



Funders offering support in response to the Coronavirus Pandemic – East of England Museums

Information correct as of 19th April 2020

National Emergencies Trust (NET) - <https://nationalemergenciestrust.org.uk/>

The NET was established in late 2019 to respond to large-scale disasters and emergencies taking place within the UK. In many ways it can be regarded as the domestic equivalent of the Disasters Emergency Committee (DEC).

The NET launched a public fundraising appeal in response to the coronavirus crisis. The appeal aims to “raise funds for local charities and grassroots organisations that can provide vital support to people in the quickest way possible.” The money will then be distributed through grants to “those organisations and local charities who can do most to help those in need”. This suggests you will need to show how your activities are directly helping to address those impacted by the current coronavirus situation, rather than helping to replace lost funds or keep organisations going.

The funding is being distributed through the local community foundations.

Local Community Foundations

Bedfordshire and Luton Community Foundation - <https://www.blcf.org.uk/>

The Bedfordshire and Luton Community Foundation currently has 12 grant programmes open. Many of them are focused on Luton, in partnership with London Luton Airport Ltd.

At the time of writing, the criteria for the NET-funded coronavirus appeal have not been published. However, the Community Foundation has partnered with other local funders to launch The Bedfordshire Emergency Coronavirus Fund (<https://www.blcf.org.uk/2020/03/23/bedfordshire-coronavirus-emergency-fund/>).

Grants of up to £7,500 are available from this fund. There are two strands:

- ⊗ Project Grants – for costs directly related to activities that provide a direct service or support to beneficiaries
- ⊗ Core Cost Grants – to support organisational running costs such as rent, heating, stationery or equipment needed for remote working.

Organisations can apply for funding across both strands but the total grant awarded cannot exceed £7,500.

Museums and arts organisations are not listed in the “ineligible” list. However, the types of work the fund will support appear quite restrictive. Applicants will need to clearly demonstrate that they are a good fit for the fund’s aims. If in doubt, we would recommend contacting the administrator to discuss your application in advance.

Applications should be made online - <https://ukcf.secure.force.com/forms/CEFBLCF>. There is no advertised deadline. Instead, the administrators are aiming to make a decision on grants within one week of receiving an application.

Cambridgeshire Community Foundation - <https://www.cambscf.org.uk/home.html>

The Cambridgeshire Community Foundation currently has 19 open grant programmes with a deadline of 1st May 2020. These range in size, area of interest and geographic preference. For the updated list of open grant programmes, visit <https://www.cambscf.org.uk/funds-a-z.html>.

The Cambridgeshire Coronavirus Community Fund (<https://www.cambscf.org.uk/cambridgeshire-coronavirus-community-fund.html>) is open to organisations across Cambridgeshire who are supporting older and vulnerable people during the COVID-19 crisis. Grants of between £1,000 and £5,000 are available, although they can make larger grants to organisations working in partnership.

The funding can be used to support organisations directly working with those considered to be most vulnerable. To be eligible, your work must achieve one or more of the following:

- Support the ongoing needs of people to ensure that their well-being is maintained
- Reduce isolation and vulnerability during any isolation period that may arise as a result of the threat of Covid-19
- Help ensure people remain safely connected with the outside world during this time.

One example provided is “enabling home education for children and young people”. Therefore, there might be opportunities for museums looking to make their collections or activities available online during this time – both for education and leisure purposes.

There are no applications and grants are being made on a rolling basis. Applications should be made via the website - <https://ukcf.secure.force.com/forms/CoronaResponseFund>

Essex Community Foundation - <https://www.essexcommunityfoundation.org.uk/>

In addition to the funding provided through the National Emergencies Trust, the Essex Community Foundation have also launched the Essex Coronavirus Response and Recovery Programme.

The Essex Coronavirus Response and Recovery Programme is offering grants of up to £15,000 to voluntary and community organisations that are in crisis as a result of

coronavirus. Priority is being given to organisations delivering services to older and vulnerable people, organisations helping to relieve pressure on public services and those co-ordinating a local community response.

The types of projects that can be funded include:

- ⊗ Projects that have been established due to an increase in demand as a direct response to the pandemic
- ⊗ Projects that have been changed or adapted as a direct response to the pandemic and where additional costs are being incurred
- ⊗ Organisations that have experienced a loss of funding as a direct result of the pandemic including, but limited to, general fundraising, the need to close services or postpone projects which would normally generate an income
- ⊗ Organisations who have had their operations impacted by the pandemic

Applications should be made online via their website.

Hertfordshire Community Foundation - <http://www.hertscf.org.uk/>

The Hertfordshire Community Foundation has 7 funding programmes currently open. These provides grants of up to £5,000. The different programmes include a HCF Small Grants programme (up to £1,000 for grassroots organisations with total annual income under £100,000) and the HCF Large Grants (up to £5,000 for organisations that “address an identified need within Hertforshire). Details about all of the current funding programmes can be found here - <http://www.hertscf.org.uk/grant-making>

Coronavirus Relief Fund for Hertfordshire - <http://www.hertscf.org.uk/coronavirus>

“The programme will provide grants to charities and community groups working with those considered to be the most vulnerable during the Covid-19 outbreak...Priority for funding will be given to organisations providing services and support to older and vulnerable people as well as those with low and insecure incomes¹. We also invite applications from groups applying to support people of all ages with mental health issues.”

To be eligible to apply your project will support these groups and will help to:

- ⊗ Reduce isolation and vulnerability during the isolation period that has arisen due to Covid19
- ⊗ Support the ongoing needs of older people and vulnerable adults to ensure that their wellbeing is maintained whilst the outbreak continues
- ⊗ Ensure older and vulnerable people remain connected with the outside world during this time
- ⊗ Enable people experiencing poverty and isolation to access food, support and/or advice

¹ It is our understanding that this relates to individuals with low and insecure incomes, rather than organisation

Applications should be submitted online here -

<https://ukcf.secure.force.com/forms/HCFEmergency>

Grants are being allocated on a rolling basis and are currently open. The fund is using money donated through the National Emergencies Trust fundraising appeal. The guidance says that the focus of the fund might change as the crisis develops. It suggests there might be some flexibility and encourages potential applicants to contact the Grants Team if they have any questions or wish to discuss their application. Their email address is grants@hertscf.org.uk.

Norfolk Community Foundation - <https://www.norfolkfoundation.com/>

The Norfolk Community Foundation currently has 11 funding programmes open to charitable organisations. These range in size with the smallest offering maximum grants of £250, while the largest can make grants of up to £20,000. Each programme has a specific focus – both in terms of the type of work to be funded and the geographic location of interest. You can find out more about the different funding programmes currently available here - <https://www.norfolkfoundation.com/funding-support/grants/groups/#listing>

One of these funding programmes is the Covid-19 Community Response Fund - <https://www.norfolkfoundation.com/funding-support/grants/groups/covid-19-community-response-fund/>

“The Covid-19 Community Response Fund has been created to support vital community projects as they respond to exceptional challenges over the coming months. For those charitable groups well placed to take action, this additional funding aims to help them to take steps to provide the much needed care and support for our vulnerable people.

Grants of up to **£1,000** are available to support community action to help vulnerable people affected by the Covid-19 outbreak.

As fundraising is in the early stages, at this time we are limiting grants to activity which is responding directly to urgent emerging needs in our communities. We understand that many existing charities will be under severe financial strain during this time, as operations are limited or withdrawn, and planned fundraising events are cancelled. If enough local funds can be raised, we may be able to open up this funding opportunity to provide support for operational and financial recovery. Details will be publicised if/ when this is the case.”

Applications are now open through the online portal -

<https://ukcf.secure.force.com/forms/NorfolkCF/Covid-19CommunityResponseFund>

Suffolk Community Foundation - <https://www.suffolkcf.org.uk/>

The Suffolk Community Foundation website lists 15 open funding programmes. These vary in size, area of interest and geographic location. The largest grants available are up to £20,000. One of the funding programmes is specifically for arts and culture organisations,

providing grants of up to £2,000 “to ensure equality of access to the benefits that arts and culture can provide to improve the lives of those most in need in Suffolk”.

The Suffolk Coronavirus Community Fund (<https://www.suffolkcf.org.uk/grants/suffolk-coronavirus-community-fund/>) can provide grants of up to £5,000.

The fund will support “charity groups and community organisations throughout Suffolk to reach the most vulnerable during this pandemic”.

The fund will currently support:

- ⊗ Groups that support the ongoing needs of vulnerable people to ensure that their health and wellbeing is maintained
- ⊗ Groups and activities that support vulnerable people self-isolating (the elderly, people with pre-existing medical conditions etc)
- ⊗ Support for foodbanks and organisations working to combat hardship caused by the pandemic including child hunger
- ⊗ Community response coordination
- ⊗ Volunteer costs for new and existing organisations responding to the effect of the pandemic.
- ⊗ Additional costs of working remotely and adapting services delivered in the wider community
- ⊗ Additional support as required for emotional support, mental health and bereavement support

The guidance notes that “this is a rapidly developing situation, and as a result, the focus of the fund will continue to evolve in line with the support required. **If you have other needs that require support, please email grants@suffolkcf.org.uk.**”

Applications should be made through the online portal - <https://ukcf.secure.force.com/forms/coronavirus-community-fund>

Government Support - <https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses>

Coronavirus Job Retention Scheme

All UK employers with a PAYE scheme will be able to access support to retain staff who would otherwise have been laid off as a result of the coronavirus pandemic. For museums, this would include staff who would be laid off as a result of the museum being closed, or who would be unable to work during this time.

This funding applies to furloughed workers – those being kept on payroll but being asked not to work during this time.

The government will reimburse up to 80% of the furloughed worker's salary, up to £2,500 per month. The funding can be backdated to 1st March 2020 and was initially available for 3 months. However, following the extension of the lockdown period on 16th April, funding will now be available until the end of June.

To access this funding you will need to notify staff that they are being furloughed. It is important to note that this remains subject to UK employment law and can be negotiated, so you should seek advice from your HR professional or advisor. During this time they will not be allowed to carry out any work for the museum, so you need to factor this in to your plans. For example, furloughed staff would not be able to carry out any conservation work during this time. Having notified staff that they are being furloughed you must then notify HMRC, who are currently setting up a new online portal for this.

The government aims to reimburse organisations for furloughed staff by the end of April.

HMRC have published guidance on claiming here - <https://www.gov.uk/guidance/claim-for-wage-costs-through-the-coronavirus-job-retention-scheme>

The CIPD have published a useful FAQ sheet on furloughing staff and the Coronavirus Job Retention Fund - <https://www.cipd.co.uk/news-views/coronavirus/faqs>

VAT and Income Tax Deferments

VAT payments will be deferred by three months until 30th June 2020. This will be automatically applied to all UK businesses.

Income Tax payments due in July 2020 under the self-assessment system will be deferred until January 2021. This is also an automatic process, so you do not need to apply for this deferral.

All business "in financial distress" and with existing tax liabilities can apply to HMRC's Time To Pay service to receive support. If you have missed a tax payment, or are worried that you might miss your next payment you should call 0800 0159 559.

Support to pay Statutory Sick Pay (SSP)

Companies with fewer than 250 employees can claim a refund for up to two weeks of statutory sick pay (SSP) for each employee having to take time off due to COVID-19.

The eligibility guidelines and repayment mechanism are still being developed. We will update this when more information becomes available.

Support for retail, hospitality and leisure businesses

Special measures have been put in place to support companies working in the retail, hospitality and leisure businesses. The Association of Independent Museums have confirmed that this includes museums. These measures include:

- ⊗ **A business rates holiday** for the 2020-2021 tax year where a building is wholly or mainly being used as shops, restaurants, cafes, drinking establishments, cinemas, live music venue, used for assembly and leisure, or used as hotels, guest and boarding premises and self-catering accommodation. This will be automatically applied to your council tax bill in April 2020.
- ⊗ **Cash grants** of up to £10,000 (where the rateable value of the property is up to £15,000) and up to £25,000 (where the rateable value of the property is between £15,000 and £51,000). You will be eligible if the building is wholly or mainly being used as shops, restaurants, cafes, drinking establishments, cinemas, live music venue, used for assembly and leisure, or used as hotels, guest and boarding premises and self-catering accommodation. Your local authority will write to you if you are eligible for a cash grant.

Support for businesses playing little or no business rates

If you are a small business that occupies property and receives Small Business Rate Relief (SBRR) or Rural Rate Relief (RRR) you can apply for a one-off grant of £10,000 to meet your ongoing business costs. These grants are administered by your local authority. If you are eligible your local authority will write to you with more information.

Business Interruption Loan Scheme

Organisations classed as Small and Medium Enterprises (SMEs) can access loans, overdrafts, invoice finance and asset finance of up to £5million for up to 6 years. The government will also cover the first 12 months of interest payments and any lender-levied fees.

These finance options are being offered through 40 accredited finance partners, which includes all of the major banks. Organisations wishing to access these loans should talk to their bank.

Protection from eviction for commercial tenants

Commercial tenants who cannot pay their rent due to COVID-19 will not automatically forfeit their lease or be forced out of their premises if they miss a payment up to 30 June 2020. However, it should be noted that this is not a rental holiday and the missed payments will have to be paid in full.

Other Funders suitable for Museums in the East of England

National Lottery Heritage Fund - <https://www.heritagefund.org.uk/funding/heritage-emergency-fund>

On 1st April the National Lottery Heritage Fund announced its Heritage Emergency Fund in response to the coronavirus crisis. This is a £50million fund that aims to relieve the pressure on heritage organisations over the next three to six months.

Grants of between £3,000 and £50,000 will be available to “organisations across the full breadth of heritage, including historic sites, industrial and maritime heritage, museums, libraries and archives, parks and gardens, landscapes and nature”. In order to help as many organisations as possible they are calling on applicants to only request the funding you need to meet your immediate needs. Partnership funding is not required.

This funding is designed to be used to support the immediate actions needed to stabilise operations and manage unforeseen risks. It should be used to cover unavoidable costs you will otherwise be unable to meet for up to four months.

This could include costs to:

- ⊗ Stabilise the organisation to ensure the heritage you care for is not put further at risk. (This could include staff costs to allow you to respond, design and deliver plans).
- ⊗ Help plan and initiate mothballing of your heritage assets and other approaches to protecting the heritage that is at risk
- ⊗ Run immediate risk management reviews and the actions identified as needed to safe-guard your organisation
- ⊗ Reconfigure business plans, governance and activity needed to help safe-guard the future of the organisation
- ⊗ Cover essential operational costs

Funding can't be used for:

- ⊗ Costs that are already covered by Government support (including furloughing staff)
- ⊗ Topping up furloughed staff's salary to 100%
- ⊗ Redundancy costs of staff not funded by a current Heritage Fund project
- ⊗ Costs that are avoidable in the short term
- ⊗ Costs you will incur beyond four months from the point of your application
- ⊗ Anything that contravenes Government advice on Covid-19

“Priority will be given where:

- ⊗ there is limited or no access to other sources of support
- ⊗ where heritage is most at risk
- ⊗ where an organisation is at risk of severe financial crisis due to Covid-19

To be eligible, organisations must be:

- ⊗ Not-for-profit organisations (it is important to note that this does not include statutory organisations, including local authorities)

- ⊗ A current or previous recipient of funding from Heritage Fund for projects of £10,000 or more (formerly Heritage Lottery Fund)
- ⊗ An owner, manager or representative of heritage, or have an evidenced track record in delivering participatory heritage activity

If you do not meet all three of these criteria you will be ineligible for funding from this fund. However, Heritage Fund have said you might be eligible for future funding rounds as they develop their longer-term strategic support.

Priority will be given to organisations that:

- ⊗ Have limited or no access to other sources of support (such as from government, other National Lottery funds or other emergency funding from trusts and foundations)
- ⊗ Have already tried other approaches to stop being at risk (such as pausing projects, rephrasing milestones, repurposing other funding to support day-to-day operations, minimising costs but maximising the function of existing projects)
- ⊗ Are in greater financial risk due to a reliance on trading or community fundraising income streams
- ⊗ Are in greater financial risk due to limited reserves

Priority will also be given where:

- ⊗ An organisation is contributing to Heritage Fund’s outcomes around economic regeneration, inclusion and well-being as defined in their Strategic Funding Framework
- ⊗ An organisation is working within one or more of the 13 Areas of Focus identified in the Strategic Funding Framework
- ⊗ Heritage is most at risk - defined as:
 - Heritage that is likely to be lost, damaged or forgotten
 - Heritage that is designated as “at risk”
 - Physical heritage sites that are decaying or neglected
 - Heritage at risk due to financial difficulty
 - Intangible heritage and cultural practices that might be lost
 - Important habitats and species in decline

Organisations will be considered less of a priority for this fund if:

- ⊗ They are better placed to access emergency funding from other sources
- ⊗ Have significant and ongoing resilience issues pre-dating Covid-19
- ⊗ They completed their last HLF project over ten years ago

In order to make this funding available, Heritage Fund have paused all of their other grant programmes with immediate effect. This means that applications that have been submitted but have not received a result will no longer be considered. This excludes projects that have received Development Phase funding but are yet to submit or receive Delivery Phase funding.

The portal for applications will open on 15th April and will close on 30th June. They note that, while many organisations will feel a pressure to apply as soon as possible, they are keen for organisations to take time to “really consider what support they will need to get through the next few months”.

Details are being regularly updated on the website, so applicants should check there before starting an application. Organisations are advised to contact their local Heritage Fund team or, if they are currently receiving Heritage Fund support, their Investment Manager before applying. Heritage Fund will also be announcing other forms of support over the next few weeks.

Prior to the application portal opening, you can view the application questions here - https://www.heritagefund.org.uk/sites/default/files/heritage_emergency_fund_application_information_0.pdf

NB – Museums are eligible to apply to both the Heritage Emergency Fund and the Arts Council England Covid-19 Emergency funding, as well as other lottery funds. However, they will only be able to accept funding from one. It is worth noting that the maximum grant under the Heritage Emergency Fund is £50,000, while the Arts Council England fund (for organisations currently outside the National Portfolio) has a maximum grant of £35,000.

Arts Council England - <https://www.artscouncil.org.uk/covid19>

ACE has announced a package of £160million to support arts organisations and individuals through the COVID-19 crisis.

If you are a National Portfolio Organisation (NPO)

£90million will be available to organisations that are part of the National Portfolio. While ACE hopes this money will be used to “reboot” an organisation’s creative work, they understand that some of this funding will need to be used to support organisations and keep them afloat during this time. There is also an expectation that NPOs that receive this funding will show how they have continued to support their freelance workforce during this time. ACE will be contacting all NPOs directly to provide them with more guidance about what this funding can be used for and how to apply.

NPOs will have relaxed funding conditions for up to six months. They will also be able to request advance payment of funding up to six months ahead. Finally, ACE have announced that they are going to delay the application process for the next round of NPO funding. Current NPO funding will now continue until March 2023.

If you are not a National Portfolio Organisation (NPO) -

<https://www.artscouncil.org.uk/funding/financial-support-organisations-outside-national-portfolio>

£50million will be available to organisations that do not get regular support from ACE to support organisations to get back on their feet, or to continue making work in the future that will mean they can contribute to ACE’s “Let’s Create” strategy.

Grants of up to £35,000 will be available to “organisations with a track record (during the last three years) in publicly funded culture”. This means having experience of producing work supported by ACE or other lottery funders, local authorities, universities, other public sector bodies or private trusts and foundations.

This funding can be used for financial resilience during this time. It can also be used to help organisations continue to create arts and culture during this time. This could include support to make your work accessible online.

There will be two funding rounds in quick succession – each with £25million available. Organisations are only able to apply to one of the rounds. Round 1 will open on 9th April and close at midday on 16th April. Round 2 will open on 16th April and close at midday on 30th April.

Please note that this fund is only available to accredited museums.

Funding can be used for:

- ⊗ Activity intended to prevent your organisation ceasing operation due to the financial implications of COVID-19. This can include urgent changes of business model, essential operational costs such as rent and staff costs, IT and other equipment-related costs, and/or
- ⊗ Development and the delivery of activity specifically designed to be deliverable during the next six months, including development projects in readiness for organisations restarting normal operations and public facing projects.

Funding can't be used for:

- ⊗ Any other activity you would normally apply to ACE Project Grants for, such as touring work or work beyond the next six months.
- ⊗ Work that can't be delivered now (for example, work for live audiences)
- ⊗ Historic organisational debt
- ⊗ Costs or losses not incurred as a result of coronavirus

The funding must be used within six months of receiving the grant. ACE say this funding is designed to complement other funding and support available (such as the government measures listed above). The guidance says “you should only apply for funding if you cannot access support for those costs elsewhere”.

For museums applying to ACE and NLHF's COVID-19 response, they should only accept funding from one.

Museums wishing to apply will need to ensure they have registered on ACE's Grantium system by 3rd April.

If you are an individual artist, creative or freelancer -

<https://www.artscouncil.org.uk/funding/financial-support-artists-creative-practitioners-and-freelancers>

£20million will be available to individual creatives and freelancers. Grants of up to £2,500 (£3,000 if you have additional costs relating to a disability) will be available to “Creative practitioners whose main work is focused on music, theatre, dance, visual arts, literature, combined arts or museum practice. This includes: choreographers, writers, translators, producers, editors, freelance educators in the disciplines and artforms we support, composers, directors, designers, artists, craft makers and curators.

Applicants must have a track record of working in the publicly funded culture sector. This can include direct support (where you have been directly awarded a grant or commission) or indirect support (where you have been commissioned by an organisation that itself receives public funding).

The funding can be used for basic financial support during this time, with the hope that it will provide freelance creative practitioners with time to stabilise, think and plan for the future. It could also include covering additional costs such as equipment, license costs for digital products.

You cannot apply for funding if:

- ⊗ You have also applied to Help Musicians UK, Equity Charitable Trust, Dance Professionals Fund, The Theatrical Guild, Outdoor Arts UK, Society of Authors of a-n for coronavirus support.
- ⊗ You do not generate more than 50% of your income through freelance work

The funding can't be used for:

- ⊗ Out-put focused proposals, such as the creation of new work
- ⊗ Students specifically applying for their higher education tuition fees and associated costs

There will be two funding rounds in quick succession, with the budget split equally between the two. The first will open for applications on 9th April and close on 16th April. The second will open on 16th April and close on 30th April.

Those wishing to apply need to have registered on ACE's online Grantium platform by 3rd April.

Paul Hamlyn Foundation - <https://www.phf.org.uk/covid-19-support/>

On 6th April Paul Hamlyn Foundation announced that it was creating a £20million Emergency Fund to help organisations to deal with the coronavirus pandemic.

£1million of this has been split equally between the National Emergencies Trust and the London Community Response Fund. Grants will also be distributed to artists and composers that have been nominated for the 2020 Paul Hamlyn Awards for Artists.

To begin with the priority is to provide support to organisations already in receipt of a grant from Paul Hamlyn Foundation, or who have already begun discussions with PHF about funding. They have already been in touch with existing grant-holders with more information. However, the Foundation has said they “continue to be open to conversations during this challenging time” and encourage people to keep checking the website for updates.

As part of this, Paul Hamlyn Foundation have paused their existing grant programme until Autumn 2020.

Art Fund - <https://www.artfund.org/blog/2020/03/17/covid-19-message-museum-network-and-grant-holders>

The Art Fund has two open funding programmes to help museums, galleries and visual arts organisations:

The Small Project Grants provides grants of up to £10,000 for organisations to test new ways of working that will benefit their audiences. This might be appropriate for museums seeking new ways to keep people engaged with their work during lockdown.

Professional Network Grants - grants of up to £15,000 (through two strands – a small grants round of up to £5,000 and a large grants round of between £5,000 and £15,000) to help museum professionals keep in touch with each other and share best practice. Art Fund warmly encourage applications that can be realised digitally or by using new technology.

Art Fund say “We are adapting our programmes and being flexible around timing and eligibility to help you access our funding more easily than ever before and meet the pressing needs of the sector”. It is worth checking their website for any updates on new grant funds or changes to existing funds as the situation develops.

Historic England - <https://historicengland.org.uk/coronavirus/fund/>

Historic England’s Covid-19 Emergency Response Fund is designed to help “heritage organisations, voluntary groups and self-employed contractors survive the immediate challenges posed by the pandemic, and to prepare for recovery”.

The fund aims to give away up to £2million which will be used “to support organisations that are severely affected by the coronavirus crisis and who require additional emergency financial support in addition to the support packages announced by the Government and/or Lottery channels”. There are two streams for this funding:

Emergency Revenue Funding – grants of up to £25,000 are available for local or national heritage organisations, including privately-owned heritage attractions and heritage

businesses (such as conservation specialists and suppliers of conservation materials), where other Government and/or Lottery channels of support are not applicable.

Grants through this strand can be used to cover essential expenditure, such as staff salaries (where these are not supported by other Government and/or Lottery channels of support) and costs to allow applicants to operate at a minimal level and respond to the current situation. They can also help to cover essential operational costs (such as rent, rates, insurance increases and security of heritage assets, sites or offices). They cannot be used to fund costs that are eligible for other Government and/or Lottery channels of support; the remaining 20 per cent salary costs for staff on furlough or any additional salary costs above the furloughing cap; or redundancy costs.

To be considered for revenue support organisations will need to provide evidence that they do not have sufficient reserves to cover operational costs for the next three months, demonstrate that the coronavirus crisis is the principal reason for the revenue problem, and provide evidence that they have investigated other possible routes for grant funding, including other grant givers.

Projects and Activities – grants of up to £50,000 are available for projects which respond to the current crisis and will contribute to the recovery of the heritage sector. These projects might enable us to reduce risk to heritage caused by the coronavirus crisis by providing information, resources and skills that will help us understand and sustainably manage heritage assets now and in the future. They could allow us to understand the nature and degree of the additional threats to heritage as a result of the current crisis, understand which aspects of it are the most significant and most vulnerable, and develop creative ways to help us look after it. They might enable people to understand, value and enjoy the historic environment, perhaps through skills or engagement, either now during the current crisis, as we enter the recovery phase, or for future legacy.

Applications can be submitted by heritage organisations, self-employed contractors, third-sector organisations and voluntary groups across a range of activities.

More information about the criteria and application process for these two funding streams can be found here - <https://historicengland.org.uk/content/docs/grants/calls-for-proposals-covid-19-emergency-response-fund/>

NB: Being in receipt of some other Government and/or Lottery channels of support does not necessarily preclude application for Historic England funding, providing it is not a duplication of funding.

John Lewis Partnership Community Support Fund

The John Lewis Partnership has committed to making £1million available to communities across the UK “to help those in need at this time of national crisis”. The fund will be distributed by local Waitrose shops but it is not clear if this will be in the form of cash grants

or whether the money will be used to provide services directly to those affected by the coronavirus pandemic.

You can read the announcement launching this fund here -

<https://www.johnlewispartnership.co.uk/media/press/y2020/jlp-announces-new-measures-to-support-customers.html>

We will update this as more information becomes available.

CAF Coronavirus Emergency Fund - <https://www.cafonline.org/charities/grantmaking/caf-coronavirus-emergency-fund>

CAF are making emergency grants of up to £10,000 available to small charities most affected by coronavirus. To be eligible, organisations must have an income of under £1million in the last financial year. It is open to organisations with a charitable purpose, which includes unregistered charities and social enterprises.

Describing what you can apply for, the fund's website says:

“You can apply for unrestricted funding for core costs, staffing, volunteer costs, supplies and equipment, communications or other critical charitable areas. You must be able to describe how an emergency grant will improve the situation for your organisation and community...Please remember that this is intended as an emergency fund to enable your charitable activities to continue at the moment in whatever way is needed; it is not designed to replace other lost income in the longer term.”

Priority will be given to:

- ⊗ Charities, and other organisations, whose established charitable activities are at risk of being severely reduced to the detriment of vulnerable groups
- ⊗ Organisations that are having to deliver core services in fundamentally different or unusual ways in order to respond to the crisis and still reach their beneficiaries
- ⊗ Organisations that are deeply embedded with communities and have established networks to deliver their charitable activities
- ⊗ Organisations experiencing current cashflow problems, rather than concerns that future income will be reduced.

Applications are made online via a link from the funds website. CAF aim to make grant payments to successful applicants within 14 days.

Update – 6th April: Due to high demand, CAF are **pausing applications at the close of business on 6th April**. This will enable them to process the applications they have received so far. They hope to make more funding available at a later date.

The Yapp Charitable Trust - <https://yappcharitabletrust.org.uk/>

The Yapp Charitable Trust provides grants of up to £3,000 per year for up to three years to support the running costs of small charities (defined as those with annual income under £40,000 per year). Charities must be working in one of the five priority areas:

- ⊗ Elderly people
- ⊗ Children and young people (aged 5 to 25)
- ⊗ People with physical impairments, learning difficulties or mental health challenges
- ⊗ Social welfare
- ⊗ Education and learning

Full guidelines and the online application form can be found on the Trust's website.

Clothworkers' Emergency Capital Programme - <https://www.clothworkersfoundation.org.uk/clothworkers-emergency-capital-programme/>

The Clothworkers' Foundation are making emergency capital grants of up to £5,000 available. These can be used for "essential capital items to adapt or increase services in response to the novel coronavirus pandemic. Priority will be given to organisations supporting vulnerable and 'at risk' groups within [the Foundation's] programme areas".

The Foundations programme areas include:

- ⊗ Alcohol and substance misuse
- ⊗ Disadvantaged minority communities
- ⊗ Disadvantaged young people
- ⊗ Domestic and sexual abuse
- ⊗ Homelessness
- ⊗ Older People
- ⊗ People with disabilities
- ⊗ Prisoners and Ex-offenders
- ⊗ Visual Impairment

To be eligible, your organisation must have income of under £2million per annum and you must be able to demonstrate your not-for-profit status.

Applications should be made via the website. The Foundation is aiming to provide applicants with a decision within two weeks.

London Funders Statement - <https://londonfunders.org.uk/about/covid-19>

Many of the grant funders that typically support museums and cultural organisations have signed a statement to set out their approach during the coronavirus crisis. This is a commitment to organisations they are already funding, saying that they will:

- ⊗ Maintain grants at the agreed level, even if organisations have to change their work or their previously agreed deliverables
- ⊗ Moving reporting deadlines to reduce pressure on grantholders at this time
- ⊗ Allowing grant money to be used for different purposes to help organisations to respond to the current challenges they are facing
- ⊗ Be open to listening to organisations and understanding the challenges they are facing

While this commitment has been coordinated by the London Funders network, it has spread to funders across the country. To date, it has been signed by 224 funders, including Wolfson Foundation, Garfield Weston Foundation, Pilgrim Trust, the Sainsbury Family Charitable Trusts, Comic Relief, John Ellerman Foundation and Henry Smith Charity.

Our Top Tips

- 1. Contact your existing funders.** The people most likely to help you at this time are those already supporting your work. Many grant funders are changing the conditions of their grants to enable organisations to respond to the current situation. This includes turning restricted grants into unrestricted donations, relaxing reporting deadlines and advancing grant payments.
- 2. Be honest with your current funders about the challenges you are facing.** Funders can only respond if they know what the problem is. Many are actively asking organisations to tell them about the challenges they are facing. Funders are trying to adapt to this situation just like you are. Their trustees and managers will be discussing how best to help organisations at this time. Your input can help ensure they come up with an appropriate response. (NB. The Association of Independent Museums are also asking museums to let them know of any emergency financial situations they might find themselves in to help support their current advocacy work. You can inform them by emailing info@aim-museums.co.uk).
- 3. Consider your fundraising needs when making decisions on whether or not to furlough staff.** The Coronavirus Job Retention Scheme provides support for covering salary costs for staff unable to work during the crisis. To be eligible, organisations must furlough. The minimum furlough period is three weeks and during this time they are not able to carry out any work for the organisation – even on a voluntary basis. While we are aware that furloughing staff might be the only option available to organisations we urge museums to take time to consider your needs – including your fundraising needs – both short term and into the future. In the short term it is likely that you will need someone to complete applications for emergency funding and to liaise with existing supporters. Longer-term there will be costs associated with reopening and delivering your workplan. The person applying for funds and communicating with your existing supporters doesn't necessarily need to be the same person as under "normal circumstances" but this workload needs to be considered when assessing the resources you need at this time.
- 4. Sign up to receive announcements from your local community foundation, your local MP, your local council and your local ACE and Heritage Fund officers.** A lot of decisions on how to respond are being taken quickly. As we have seen with the NET funding, national bodies are turning to local partners to help get funding and support to organisations as quickly as possible. Proactively connecting with the people likely to be distributing this in your area enables you to stay on top of calls for proposals. Make sure you are signed up to their newsletters and follow them on Twitter.
- 5. Sign up to receive announcements from the Museums Association, the Association of Independent Museums (AIM), SHARE Museums East, Arts Council England, the National Lottery Heritage Fund (NLHF) and UK Fundraising.** There is a drive to get funding out as quickly as possible. This has resulted in rolling programmes, where getting your application in early can be an advantage. This means you need to be in

the know when funding becomes available. Funding pots or support specifically targeted at museums are likely to be communicated through the sector-wide support organisations. Make sure you are signed up to their newsletters and following them on Twitter. (You can find information from AIM about coronavirus financial support here - <https://www.aim-museums.co.uk/coronavirus-support-finance/>). This can be extended to other sector press, such as Arts Professional, who have removed the paywall for coronavirus-related content. UK Fundraising is a free resource that is a good source of information for more general funding opportunities around the coronavirus crisis. While not everything will be relevant to museums, there are likely to be some funds to support charities across the spectrum. You can sign up here - <https://fundraising.co.uk/>.

- 6. Reach out to funders before submitting new applications.** Many of the traditional arts and culture funders are still “open for business”, making grants based on their existing criteria and, where possible, working to their pre-Covid-19 timetables. However, there are likely to be conversations going on in the background about how they should best respond to this situation which could see a rapid change to their activity. Before submitting any new applications – either as part of your work to respond to Covid-19 or for post-coronavirus projects – try and make contact to check that nothing has changed. You don’t want to spend time on an application if the trust is about to pivot their grant-making, or pause their programmes. This is also a good opportunity to build a relationship with potential funders.
- 7. Check in on existing individual supporters.** Some of the most important fundraising actions you can take today won’t feel like fundraising. Your supporters and volunteers are going to be just as scared and confused by all of this as you are. It’s likely they will also feel lonely, bored and isolated as the lockdown continues – if they don’t already. Reaching out to check they are ok and focusing on their needs rather than the museum’s needs can help to strengthen the relationship you have with them. Pick up the phone, send an email, arrange a video call. Talk to them human to human and let them know you are thinking of them. Something as simple as sending a picture of something in your collection you think they might like can brighten someone’s day and help build a bond. This is about building long-term relationships.
- 8. Give people the chance to convert refunds into donations.** If people have bought tickets to exhibitions, give them the chance to turn their refund into a donation. This won’t be appropriate for everybody – remember, some people will be worried about how the lockdown is going to impact their finances. However, there are others who will not see any change to their financial position. For those in a more stable position this can be an easy way for them to support your work at this time.
- 9. Recruit your website and social media channels to your fundraising team (if they are not already).** While your museum is closed your online channels now represent your best way of engaging with your audience and supporters. Many organisations are already looking at how they can increase the content available on their website, including blogs, behind-the-scenes videos, virtual museum and exhibition tours and

interviews with curators. This is a good time to make sure people can also make donations through your website. There are a number of online donation platforms available (we've written a free resource with some tips of what to consider when choosing an online donation platform and a summary of some of the main options - <http://apollofundraising.com/blog/online-donation-platforms/>). Make it easy for people to give and then actively promote this as a way that visitors to your website can help at this time. (Don't assume they will know that you need support at this time, or that they will come to your site already thinking about donating!)

10. Consider launching an appeal. In times of crisis it is natural for people to want to help. We have already seen people donating in large numbers to their favourite causes to help them respond to the current crisis. Your museum will have a passionate and loyal group of supporters already known to you. People will help if they know you need it. Let them know what has been put at risk as a result of the coronavirus outbreak, what you need people to do to help and what impact it will have. Then make sure you have made it as easy as possible for people to help.

What is stopping you from taking your fundraising to the next level?

Unsure about the steps you need to take? Worried that your team doesn't have the skills or knowledge they need to be successful? Nervous about putting your plan into action?

We all need a helping hand from time to time. Apollo Fundraising can provide the support you need to achieve your fundraising goals.

We can help you *find your direction* – we've helped arts organisations write their first fundraising strategy, planned large-scale capital appeals and reviewed the strategies of successful teams looking to take their fundraising to the next level.

We can help you *improve your skills* – we've trained arts fundraisers, volunteers, board members and senior managers. We've provided training on topics such as making the ask, making the most of digital technology and setting up individual giving schemes.

We can help you *build your confidence* – we've coached theatres on approaching major donors, mentored visual arts organisations on launching crowdfunding campaigns and supported museums to put their fundraising plans into action.

Need a helping hand? Contact us today to see how we can support you!



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