cinema Equipment Fund can support community cinema venues with awards of up to £25,000. The Film Festivals Fund is open to new and existing film festivals in Scotland, with awards ranging from £5,000–£70,000. The Film Education Partnership Fund is open to those focussing on film education, including libraries and film clubs.

www.screen.scot

TASGADH – Small Grants for Traditional Arts

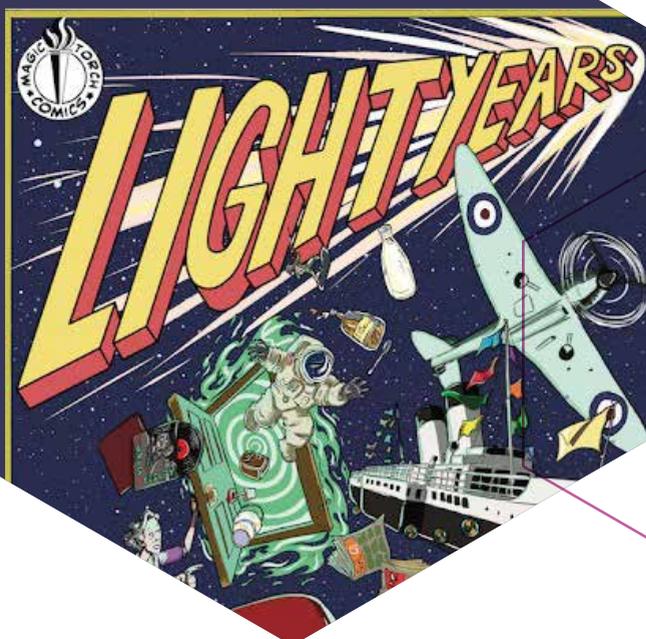
Devolved from Creative Scotland, and managed by Fèisean nan Gàidheal, Tasgadh is a fund which provides small grants for traditional artists and organisations to create, perform, tour and showcase work. The fund can also support professional development and learning projects.

www.feisean.org/tasgadh

The Touring Network

Supported Programme bursaries for promoters who need financial assistance to take risks and encourage new and more diverse audiences in remote and rural areas.

www.thetouringnetwork.com



Tales of the Oak in Inverclyde received funding from the Postcode Community Trust for their comic book project, Light Years.

Trusts and Foundations

There are many trusts and foundations who operate across Scotland and the UK – here are a few of the larger ones. See the 'Corporate giving and support' section on page 37 for foundations linked to companies and shops.

The Agar Trust

The trust supports young people aged 8-21, resident in rural Scotland, who demonstrate exceptional musical potential and wish to further their musical education beyond their local area.

www.agar-trust.org.uk

The Inches Carr Trust

The trust provides financial support in the fields of:

- Young musicians, particularly on piano and organ
- Contemporary craft work in Scotland
- Late 19th century and early 20th century art, particularly the arts and crafts movement

www.inchescarr.org.uk

Clore Duffield Foundation

Most of the foundation's support is directed towards the cultural sector, in particular the creation of learning spaces within arts and heritage organisations. Grants range from £10,000 to over £1m.

www.cloreduffield.org.uk

Dewar Arts Awards

The awards were set up by the former Scottish Executive in 2002 as a memorial to Scotland's former First Minister, Donald Dewar. Talented young artists in Scotland, who do not have the financial means to pursue their ambitions, are invited to apply or can be nominated for an award.

www.dewarawards.org

Esmée Fairbairn Foundation

Under their Arts strand, the Esmée Fairbairn Foundation funds:

- Organisations at a pivotal point, organisationally or artistically
- Development of emerging talent
- Art with a social impact

You have to be a registered charity to apply, and your organisation must have an annual turnover of over £50,000. Grants range from £5,000–£1.5m.

www.esmeefairbairn.org.uk

Trusts and Foundations

Fidelio Charitable Trust

The trust welcomes applications for grants in support of the arts, particularly for music, composition and dance. It aims to provide support for individuals (over school age) or groups of exceptional ability to enable them to, for example:

- Receive special tuition or coaching
- Participate in external competitions
- Be supported for a specially arranged performance
- Receive support for a special publication, musical composition or work of art

www.fideliocharitabletrust.org.uk

Foundation Scotland

Foundation Scotland administers a large number of funds on behalf of other organisations and individuals to strengthen local communities, including The Baillie Gifford Community Awards programme with grants of up to £2,000 for community groups and small charities across Scotland.

The organisation also manages a range of geographic 'community benefit funds' which distribute a total of approximately £4m each year.

www.foundationscotland.org.uk

The Foyle Foundation

The foundation supports the arts through two strands:

- Main Grants (£10,000–£50,000) – Larger charities working in arts and learning
- Small Grants (£1,000–£10,000) – Smaller charities working at grassroots or local community level

www.foylefoundation.org.uk



Citadel Arts Group from Edinburgh perform 'Stories of the Sea', funded by The Foyle Foundation.

Jerwood Arts

Jerwood is the leading independent funder dedicated to supporting UK artists, curators and producers. All funding is for individuals, through bursaries, awards and fellowships.

www.jerwoodarts.org

The Leche Trust

The trust's main grants programme supports projects in two areas:

- Performing arts: applications with an emphasis on new work and the development of young professionals aged 18+ are encouraged. Trustees are sympathetic to projects that widen geographical access to the performing arts (e.g. through festivals and touring).
- Conservation: projects may include acquisition costs and conservation surveys as well as remedial work. Trustees are inclined to give grants to smaller projects, or specific elements of projects, where their contribution can make a greater impact.

Registered charities can apply for grants up to £5,000.

www.lechetrust.org

Leverhulme Trust

The trust provides support for scholarships at specialist arts institutions, or for registered charities to provide training opportunities across the fine and performing arts. They support arts training at any level, from school-age children, to undergraduates and postgraduates.

www.leverhulme.ac.uk

Life Changes Trust

Funds organisations and groups that help care experienced young people or people affected by dementia.

www.lifechangestrust.org.uk

Michael Tippett Musical Foundation

The foundation's priority is the development of group music making, especially involving young people in projects incorporating composition and creative ideas.

Grants range between £500 to £4,000.

www.tippettfoundation.org.uk

Mickel Fund

The fund aims to improve people's lives in and around Scotland through major donations of £5,000–£10,000 or an annual donation of £500–£2,000. One of its areas of interest is 'Advancement of the arts, heritage, culture or science'.

www.mickelfund.org.uk

The Lady Neville Charity

Grants of up to £1,000 for registered charities or not-for-profit organisations working on local heritage projects, visual and performing arts groups, or those based in areas where the Skinners' Company has links.

www.theskinnerscompany.org.uk

Trusts and Foundations

PRS for Music Foundation

The UK's leading funder of new music across all genres, the PRS for Music Foundation has a range of funds and awards for musicians, songwriters, composers and music groups.

www.prsformusicfoundation.com

The Radcliffe Trust

The trust has two areas of interest: classical music, and heritage and crafts. In particular they favour youth orchestras, music education for children and adults with special needs, and craft and conservation training. Grants of between £1,000–£5,000 are available.

www.theradcliffetrust.org

Ragdoll Foundation

The foundation's Open Grants programme supports organisations working with children and young people using the arts and creative media. They welcome applications of up to £50,000, although the majority of grants are likely to be in the region of £5,000–£20,000.

www.ragdollfoundation.org.uk

The Robertson Trust

The trust funds charitable organisations of all sizes and is committed to achieving positive change for individuals and communities. Its 'Open Grants' awards are covered by three strands: Care and Wellbeing, Realising Potential, and Strengthening Communities. They are a match funder, and will pay towards both capital expenditures and revenue costs.

www.therobertsontrust.org.uk

Glasgow Women's Library received funding from The Robertson Trust.



ScotRail Foundation

The foundation's Cultural and Arts Fund provides grants of between £500–£2,000 to fund arts, community recreation and sports activities in the vicinity of a train station, or with a travel or safety theme.

Administered via

www.foundationscotland.org.uk

Hope Scott Trust

The trust was set up to help promote music and visual art in Scotland. It allocates a proportion of its resources to help musicians with commissions, or grants for musical events and also helps artists and sculptors with grants for exhibitions, catalogues and travel etc. (with particular focus on emerging artists).

www.murraybeith.co.uk/services/trusts/hope-scott-trust.html

Steel Charitable Trust

The trust funds UK registered charities who focus on one or more of the following areas: Arts and Heritage; Economic or Social Disadvantage; Education; Environment; Health. Grants are generally between £2,500 and £25,000.

www.steelcharitabletrust.org.uk

Trusthouse Charitable Foundation

The foundation gives grants to small, well-established UK organisations who address local issues in areas of extreme urban deprivation, or in remote and fragile rural communities. Applications working in the field of 'Community Support' and/or 'Arts, Education and Heritage' are of particular interest.

The foundation also has funding to support capital projects at community centres/village halls in deprived communities. Grants range from £2,000–£60,000.

www.trusthousecharitablefoundation.org.uk

Trusts and Foundations

Sylvia Waddilove Foundation

The foundation provides grants for projects relating to:

Visual arts – to produce a painting, photography, film or other visual representation or sculpture or installation.

Theatre projects – for building work, the purchase of materials or equipment for an educational project, workshop or venue. Or the general running costs of a new production.

Grants of between £1,000–£5,000 are available.

www.pwwsolicitors.co.uk/charity-grants/13-the-sylvia-waddilove-foundation-uk

Wellcome Trust

The trust is passionate about improving people's health. Their Public Engagement Fund is open to artists and arts organisations with a great idea for engaging the public in conversations about health-related science and research with funds available from £25,000–£3m.

www.wellcome.ac.uk

The Weir Charitable Trust

The trust supports Scottish-based community groups and small charities who carry out activities and services in sport, recreational facilities, animal welfare, health and cultural projects.

Grants of up to £25,000 are available, although the average grant is £3,500.

www.weircharitabletrust.com

The Garfield Weston Foundation

The foundation aims to support charitable organisations that help those most in need. Registered charities working in the areas of welfare, youth, community, arts, faith, environment, education, health, and museums and heritage, can apply for up to £100,000 to cover capital costs, core costs and/or project work.

www.garfieldweston.org

The Wingate Foundation

The foundation welcomes applications from charities working in Performing Arts, Music or Jewish Life and Learning.

www.wingatefoundation.org.uk

Sponsorship, pro bono and in-kind support



Sponsorship, pro bono and in-kind support

Inspiring Scotland

Inspiring Scotland strives for a Scotland without poverty or disadvantage. It provides free practical resources, funding and support to charities to help them maximise their social impact. Here's how Inspiring Scotland could help your voluntary group:

Pro bono support – Inspiring Scotland has a network of professional volunteers that it matches up with charities and voluntary organisations looking for extra support and expert advice. These volunteers include lawyers, business managers, accountants, HR professionals, photographers, leadership coaches, marketing specialists, and much more.

Support and Advice – Inspiring Scotland offers a consultancy service for charities. Led by their in-house staff, this service can help charities to develop, become more resilient or guide them through particular challenges.

For more information on Inspiring Scotland, visit www.inspiringscotland.org.uk

Local and national businesses

From donating prizes and offering free venue hire, to contributing specialist services or volunteer time, there are lots of ways local businesses, organisations and venues can help you save and make money.

The benefits of receiving sponsorship and services in-kind are obvious to the group, however the benefits offered to the business can vary.

For some, knowing they are helping a good cause is enough, but others may need something else in return. This can be as simple as a mention on your event poster, an advert in your programme or free tickets to your event.

It may be appropriate to have a written agreement with your sponsor, detailing what products/services/funds they are contributing and what is expected in return, signed by both parties. It's also worth keeping a record of donations, and their financial equivalent, in case you need them for evaluation or charity accounting purposes.

Doing some research into local businesses, organisations and venues is a good place to start, then decide the best approach (letter/ phone call/email/in person) to ask for what you need, or find out what they can offer. Ask around your group/friends, to see if any of them is an employee of a local business – an 'insider' is always more likely to reap results.

Sponsorship, pro bono and in-kind support

Kelty Community Cinema approached their local car dealership and asked them to help fund their new film programme to the tune of £180. In return, Regal Motors had their name included on the poster.



For the Uddingston CraftBomb community project, approaching local businesses in person and being open with their request, resulted in the following donations:

- Money to help with general costs
- Refreshments for events
- Space to hold meet-ups and workshops
- Materials
- Help with publicity



Here's what one of the organisers from Uddingston CraftBomb said about their experience:

"We found that asking businesses how they would like to be involved, rather than being too prescribed worked well. Not all businesses had the means to offer us money, but they suggested other ways they could help, which made a real difference to our project."

It's not just local businesses that could offer you support, approaching local schools, colleges or universities could be fruitful, too.

"We contacted the local secondary school early on to ask for help with designing an Uddingston CraftBomb logo. Together we came up with the idea of running a logo design competition for their students, which resulted in one student creating a great brand for us that we have been able to use on publicity."

Sponsorship, pro bono and in-kind support

Materials and services

Re-painting your venue, replenishing materials and purchasing equipment for your project can be costly, but many organisations and businesses have surplus stock they are willing to donate to a good cause.

The **B&Q Community Reuse** scheme donates unsellable products and materials to educational institutions and community groups. For more information contact the duty manager at your local store.

www.diy.com/corporate/community

Community RePaint is a UK-wide scheme that collects unwanted, surplus and leftover paint from paint manufacturers, retailers, tradespeople and recycling centres and redistributes it to communities and charities in need. Last year they collected over 433,250 litres of paint, preventing a valuable resource from going to waste. Search for your local Community RePaint scheme at www.communityrepaint.org.uk

Reuseful UK is a network of scrapstores across the UK that together supports the redistribution and re-use of unwanted resources for the benefit of children and communities. Each scrapstore is managed independently, gathering clean, reusable scrap materials from local businesses and making these available as low-cost art and craft materials to its members. To find your nearest scrapstore, visit www.reusefuluk.org

Morvern Cunningham, Producer of LeithLate in Edinburgh, asked her local paint supplier to help with their first mural artwork:

“Johnstone’s Trade was happy to help and saved up surplus stock and half-empty cans of paint for us that would have otherwise gone to waste. This saved us money on our materials budget and we now have a contact we can call on again for similar projects.”



Leith Late Mural artwork

Sponsorship, pro bono and in-kind support

IT For Charities is a website that offers UK not-for-profit organisations free information on IT products, services and technology. This includes a comprehensive list of computer re-use schemes, many of which provide charities with free or low cost access to refurbished laptops, desktop computers and printing equipment.

www.itforcharities.co.uk

tt-exchange is a service created by Tech Trust, a UK charity dedicated to providing other charities with the knowledge and access they need to get the most from digital products and services. It's free to register and account holders can receive savings of up to 96% on a wide range of products from leading technology companies, such as Microsoft, Cisco, Symantec and Adobe.

www.tt-exchange.org

FareShare redistributes fresh, tasty and in-date surplus food and drink, which would otherwise go to waste, to charities and community groups across the UK. It does this via its Regional Centres (of which there are four in Scotland: Central and South East Scotland, Grampians, Glasgow and West of Scotland, Tayside and Fife) and by connecting charities directly with food from their local supermarket when it becomes available. Register your interest in the scheme on their website.

www.fareshare.org.uk

Volunteers

When you're planning a big event or project, people power can be worth its weight in gold. If you're keen to recruit new volunteers, speak to your local Volunteer Centre (visit Voluntary Action Scotland for a list of local volunteer support services – www.vascotland.org) and contact Voluntary Arts Scotland so we can help publicise your call for volunteers.

Organisations in the private and public sectors can and do encourage their staff to either volunteer in their own time or allow staff to volunteer during work time. This is usually referred to as Employer Supported Volunteering or ESV for short.

ESV could involve staff taking part in a team challenge such as painting a community centre. Some organisations may set up more regular arrangements or partnerships with businesses that make use of their specialist skills.

Download the Voluntary Arts Briefing 'Micro volunteering' and our 'Volunteering in the Arts' toolkit for some pointers on how to recruit, retain and reward volunteers – www.voluntaryarts.org/resources

Sponsorship, pro bono and in-kind support

Meeting space and venues

If you need to hire a room for a meeting or special event, it's worth bearing in mind that many businesses and organisations have spaces lying empty which they may offer you at a reduced rate, or even for free. Pubs, cafes, shops, train stations, shopping centres and/ or public venues such as your local library or museum might offer a cheap or free solution. An increasing number of supermarkets and high street retailers are offering spaces for community groups to meet (for free), including Tesco, Waitrose, John Lewis, Asda and Sainsbury's – some even have a dedicated community room. Approach your local store to ask if they have a space available for you to use.

"When we have the available space in our shops, we should open our doors to charitable organisations which are crying out for the space. We'd like our shops to become a place where the community is happy to spend time."

Andy Street, Managing Director of John Lewis

3Space works with companies, government and developers across the UK to unlock and maximise otherwise under-utilised or surplus commercial property for the benefit of community groups.

If you've got a project that's experimental, delivers social value, supports local communities or placemaking then you can apply to 3Space for help finding a venue.

www.3space.org



Say it Ain't Sew ran free weekly hand sewing classes in pubs across Scotland. This was a win-win situation for both – the group received free meeting space, and the pub benefited from extra customers on an otherwise quiet evening.

Stalled Spaces Toolkit

Do you want to bring life back to vacant space in your area, such as an underused green space or piece of derelict land? The Stalled Spaces Scotland Toolkit offers advice on how to get your project off the ground, including ideas on how to fund it. www.voluntaryarts.org/stalled-spaces-toolkit

When considering a new venue, it's important to think about insurance, accessibility and risk assessment. For guidance, download the Voluntary Arts Briefing 'Finding a new venue – some ideas' from www.voluntaryarts.org/resources

Corporate giving and support



Corporate giving and support

Most businesses, large and small, are aware of the need to behave responsibly and ethically within their local community. Larger corporations such as banks, supermarkets and companies often have a Corporate Social Responsibility (CSR) strategy in place, which outlines what support and services they offer to charities, community groups and good causes.

CSR can range from employer-supported volunteering to the donation of products, meeting/performance space and skills development. If you know someone who works for a corporate organisation or independent business, ask them to flag up your group/project to see what support they can offer. Or find out the best person to speak to and approach them yourself.

You can also ask for help via **Neighbourly**, an online giving platform that helps you raise funds by matching your needs with local people and businesses that want to lend a hand. Over 3,000 charities and community groups on Neighbourly have already received help. It's free to use – simply create a profile page for your group/project/organisation, say what help you need and start sharing.

www.neighbourly.com

Many large corporations also have a charitable arm or foundation that administers funds – here are some of them:

Aberdeen International Airport

Community Fund offers grants of up to £5,000 to community projects local to the airport which are linked to: education and youth development; the environment; and/or employment/skills development. Applicants need to demonstrate they can meet at least one of the following objectives:

- Create learning opportunities for young people and so raise their aspirations
- Help protect the environment
- Break down barriers to employment through skills development
- Support staff active in the community

www.aberdeenairport.com/about-us/community-matters

Asda – Every Asda store has a Community Champion who works with local charities and organisations to improve people's lives. Activities range from tackling food poverty to delivering community projects and volunteering. See the 'Community Life' board in your local Asda store for details.

The Asda Foundation makes independent grants through the following programmes:

- **Green Token Giving** – Each month, three local good causes are selected from a list of nominations made by the general public. The public then votes for their favourite in their local store using the green tokens handed out by cashiers. At the end of the month, money from the Asda Foundation is distributed between the three groups.
- **Significant local community projects** – Good causes can apply for capital costs (buildings, renovations, vehicles) and equipment costs, if you can demonstrate that these will be of benefit to the local community. Visit the 'eligibility checker' on the Asda Foundation website, then contact your Community Champion to see if they can support your application.
- **Top-up funding grants** – Contact your Community Champion to see if they would be interested in fundraising for you. If so, they can apply to the Asda Foundation for a 'top-up' donation.
- **Local Impact funding** – Support for small community initiatives and events. Request an application from your local Asda Community Champion.

www.asdafoundation.org

The Village Storytelling Centre was awarded £6,320 by the Bank of Scotland Foundation to deliver creative sessions to young people in residential care.

Bank of Scotland Foundation – The foundation has small (£1,000–£10,000), medium (£10,000–£25,000) and large (£50,000–£100,000) grants for charities that make a tangible difference to individuals and communities.

The Matched Giving Programme, run by the Bank of Scotland Foundation, is open to all Lloyds Banking Group staff in Scotland, and invites staff to claim £1,000 for a charity of their choice, up to £500 for fundraising events and up to £500 for voluntary time given (so if you know someone who works for the Lloyds Banking Group, ask them!).

www.bankofscotlandfoundation.org



Corporate giving and support

Crerar Hotel Group and Trust – The trust gifts more than half of the company's distributable profits annually to good causes working in close proximity to Crerar hotels across Scotland. Donations range from £1,000 to £25,000. Previous recipients include the Oban Pipe Band, Room 13 and Merkinch Community Centre.

www.crerarhotels.com/crerar-trust

Edinburgh Airport Community Board

– The board will consider applications from charities and community groups in Edinburgh, the Lothians and Fife that support local sport, health and wellbeing, environment and educational initiatives, or a combination of these. Priority will be given to proposals benefiting those living within the communities closest to the airport or those most affected by aircraft noise. The board has £120,000 per year to award to projects.

www.edinburghairport.com/about-us/community-and-environment

Glasgow Airport FlightPath Fund

Established in 2010, Glasgow Airport FlightPath Fund was set up to provide financial support to charities and community groups surrounding the airport in Renfrewshire, Glasgow, and East and West Dunbartonshire. So far, hundreds of community groups and charities have benefited from the funding programme.

www.glasgowairport.com/flightpath-fund

Greggs Foundation Local Community Projects Fund

– The foundation makes grants of up to £2,000 to help organisations deliver activities within their community. Greggs Environmental Grants Programme awards grants of up to £2,000 to help organisations improve their local environment.

www.greggsfoundation.org.uk

John Lewis Foundation – Charitable organisations can apply for funding to support projects that are concerned with improving the local environment, employability, or social inclusion.

www.johnlewisfoundation.org

Marks and Spencer – M&S is working with 10 communities to trial a series of locally tailored initiatives that aim to improve the social wellbeing of residents by tackling issues such as unemployment, skill shortages, loneliness, poverty, and mental health and wellbeing.

The aim is to measure the impact of this work and roll out the programme to a further 100 locations across the UK by 2023 and share the learning with 1,000 locations by 2025. To find out more, including opportunities to get involved, as this project develops, visit corporate.marksandspencer.com/plan-a-community-engagement

Morrisons – Every Morrisons store has a Community Champion who oversees food/drink donations and facilitates a range of fundraising events both in-store and in the local community. Contact your local Morrisons Community Champion in-store to find out how they can help.

Registered UK charities can apply to the Morrisons Foundation at any time for projects that benefit people's lives in the UK. There is no limit on how much can be applied for.

www.morrisonsfoundation.com



With the support of Angela, Morrisons Community Champion Loanhead, Brass Roots held a fundraising afternoon of bag packing and collecting donations in between serenading shoppers at Morrisons Dalkeith in Midlothian.

Corporate giving and support

Sainsbury's – Stores across the UK select a Local Charity of the Year to raise awareness of, and fundraise for, in-store. A longlist of local charities is put forward by each store, who are then invited to a 'meet and greet' to present their work. Three charities are shortlisted and the public votes for the winner. To be considered, speak to your local store manager or visit their website.

www.sainsburyslocalcharity.co.uk

Scotmid – Scotmid's Community Grants are awarded to groups or individuals acting for the benefit of their local community. One of the fund's categories is 'Arts and Culture'. You don't have to be a registered charity and you can apply for up to £500.

www.scotmid.coop/community-and-charity

Screwfix Foundation – The foundation awards grants to community projects concerned with the repair, maintenance, improvement or construction of community buildings and/or homes. Grants of up to £5,000 are available.

www.screwfix.com/help/screwfixfoundation

Tesco – The supermarket chain has over 320 Community Champions, primarily in larger stores, responsible for supporting local charities, groups and not-for-profit organisations. Ask in your local store for your local Community Champion to see how they can help.

Tesco Bags of Help grants programme – Tesco is also using the money raised from the 5p bag charge to support community participation in the development and use of open spaces. Administered by Groundwork on Tesco's behalf, the programme awards grants to support volunteer training, physical improvement of open spaces, equipment, community events and activities.

Each month, three local community projects are voted for in Tesco stores across 200 regions. In each region, the project that receives the most votes is awarded a grant of up to £4,000, second place receives up to £2,000, and third place gets up to £1,000. Funding can be applied for at any time.

www.groundwork.org.uk/tescocommunityscheme

The DM Thomas Foundation held a special £25,000 giveaway in partnership with Hilton Glasgow and Glasgow Live, where a panel selected 10 local charities to receive a share of £25,000. Paragon Music was awarded £2,000 to run an inclusive music project for disabled children.

DM Thomas Foundation for Young People

– Formerly known as the Hilton in the Community Foundation, the organisation provides funding for registered charities that work to improve the lives of children and young people across Europe. Grants of £1,000–£30,000 are available for projects that focus on providing equipment, training and support to children and young people with disabilities, who are sick in hospital or who require palliative care.

Throughout the year, the foundation also holds regional giveaways that allow smaller charities a chance to apply for a grant, and for the foundation to reach a new audience.

www.dmthomasfoundation.org

Waitrose – Each month, every Waitrose branch shares a £1,000 donation (£500 in convenience shops) between three local good causes. The three charities selected each month are then voted for by the public using a token system – the more tokens you get, the bigger the donation you receive. Charities, community organisations and schools can apply by completing a nomination form at your local Waitrose Welcome Desk.



Warburtons – The baking company invites charitable organisations to apply for up to £250 to help deliver activities that are of real direct benefit to families.

www.warburtons.co.uk/corporate/responsibility

The Wesleyan Foundation – The financial company provides grants of up to £10,000 for projects involving the promotion and/or development of education, health, innovation and social development. Constituted voluntary and community groups are welcome to apply.

www.wesleyan.co.uk/foundation

To aid you in applying for any of the above, download the Voluntary Arts Briefing, 'Making the most of Corporate Social Responsibility' at

www.voluntaryarts.org/resources



Membership and Supporters Schemes

Membership and Supporters schemes

Becoming a member to save money

The benefits of joining an umbrella organisation (such as Making Music, The Quilters' Guild of the British Isles, National Operatic and Dramatic Association, Embroiderers' Guild etc.) can be many and varied.

Large membership organisations sometimes offer preferential insurance rates (**DD8 Music** in Kirriemuir found its annual insurance bill reduced by £1,500 when it joined Making Music) or discounts on materials (the Quilters' Guild and Embroiderers' Guild have both negotiated reduced rates for members at various shops and online outlets). Many also help with PVG checks, legal advice, health and safety etc. – all of which can save you time and money.

Recruit members to generate money

Boost attendance, and your coffers, by running a membership scheme. **Music Nairn**, one of the best attended music societies in Scotland, charges an annual fee of £16 (individuals) or £26 (couples) for which members receive discounted tickets, email updates and invites to special 'members evenings'.

Friends and Supporters schemes

How lucrative your Friends scheme is will depend on how deep your friends' pockets are! Building a long-term relationship with an individual passionate about your cause, who may be willing to support you financially and leave behind a legacy, has obvious benefits. On a smaller scale, all friends are welcome!

The **Swallow Theatre** in Whithorn (one of Scotland's smallest theatres) encourages visitors to become friends for £15 (couple) and £12 (individual), which gives them priority booking, a printed brochure, invites to VIP events and access to a car share/lifts scheme.

Dunfermline Dramatic Society has an annual friends scheme for both individuals (£30) and businesses (£60–£300), who receive a range of benefits including free tickets to performances and invitations to special events, with businesses also getting a half or full-page advert in the programme.

Cove Burgh Village Hall in Argyll and Bute has a Friends scheme for £10 a year – but if you become a 'Gold Friend' for £100, you get free entry to all 12 live performances that year.

Membership and Supporters schemes

Gift Aid

If you are a registered charity, remember to ask your members to sign a Gift Aid declaration to increase the amount you raise from fees. Since 2013, the 'Small Donations Scheme' has allowed UK charities to claim Gift Aid on cash donations of £20 or less, without the need to collect Gift Aid declarations. Donations from multiple donors of £20 or less can be aggregated into a single claim of up to £1,000.

Love Music Community Choir in Edinburgh (pictured right) asks its members to sign a Gift Aid form when paying their subs each term. This turns the £45 fee into £56.25 for the charity, at no extra cost to the singers!

Find out more by downloading the Voluntary Arts Briefing 'Gift Aid and tax-effective giving' and 'Online Gift Aid' from www.voluntaryarts.org/resources



Raise money as you shop

easyfundraising is the UK's number one charity cashback platform. Over 3,000 shops are registered with the site, and each time one of your supporters buys something online via their website, you get a donation. It only raises pennies at a time, but they all add up! The **Quilters' Guild of the British Isles** raised £1,596.45 in less than two years through the easyfundraising website.

www.easyfundraising.org.uk

Crowdfunding

From a few hundred pounds to many thousands, crowdfunding is a way of raising money by getting your community involved.

This could be people from your local area or a 'community of interest' – like-minded individuals keen to see your project flourish.

Crowdfunding is a relatively straightforward process which involves coming up with 'rewards' for the people who pledge to support you, such as a free ticket to a show or a knitted creation, right up to a plaque on the wall.

There are a number of crowdfunding websites available, on which you create a page explaining what you're fundraising for and encouraging people to support you. Then you promote it far and wide! This is much easier, and far more effective, if you gather a crowdfunding team together to spread the word – so find some 'champions' who believe in your group/project/cause as much as you do.



Crowdfunding

WHALE Arts in Edinburgh, used crowdfunding for its weekly sewing group. Meghan Bidwell tells us about their campaign:

What did you crowdfund for? WHALE Arts' textile group Stitch 'n' Time wanted to grow their group, and hoped to raise money for a monthly social event, to purchase another sewing machine and to foster links with women in other parts of the world through the purchase of hand-made fabrics.

What did you offer people as an incentive to donate? For £5 the group invited backers to come in for a visit, have a tea/coffee and chat – and if they wanted to join, even better!



For £10 they offered a ticket for an open day where you tried your hand at stitching, embroidery and sewing. And a pledge of £20 gave the backer a Harris Tweed iPhone cover.

How long did you crowdfund for? The group used Crowdfunder and ran the campaign for 56 days.

How much money did you hope to raise – and how much did you actually raise? Stitch 'n' Time hoped to raise £450 and raised £452 from 11 backers.

What information did you put on the crowdfunding site to encourage donations? The group created a video which featured participants explaining in their own words what the money would be used for and how important this fundraising was to them.

How did you publicise your crowdfunding bid? Through the WHALE Arts website and the network of local community groups in Wester Hailes. The group also tapped into WHALE's Facebook and Twitter following.

What advice would you give to other groups thinking of crowdfunding to raise money? Crowdfunding is a lot of effort, but the benefits can be huge. It's important your fundraising project is well thought-out prior to launch and we recommend planning for several 'pushes' during the length of your campaign to keep up interest and reach your fundraising target. Be creative and think about what you can offer investors.



Forfar Dramatic Society used a crowdfunding platform linked to their local authority in Angus. Graham Hewitson offers some tips for success.

What did you crowdfund for? Seats for our studio theatre space at Studio 132 in Forfar. The seating unit allows us to accommodate audiences of up to 50, and is flexible, so allows us to use the space in a variety of configurations.

Which crowdfunding platform did you use? Crowdfunder Angus (www.crowdfunder.co.uk/angus), which is linked to Angus Council's Community Grant Scheme. Under the scheme, the council commits to matching the money you crowdfund to a maximum grant level of £1,250.

What rewards did you offer? They ranged from an invitation to the opening reception of Studio 132, an advert in our programme, photo shoot in some of our costumes, name on a plaque – right up to us bringing a show to their location.

How much were you hoping to raise – and what did you actually raise? Our target was £5,000. We raised £4,505 with 31 supporters in 42 days through the online crowdfunding platform (including our council grant of £1,250), with the rest donated offline.

How did you attract supporters and spread the word about your campaign? This was our biggest challenge. We realised that our active number of supporters was modest and that we needed to do some work to build support. Our main efforts were through social media, and we ran a campaign that commenced well before the crowdfunder launched and was sustained throughout the 42 days the page was open, with frequent posts.

Crowdfunding

Wherever possible, we used video and images in our Twitter and Facebook posts and took time to make a decent video for the main crowdfunder page, as this was the first thing that people would go to.

What words of advice would you give to anyone thinking of running a crowdfunding campaign to raise funds for their group? You need a 'crowd' – so if you don't have many supporters before you start, you need to invest time in building your community well before you launch the crowdfunder.

By their nature, crowdfunders are online activities, so if some of your crowd doesn't engage with social media etc. you'll need to complement online promotional activity with more traditional offline work. It's also beneficial if some of your supporters have a lot of friends and followers on their own social media accounts, to like and share your campaign. Sustaining activity, and making content interesting and engaging, is critical – we asked one of our member's sons, who was confident in social media and was able to use scheduling tools etc.

Be careful and realistic about the rewards you offer, so you don't end up offering things that will be complex and time-consuming to deliver or cost you money. But if you've offered to do something, it's important that you do it promptly after the campaign has ended.

Planning is very important, so you don't underestimate the volume of work involved. Our campaign ran for about four months – two months to prepare and build anticipation, 42 days for the campaign, and then a month to tidy up loose ends and deliver rewards.

Manage your image and make sure people out there hold you in high regard and see you as an organisation that makes a positive contribution. Your crowdfunder can build upon positive public relations, but it won't create goodwill in a vacuum.

Creative Scotland has produced a guide to crowdfunding for creative projects, which might come in handy. Download it from the 'Resources' section of their website at www.creativescotland.com/crowdfunding

Download the Voluntary Arts Briefing, 'Crowdfunding for voluntary arts and cultural groups' for more information www.voluntaryarts.org/resources.

And here are a few crowdfunding platforms for you to consider:

- www.kickstarter.com
- www.chuffed.org
- www.crowdfunder.co.uk
- www.gofundme.com
- www.justgiving.com

We speak to **Community Shares Scotland** about community shares and how they could help you raise funds, and engage the community, in your creative activity.

What are community shares? The sale of shares in enterprises that serve a community purpose. So, just as with ordinary shares, people invest in an organisation, building or initiative, except that community shares are only used for enterprises which provide goods and services that meet a local need.

How do shareholders get involved? Each community shareholder has an equal say in major decisions, irrespective of the size of their shareholding. Investment should be seen by shareholders as primarily for social return – financial return on investment is not a guarantee and, if it comes, is modest.

Can shareholders sell their shares? No, community shares cannot increase in value or be sold on to anyone else. However they can be withdrawn.

What type of activity can community shares help fund? Any enterprise that benefits and engages a community, and has a viable business proposition at its heart. The 'community' can either be in the same local area, or people with a shared interest. So far, community shares have been used to finance shops, community hubs, arts enterprises and heritage projects amongst others.

Who is eligible to use community shares? Groups who register as either a 'Community Benefit Society' or a 'Bona Fide Cooperative'. They should also show a viable business plan and a community engagement strategy.

Have creative groups used community shares? Yes, many! Here are two examples:

The Pink Lane Jazz Co-op in Newcastle used community shares to support the rehearsal, performance and promotion of jazz, poetry and dance, and became the first community co-operative in the UK to own a music venue and education centre.

Positive News is a media co-operative owned by readers and journalists worldwide that publishes a quarterly magazine containing positive stories of achievement. Their profits are reinvested into their journalism and they have raised over a quarter of a million pounds through the #ownthemediacampaign in order to become a financially stable media outlet owned by its community.

How can people find out more? Watch our short animation for a nifty explanation of community shares and how they work at www.communitysharesscotland.org.uk

Soups

Soups are a great way to get local support for good causes. Soups have sprung up in towns and cities across Scotland, bringing people together for a great night out, often with live performances and good food – and giving local groups a chance to pitch for the entry pot. Could your group benefit from a Soup? Or could you start one in your area?

We spoke Liam Miller, one of the coordinators of Stirling Soup to find out how they work.

What is Soup all about? Stirling Soup is a microgranting event celebrating and supporting creative projects in Stirling and the surrounding area.

How do you secure in-kind support from soup/bread/cake makers? This is a tricky one and always the biggest challenge. We have a very good support network that we have built relations with over the course of Stirling Soup, since it started in 2016. We can always rely on Sara from Sprinkle Happiness to provide the wonderful soup, and we also have a good relationship with other local businesses in the area whether that be for discount event hire or all the generous gifts that are donated for the raffle (which covers our costs). It's a case of us interacting with people and trying to promote each other to continue receiving support.

What happens on the night? Attendees reserve their free ticket online and then show up on the night and donate £5 (or more) to receive soup, homemade bread and a vote for a worthy pitch.

We hear four presentations, ranging from arts groups to community cafes, social clubs and more. Each presenter has four minutes to share their idea and answer questions from the audience.

At the event, attendees eat, talk, share ideas, enjoy themselves and vote on the project they think benefits the area most.

At the end of the night, we count the votes and the winner goes home with all of the money raised to carry out their project. Previous winners come back to the next Soup night to report their project's progress.

Have arts groups pitched for funding from Stirling Soup? Yes, our winner at Soup4 was Square Peg, an autism-friendly organisation offering animation and film workshops for young people ages 5-25 from challenging or vulnerable backgrounds.

What advice would you give to people hoping to start a Soup in their area?

It's all about patience and keeping at it. The biggest thing is to integrate as much as possible with local groups and organisations, to try and use their resources to put on the event. Also trying to keep an active presence online and on social media is important – it lets people know what's happening and is also a great way to get volunteers to help on the night.



Current Soups across Scotland (could yours be next?)

Stirling Soup –
www.facebook.com/StirlingSoup

Aberdeen Soup –
www.facebook.com/aberdeensoup

Dundee Soup –
www.creativedundee.com

Inverness Soup –
www.facebook.com/invernesssoup

Moray Soup –
www.facebook.com/moraysoup

The Awesome Foundation



The PEEK Project (Possibilities for Each and Every Kid) was funded by The Awesome Foundation's Glasgow Chapter.

Started in Boston in 2009, The Awesome Foundation is an ever-growing global community devoted to helping local projects and ideas come to fruition.

So far there are three Chapters in the UK – Glasgow, Liverpool and Manchester. Here's what the Glasgow Chapter has to say:

"The Awesome Foundation is a fun way of giving a no-strings-attached mini-grant to cool projects that will make the world – and Glasgow – more Awesome! We give £500 away every two months, so you can apply any time. Projects must be local (Glasgow), you need to have a budget, your project has to benefit the local community – and most of all, it has to be Awesome."

For more information visit:

www.awesomefoundation.org/en/chapters/glasgow

There are Awesome Foundation Chapters in countries all over the world, and each Chapter is comprised of approximately ten people, who pool together £500 of their own money to bestow on a local 'Awesome' project every two months. Maybe you could start an Awesome Foundation Chapter in your area . . . ?

Community Fundraising in action

Raising money at a local level is a good way to show funders how resourceful you are and demonstrate commitment to your project – it can also be a lot of fun!

Aside from the traditional bake sales, raffles and tombolas, think about how you can tie in fundraising with the creative activity you already do, such as a printed calendar of your artworks, a themed quiz night or some kind of sponsored challenge (a knitathon for example).

You could also tap into the skills available in your local area by asking for in-kind donations of time (web advice, DIY expertise, a music lesson etc.), then hold a fun auction to sell them off.

If you go back to the well too often, your supporters will tire of helping, so try to think of new events or prizes which people will enjoy. And make sure your ventures are safe and legal – the Institute of Fundraising Scotland can provide information and guidance on how to fundraise legally and safely. Contact them via the details on page 10.

As well as selling tickets to their shows, **Lanark Amateur Musical Society** fundraises throughout the year in a variety of ways:

Adverts – Space is sold in their show programmes, ranging from £40 for a 1/4 page up to £85 for the back cover.

Pub Quiz – Including a special round devoted to their current show. Tickets are sold for £5 (£3) which includes a round of bingo and nibbles.

Christmas Post – Over one weekend in December, the society invites people to drop off their Christmas cards to be posted in the Lanark area for 35p (cheaper than a stamp). During the card drop-off they also run a tombola and raffle.

Halloween party – Tickets are priced £7 (£3) for a bar, disco, snack shop and prizes for best costume.

Come Dine With Us – Held in a local café, this event finds volunteer chefs each preparing a course, which is then voted for by the diners, who are charged £15 for three courses.

Race Night – A night of ‘camel racing’ and live music with tickets costing £5 (£3).

Deeside Knitwits, in Aberdeenshire, create knitted installations and outdoor trails that are displayed during the Braemar Creative Arts Festival each October. They sell maps of the trail, and the knitted creations (all of which are donated for free) are sold after the festival at the Braemarket. In three years, they raised over £4,500 for local charities.

Fundraising in action

Kirkcudbright Art and Crafts Trail has taken place each July since 2002, and the organisers independently fundraise to cover costs.

Participation in the Trail is free for all artists, but everyone is required to paint/decorate a square canvas which is then sold during the trail for £20 each.

Adverts are sold in the trail brochure (10,000 copies distributed) and during the year, the organisers hold silent auctions of fine art, and take 30% of the sale price.



Selling tickets online

If you are planning an event or workshop as a way of fundraising for your group, selling tickets online can be a great way to spread the word about your event and make it easy for people to buy tickets in advance.

There are a number of ticketing websites available, many of which take a percentage of ticket sales or charge a transaction fee for this service. The following sites offer a special discount rate for charities:

www.etickets.to

www.ticketsource.co.uk

www.yapsody.com

www.tickettailor.com

“**Ticket Tailor** makes it quick and easy to sell tickets online. The customer service is great, they don’t take a cut on each transaction, and there’s 30% off their monthly plans for charities. All round a great service for PTA events.”

Tanja Kent – Collis Primary School PTA

If you are registered with **tt-exchange**, for £20 you can purchase a bundle of Eventbrite credits worth £200. This means you can sell tickets through Eventbrite without having to pay any service charge (until your £200 credit runs out). For more information on tt-exchange, see page 35.

Running a fundraising event? Don’t forget to **Gift Aid** it! Read more about Gift Aid on page 46.



Q&A with group fundraiser

Epic Award winner Guy Haslam (right hand side) is the volunteer fundraiser for Aberdeenshire community group POOT. Their show, *alter:nativity* won the 2016 Voluntary Arts Epic Award for Scotland.

He shares some hints and tips on applying for funding . . .

How do you go about fundraising for a project? First I write a 2–3 page summary of the project which outlines its history (including the benefits already delivered), a summary of the proposed advantages the project will deliver (including support for the project), the timescale, how the project will be delivered and who by. Also, the cost (both capital and operating expenditure), where we think the money will come from, how much the organisation can contribute and how much we are asking of the funders.

The document acts as a sense-check to confirm that the project works and is viable, and is a source of information for all the applications.

Fundraising in action

Which organisations have you applied to in the past? A variety, from larger applications ranging from £30,000–£200,000 from the National Lottery Community Fund/National Lottery Heritage Fund and European funding, down to smaller charities and local grant-making bodies (£250 from council funds, local firms etc.).

How long do you spend on an application form? Do you get input from others? It depends on the size of the application and the amount of money being requested. Once I have the baseline information agreed in the project summary, then probably a couple of hours, maximum a full day. I then send it to the project manager for the final review, then send it in.

I do believe that you can over-complicate applications. The way I see it, the pitch is often very simple: we want to do this, we need this much money and if we get the money we will be able to deliver this.

Have you tried to fundraise in other ways (aside from funding bodies and sponsors)? Yes, I think it's very important that the organisation shows its commitment to the project by raising some of the money itself as opposed to just going to funders. This can be from sponsored activities, funding from local people/firms or from time in lieu from volunteers. I have a personal rule of thumb that the project itself should, if possible, generate 20% of the sum being requested.

What words of wisdom would you pass on to anybody fundraising for their group?

Don't be frightened of the process – the grant-giving bodies have money to give away, you just need to make sure that they send some of it to your projects. I have found people in the funding bodies very helpful.

Keep it simple – funders have a lot of applications to review and don't appreciate overly complicated proposals. Ensure you identify the benefits: how many people, for how long etc?

It's always hard to know how much money to ask for but as long as you have a good plan, then funders will either fund you or not and the amount is a secondary consideration.

Finally, persevere! There is money out there – you just need to find it.

If your group has created something special or gone the extra mile, find out how to nominate yourself for a Voluntary Arts Epic Award at www.voluntaryarts.org/epic-awards



ALBA | CHRUTHACHAIL

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