



The Art of Grant Fundraising

David Burgess

Director
Apollo Fundraising



What you THINK it's like:



What it's ACTUALLY like:



“charities with **private**,
independent and sustainable
income that **fulfil their purposes**
by funding or otherwise
supporting individuals or other
organisations.”

Association of Charitable Foundations

Trusts traditionally tend to prefer...

- ⊗ Time-limited projects
- ⊗ Projects with a benefit beyond “art for art’s sake”
- ⊗ Innovative work/new approaches - Risky projects?
- ⊗ Transformational projects - legacy
- ⊗ Projects with learning opportunities for other orgs
- ⊗ Projects run by Charities!

However, things are shifting...

- ④ Demand rising, available funds are not
- ④ Funders looking at building longer-term relationships?
- ④ Funders prioritising scalable success over new and shiny?
- ④ Prioritising smaller and local?

Most proposals answer the wrong question



~~How do we
give away
£1m?~~

How do we
best achieve
our mission?



What do Trusts need to know?

- ⊗ How does this meet our aims?
- ⊗ What is the need for this work?
- ⊗ How much money do they need? And when?
- ⊗ What impact will our gift have? Value for money?
- ⊗ What are the risks?

Why should **we** support this over other projects?



Ask not
what this
Trust can
do for you...

...but rather
what you
can do for
this Trust

What can you do about it?

- ④ Be picky about who you apply to
- ④ Make sure you fully understand the funder's aims
- ④ Be explicit about how your project will help the funder meet those aims
- ④ Quantify the impact their grant will have against those aims
- ④ Use the funder's language...but show you know what it means/how it is relevant to you

Where to find potential funders



The Muggle Question:

What do I need
funding for?

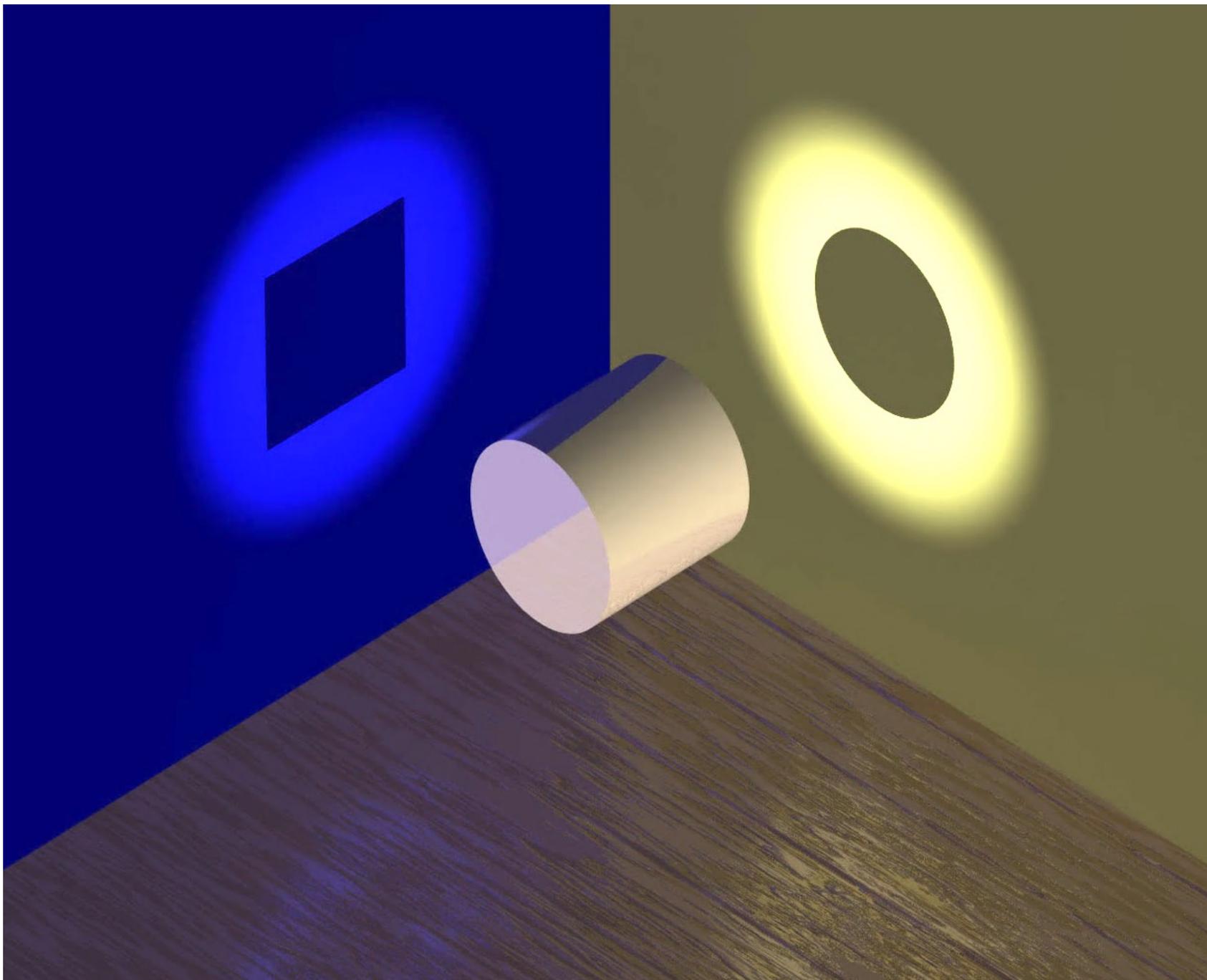
The Better Question:

Why?



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FUNDRAISING

*Crafting practical funding solutions to power
amazing cultural organisations*



Preservation of
Heritage?

Public Engagement
with Heritage?

Physical
Health?

Mental
Health?

Education?



Environmental?

Young people?

Older People?

Community
Cohesion?

Regeneration?

Social Welfare?

Supporting specific
groups /communities?

Where to look

- ④ Funding Databases (print and online)
- ④ Supporters Lists
- ④ Council newsletters
- ④ Sector body newsletters
- ④ Own networks
- ④ Commissioned research?



Funds | Online



Grants Online



GrantFinder



Crafting practical funding solutions to power amazing cultural organisations

Funds | Online

FIND YOUR FUNDING NOW



Organisation



Arts, culture and heritage



Refine focus further (all)



Refine focus even further (all)



Add additional search criteria

Search

Refine results

Search results

View my dashboard

Save search criteria in my dashboard

Key word search



1,060 results

Page: 1 2 ... 35 36 >

Sort: Grant Total

30 per page

Subscription type

Grant-making charities funding organisations



Grant-making charities funding individuals

Upgrade

Company giving for organisations

Upgrade

Government and statutory support for organisations

Upgrade

Fund

Supports

Beneficial areas

Grant total*

Arts Council England

Arts Council England invests public money from the government and National Lottery to support activities across the arts, museums and libraries in England. The council's work is described on its website: 'We champion, develop and invest in artistic and cultural experiences that enrich people's lives. We support activities across the arts, museums and libraries - from theatre to digital art, reading to dance, music to literature, and crafts to collections.'

[Read More...](#)

Arts, culture and heritage

Complementary and alternative therapies

England

£655 million (2019/20)

Save fund to dashboard

Established:

1973

Contact:

Robert Bell
Director

Address:

The Peak
5 Wilton Road
London
SW1V 1AP

Phone:

020 7410 0330

Email:

info@sfct.org.uk

Website:

<http://www.sfct.org.uk>

Trustees:

Lady Susan Sainsbury; Judith Portrait; Timothy James Sainsbury; Sir Timothy Sainsbury; Camilla Sainsbury; Amanda McCrystal.

Last updated:

16/03/2020

Focus of work:

Arts and heritage; cathedral and church restoration; health; welfare; education; overseas development.

Beneficial area:

UK; sub-Saharan Anglophone Africa; Ethiopia; Central and Eastern Europe.

General information:

The trust is one of the 17 grant-making charities that make up the Sainsbury Family Charitable Trusts.

Areas of work

The Headley Trust is prepared to consider unsolicited applications as long as they closely match one of the areas of interest listed below:

Arts and heritage (UK)

- Conservation of industrial, maritime and built heritage
- Regional and national museums, galleries and libraries
- The display, study and acquisition of British ceramics
- Arts education/outreach and access to the arts, particularly for people with disabilities or people suffering hardship
- Archaeology

Cathedrals & Major Churches

Financial information:

Financial year end: 05/04/2019

Assets: £71,950,000

Income: £2,370,000

Grants to organisations: £3,101,000

Further financial information:

Grants were broken down as follows:

Purpose	Amount	Number of grants
Arts and heritage (UK)	£1,770,000	110
Health and social welfare	£675,100	91
Education	£287,400	9
Developing countries	£261,500	10
Arts and heritage (overseas)	£108,500	7

Sample beneficiaries:

Orbis Charitable Trust (£80,000); Central School of Ballet (£50,000); Black Country Living Museum (£35,000); Lincoln Cathedral (£25,000); City & Guilds of London Art School (£20,000); Horatio's Garden (£10,000); Parental Engagement Network (£5,000); London Youth Choir (£4,600).

Exclusions:

The trust does not fund:

- Individuals
- Education centres, conferences, exhibition or heritage spaces
- Organs, clocks, bells, plumbing, kitchens or heating (for cathedrals/churches)

How to apply:

Applications can be made online using a form on the trust's website. Alternatively, applicants may wish to apply by post. Applications by post should be no longer than two sides of A4 and provide the same information as the online form.



Who the charity helps

1 selected

- Children/Young People (135751)
 - Elderly/Old People (70011)
 - Other Charities Or Voluntary Bodies (56051)
-

How the charity helps

1 selected

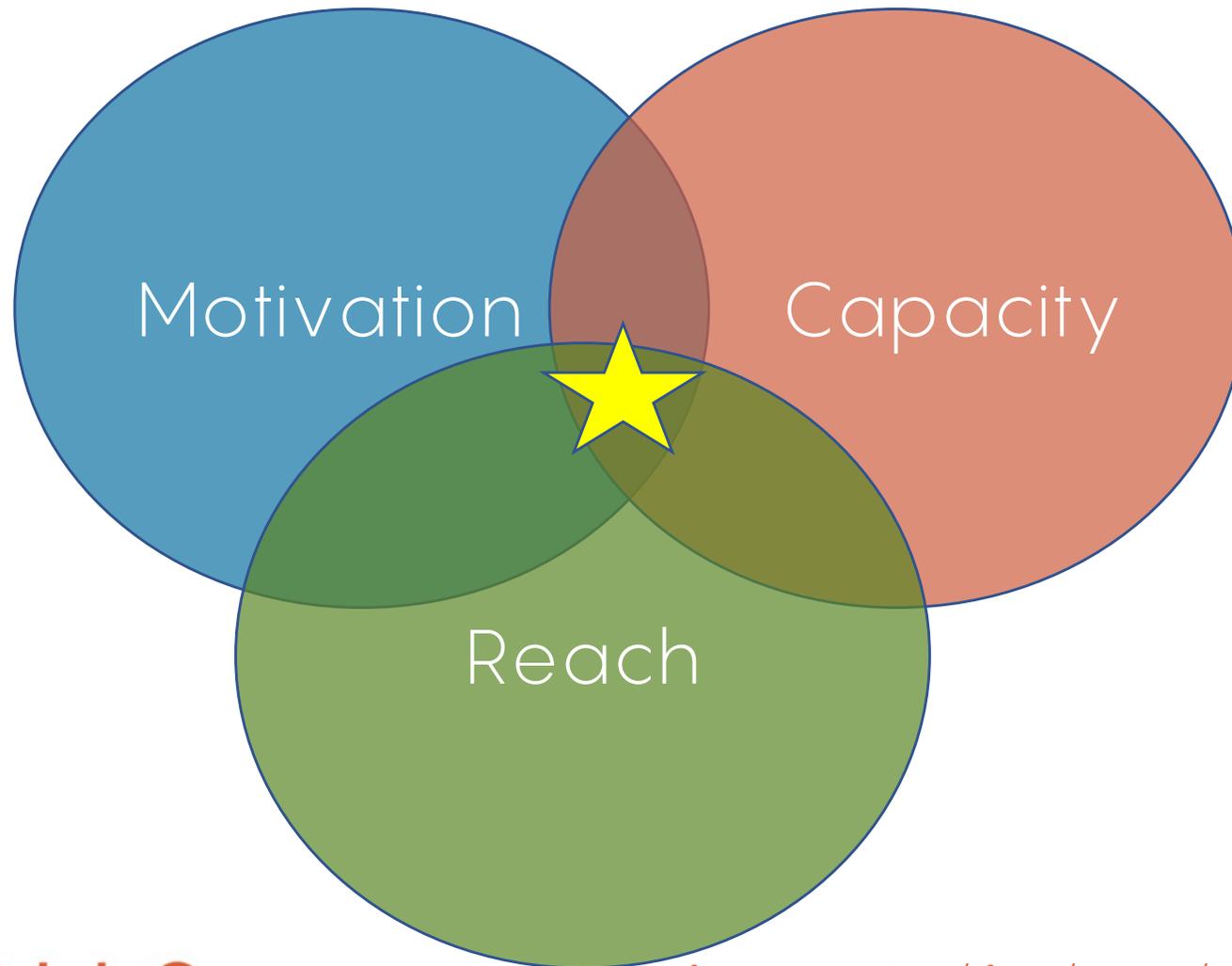
- Acts As An Umbrella Or Resource Body (21875)
 - Makes Grants To Individuals (49489)
 - Makes Grants To Organisations (68514)
-

- Main way of carrying out purposes is grant making





Are they the right funder?
Are you the right fundee?





Trust website and social media channels

THE WOLFSON FOUNDATION

Charity number: 1156077



Charity reporting is up to date

[Charity overview](#)

[What, who, how, where](#)

[Governance](#)

[Trustees](#)

[Financial history](#)

[Assets and liabilities](#)

[Accounts and annual returns](#)

[Governing document](#)

[Contact information](#)

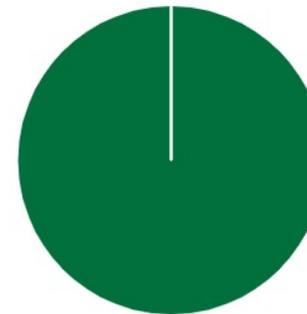
Activities - how the charity spends its money

The objectives of the Wolfson Foundation are grant-giving. On 4 April 2014, the operational activities and net assets of the Wolfson Foundation (a charitable trust, registered number 206495) passed to the Wolfson Foundation, charity number 1156077 (a charitable company). The accounts for the years ending 5 April 2014 and earlier can be viewed on the charity's website at www.wolfson.org.uk.

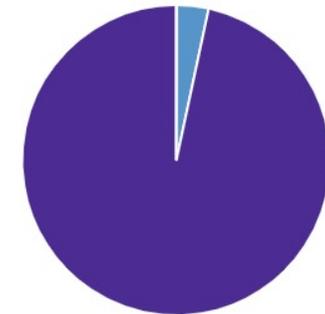
Income and expenditure

Data for financial year ending 31 March 2020

Total income:
£21,170,357



Total expenditure:
£45,962,323



Charity Commission and Annual Accounts



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Wolfson Foundation @wolfsonfdn · Feb 17
Reopening tomorrow at 10am 🎉

Thrilled to have supported the transformation of this space through the @DCMS / Wolfson **Museums** and Galleries Improvement Fund

Congratulations @McrMuseum 🌟

Manchester Museum @McrMuseum · Feb 17
Thanks to everyone who joined us last night for a wonderful evening celebrating the imminent reopening of the museum. We open at 10am on Saturday. #MMReturns

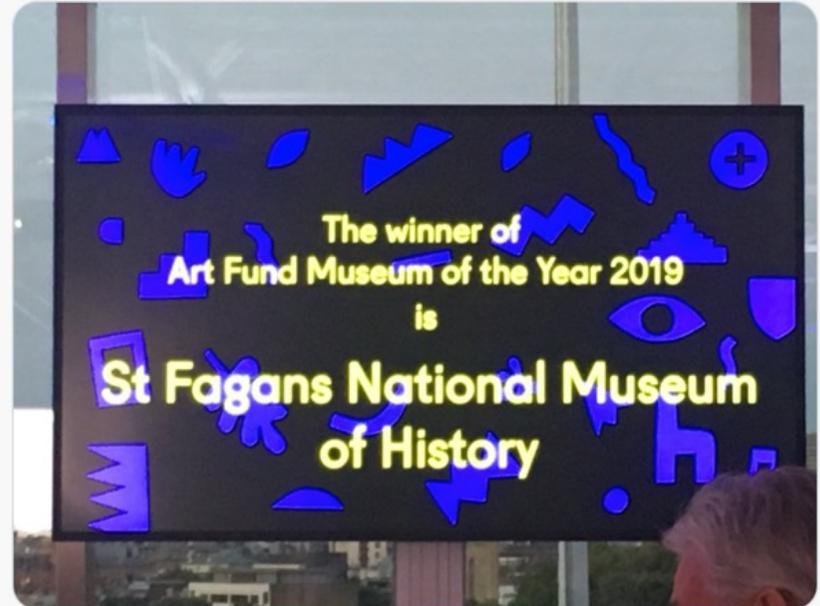


🗨️ ↻️ 5 📊 1,108 ⬆️

Wolfson Foundation @wolfsonfdn · Feb 6
1) A project that celebrates Cornish heritage. At @Cornwall_Museum, they are using their grant to piece together an archive collection focused on the rich history and unique heritage of Cornwall



Paul Ramsbottom @PaulBRamsbottom · Jul 3, 2019
And the winner of #MuseumOfTheYear is St Fagans. Huge congratulations!!! Great to have a @wolfsonfdn project as winner. @artfund @StFagans_Museum



🗨️ ↻️ 1 📊 20 ⬆️

Paul Ramsbottom @PaulBRamsbottom · Jul 2, 2019
Looking forward to being at #MuseumoftheYear tomorrow. A good showing of @wolfsonfdn funded orgs on shortlist: @HMSCaroline @Nottm_Contemp @Pitt_Rivers @StFagans_Museum & @VADundee

🗨️ ↻️ 3 📊 20 ⬆️

Paul Ramsbottom @PaulBRamsbottom · Mar 7, 2019
"There could be no more important moment to support the next generation of researchers and to emphasise that UK universities are flourishing, global institutions." But it is also important to emphasise that other cultural institutions (including **museums** & galleries) can apply.

🗨️ ↻️ 1 📊 ⬆️

C/

Annual Accounts — useful bits

- ⊗ Objectives and Activities for the Public Benefit
- ⊗ Structure, Governance and Management
- ⊗ Grant-making process and policy
- ⊗ Achievements and Performance
- ⊗ Financial Review
- ⊗ Plans for the Future
- ⊗ Expenditure breakdown
- ⊗ Full grant list
- ⊗ Related Party Transactions

Motivation

- ④ Closeness to stated aims & objectives
- ④ Favoured projects — Core? Capital?
- ④ Funded similar things?
- ④ Future plans?
- ④ Signs of flexibility?



Future Plans

- ⊗ Change in priorities
- ⊗ Celebrations or anniversaries
- ⊗ Change in financial position
- ⊗ Change in personnel
- ⊗ Winding down



What they say v what they do

“We support the advancement of education in culture, heritage and the performing arts”

Culture and Arts

The National Gallery Trust
Gilbert White House and the Oates Museum
Watts Gallery
British Institute of Archaeology at Ankara
Faust Chamber Orchestra
Garsington Opera
British Museum Society
Old Vic Theatre Trust
National Portrait Gallery
Stanley Spencer Gallery
The British Museum
The Holburne Museum
Glyndebourne Arts Trust
Glyndebourne Productions
The Art Fund
Windsor Festival Society Limited
Royal Opera House Foundation
Whitechapel Art Gallery

Capacity to Give

- ④ Average Grant?
- ④ Upper and lower limits?
- ④ Characteristics of larger grants?
- ④ Amount to new projects?



Culture and Arts

The National Gallery Trust	10,200	-
Gilbert Whites House and the Oates Museum	10,000	-
Watts Gallery	10,000	-
British Institute of Archaeology at Ankara	5,000	-
Faust Chamber Orchestra	5,000	-
Garsington Opera	5,000	-
British Museum Society	1,500	1,500
Old Vic Theatre Trust	1,500	1,000
National Portrait Gallery	1,250	1,200
Stanley Spencer Gallery	1,250	-
The British Museum	1,000	-
The Holburne Museum	1,000	-
Glyndebourne Arts Trust	170	170
Glyndebourne Productions	-	14,400
The Art Fund	-	11,500
Windsor Festival Society Limited	-	5,000
Royal Opera House Foundation	-	2,173
Whitechapel Art Gallery	-	1,000
Total culture and arts	52,870	50,643

In your reach?

- ⊗ Eligibility and exclusions
- ⊗ Timeframes
- ⊗ Rules and Processes



Applications

Unsolicited applications are not considered.

Exclusions

No grants to individuals or non-registered charities.

Who is involved?



Grant
Managers and
Administrators



Board and
Funding Panel
members



Advisors and
networks



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Funder: _____ Project: _____

Criteria	Things to Consider	Strengths	Weaknesses	Score (out of 10)
Motivation How well does your proposed project align with the aims of the funder?	<ul style="list-style-type: none"> ⊗ How closely does your project align with the funders' stated aims? ⊗ Have they funded similar organisations/ projects before? ⊗ What do you know about their future plans? ⊗ Does their previous grant-giving show signs of flexibility? 			
Capacity How well does your proposed ask fit with the funder's previous grant-making?	<ul style="list-style-type: none"> ⊗ How does your proposed grant compare to their average grant? ⊗ If higher, how does your project compare to those to previously receive larger grants? ⊗ What % of grants go to new projects/ orgs each year? ⊗ Are they likely to have more or less money to give this year? 			

<p>Reach</p> <p>How strong is your existing connection to the funder? How warm are they to an approach from you?</p>	<ul style="list-style-type: none"> ⊗ Do you match all of the eligibility criteria? ⊗ Are they open to unsolicited applications? ⊗ Does your org have an existing relationship with this funder? ⊗ Do you have any personal connection to any of the decision makers? ⊗ Does the timeframe for a decision align with the timeframe for your project? 			
<p>Total (out of 30)</p>				

Scores:

0 to 15 Weak prospect (success rate c. 10+:1)

15 to 25 Medium prospect (success rate c. 7:1)

25 to 30 Strong prospect (success rate c. 4:1)

You've researched enough when you know...

- ④ What project (or part of your project) to apply for
- ④ How much to apply for
- ④ When to apply
- ④ How to submit the best possible application

Where are the gaps in your knowledge?



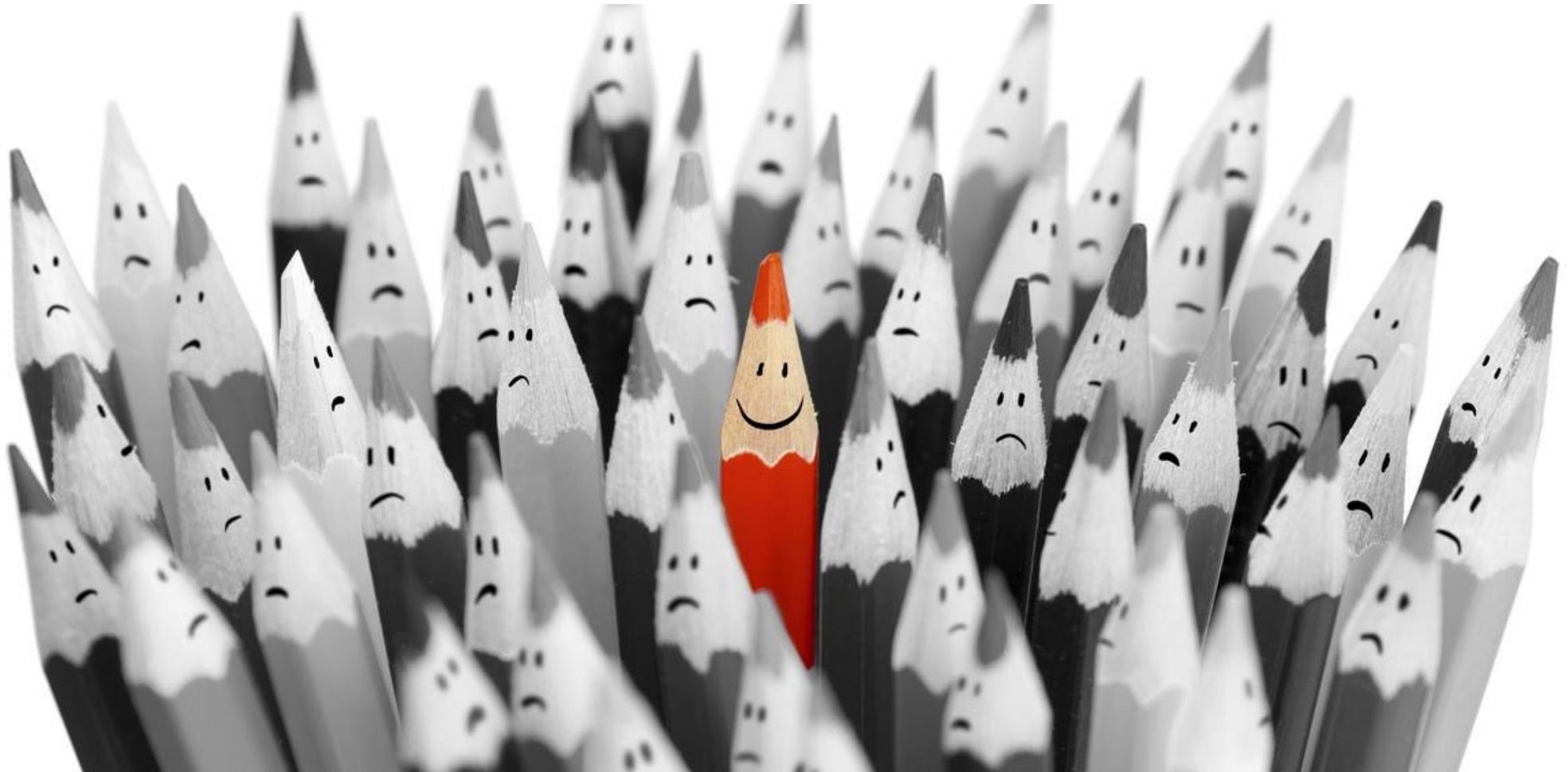
How can you fill the gaps?

- ④ Phone/Zoom call
- ④ Email
- ④ Invite to events/site visit
- ④ Visit them
- ④ "Chance encounter"
- ④ Speak to other people connected with the funder
- ④ Speak to other people who have had funding

Less reliance on your written proposal to win them over



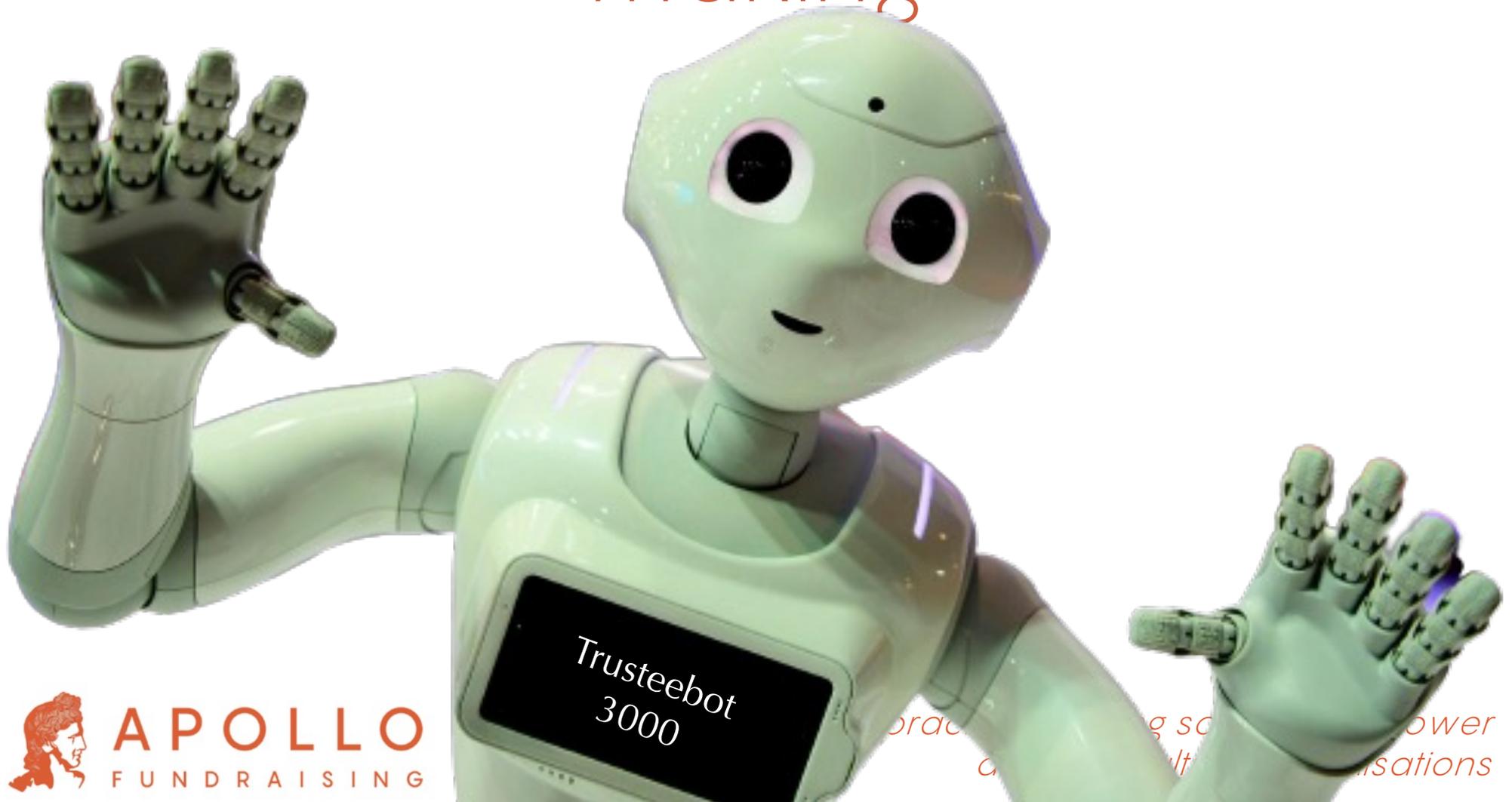
Familiarity can help you stand out from the crowd



Have an advocate in the room



Benefit from the human/sub-conscious side of decision making



Benefit from flexibility in the rules



Other things you can learn from the relationship

- ④ Any “hidden” aims/priorities?
- ④ Any gaps they are trying to fill?
- ④ Are there biases towards certain types of project?
- ④ Are certain times better than others to apply?
- ④ How do they make decisions on how much to give?
- ④ What information is most important during the decision-making process?
- ④ Any people to specifically appeal to?

Getting the most from a meeting

- ⊗ Remind yourself what you need from each activity
- ⊗ Remind yourself what you already know
- ⊗ Have options
- ⊗ Practice!
- ⊗ Practice answers to difficult questions
- ⊗ Tell stories
- ⊗ Ask open questions...and listen to the answers
- ⊗ Share your passion

Time is not on your side



What can you do about it?

- ④ Short - only say what you need to say
- ④ Short, simple sentences
- ④ Top and Tail with key points
- ④ Highlight key points with bold text, headings & image captions
- ④ Don't rely on attachments or external links
- ④ Get your proposal in early!

 You Retweeted



Paul Ramsbottom @PaulBRa... · 51m 

Exactly one week today until the [@wolfsonfdn](#) funding deadline. The team have a soft spot for those who get their applications in early!



Deadline = 5pm...

...so what happens to this one?



Make it easy to read

- ④ Protect the White Space!
- ④ Use short sentences and simple language
- ④ Use headings, pictures, bullet points
- ④ Use left-justified text

Most proposals are gobbledygook

what are other
words for
gobbledygook?



gibberish, rubbish, balderdash,
drivel, bull, bunk, mumbo jumbo,
nonsense, baloney, poppycock



Remember the Gerenuk!



The Curse of Knowledge

“Once we know something, we find it hard to imagine what it was like not to know it.

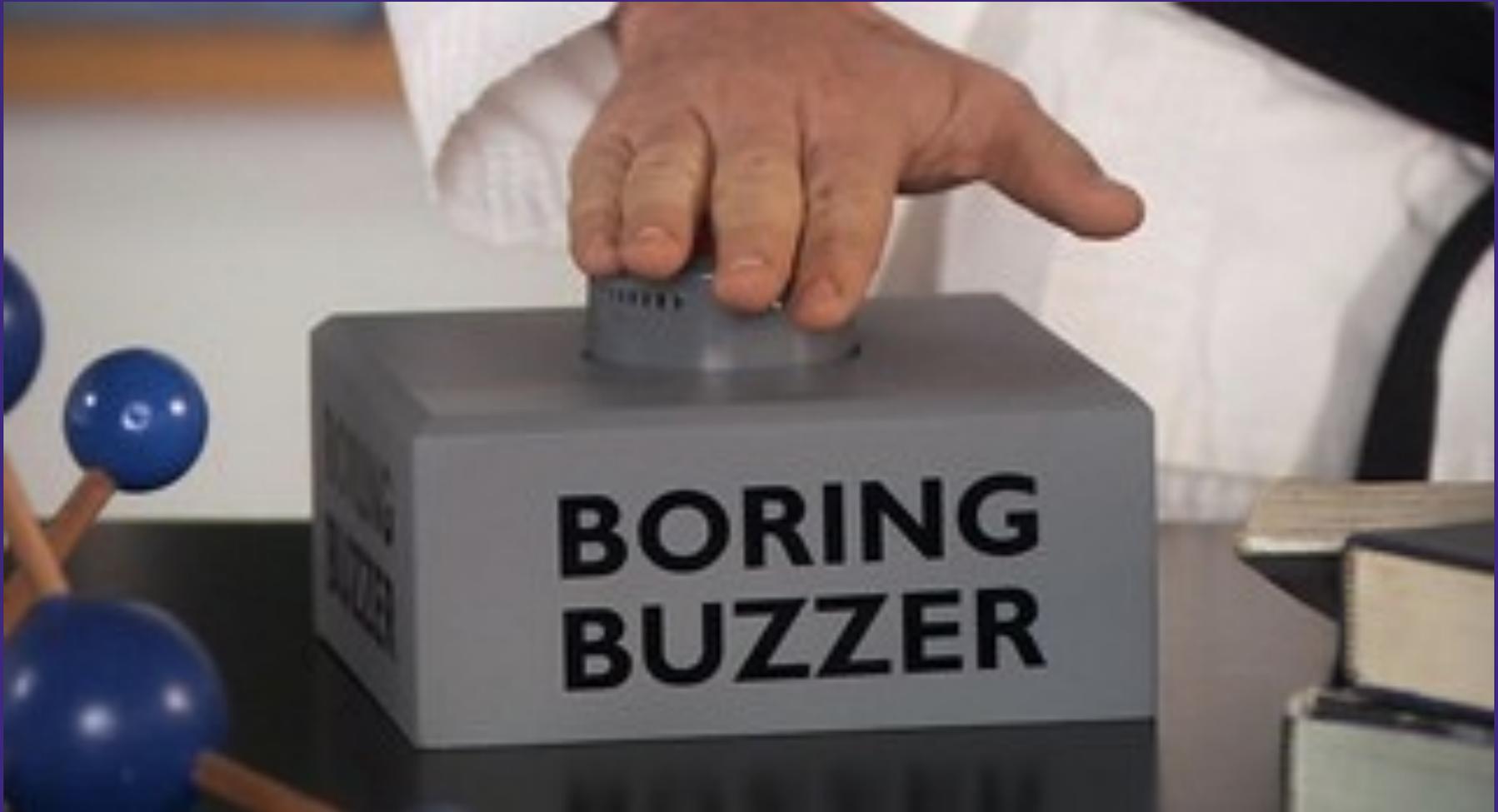
Our knowledge has “cursed” us. And it becomes difficult for us to share our knowledge with others, because we can’t readily re-create our listeners’ state of mind”.

Chip and Dan Heath, Made to Stick

What can you do about it?

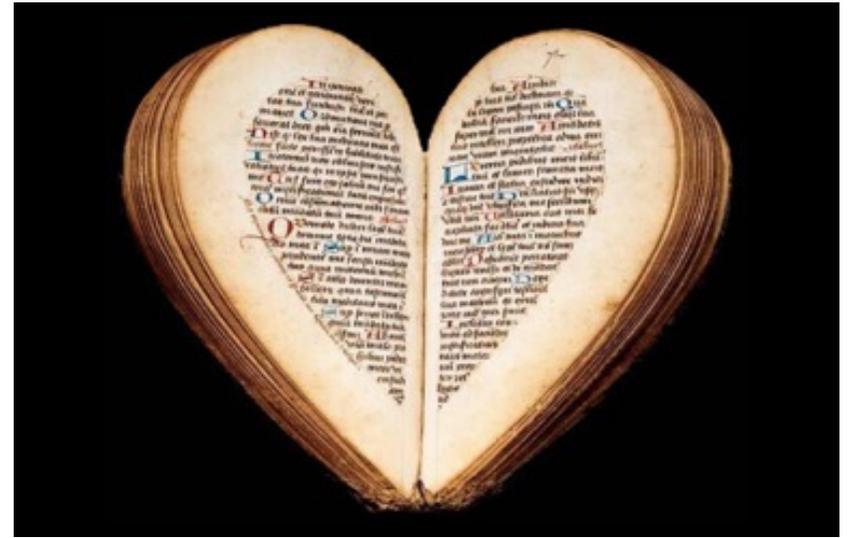
- ④ Assume they know nothing – paint them a picture
- ④ Get an “outsider” to review it
- ④ Look for connections with things your reader will know / have experienced
- ④ Avoid jargon - and remember we don't always know what's jargon

Most applications are painfully boring to read

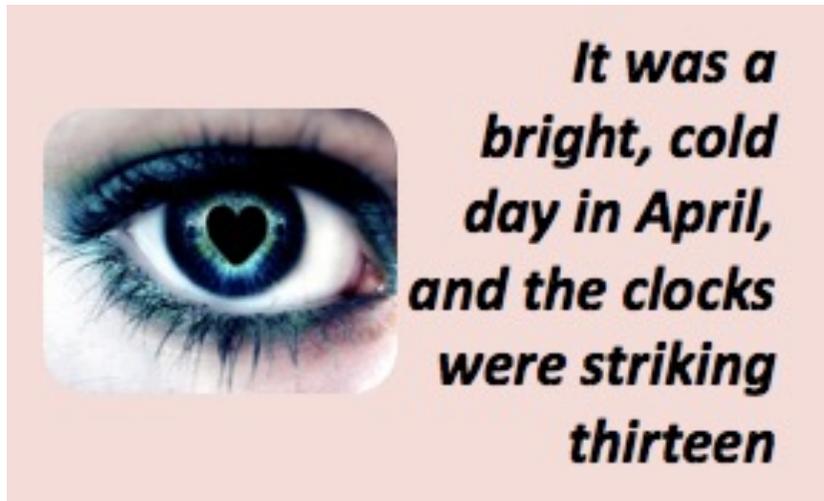




Be Passionate!



Tell Stories!



Be Gripping!



Be Different!



The Apollo (Sutton) Foundation

Hello! To kick things off, please could you tell us a little about your organisation?



Chapter

Certainly! Chapter provides support to people with severe and enduring mental illness in Cheshire West and Chester. Our tailored programme of one-to-ones, group activities, training and voluntary work placements help our service users grow in confidence, improve their mental health, make new friends, and feel hope for the future.



The Apollo (Sutton) Foundation

When you say "severe and enduring", what does that mean?



Chapter

It's an NHS-based term which refers to any diagnosis with very life-limiting symptoms and which lasts a long time, if not a person's whole life. Diagnoses include bipolar disorder, schizophrenia, personality disorder, psychosis, eating disorder and self-harm. To explain the effects of such an illness, here's Lucy!



Hi, I'm Lucy and I have bipolar disorder. My thoughts race, I have trouble sleeping and I sometimes behave erratically, including making bad financial decisions and spending myself into debt, which causes anxiety. My medication helps a bit, but it also makes me forgetful and jittery, which can make me worried about going out in public. I was very low when I got involved with Chapter.



Chapter

Thanks Lucy. Joining Chapter has really worked for Lucy. She's grown in confidence to the point where she is not only able to leave her house every day... She is now delivering some arts and crafts classes herself!



The Apollo (Sutton) Foundation

I see... How many people like Lucy are there?



Chapter

Estimates vary, but something like 1 in 100 have a severe mental illness. That would mean that in Cheshire West and Chester – where we work – there are more than 2,000 working age people with such a diagnosis. We know there's a real need for our work because for the first time in our 25 year history, we have a waiting list.



The Apollo (Sutton) Foundation

Thanks. Can you tell us about your group activities?



Chapter

We run 5-6 different activities every week which offer our service users the opportunity to meet new people, learn new skills and get out into the community. Activities include countryside walks, board games, cooking, photography and many more. In 2019, we have held 116 sessions, engaging 64 different people. Your £500 grant will go towards materials and room hire for these activities.

For more about how our activities help, here's Joe.

Sometimes there is nothing
else you can do

**You're perfect
in every way,
just not for me.**

SCOOP
WHOOOP



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Structuring your Proposal

Section 1 — Summary

Purpose: To control messaging to trustees. To get most important info across when most engaged.

⊗ 2-3 sentences

⊗ Who are you applying to?

⊗ How do you match their aims?

⊗ How much are you asking for?

⊗ What will the funding be used for?

Section 2 — Who are you?

Purpose: To build trust and confidence that you can be trusted

- ④ Brief history of organisation
- ④ Summary of successes
- ④ Anything that demonstrates why you are the right org to deliver this project
- ④ Any other partners involved
- ④ Previous experience of delivering similar projects

Section 3 — What's the Need?

Purpose: To show the problem that you are trying to address

- ④ What is the problem you are seeking to address?
- ④ Why does this problem urgently need to be solved?
- ④ What evidence do you have about the scale, impact & current trend of the problem?
- ④ Who is negatively impacted by the problem?

Section 4 — What are you doing?

Purpose: To show how the work you are proposing will address the problem

- 🌀 What will you deliver to solve the problem?
- 🌀 Paint a picture! Bring it to life!
- 🌀 How will this help?

Section 5 — How will you know if it has worked?

Purpose: To show how you will evaluate the project and share your learning with others

- ⊗ How will you monitor during the project?
- ⊗ How will you know if your intervention has worked?
- ⊗ How will you evaluate your approach?
- ⊗ How will you share any lessons with the wider sector?

Section 6 — What comes next?

Purpose: To show you have considered what will happen to project/participants when funding ends

- ⊗ Will the project continue beyond this grant?
- ⊗ If so, how will you pay for it?
- ⊗ If not, what happens to participants?

Section 7 – What is the current financial position?

Purpose: To explain how this grant fits into the total project budget

- ④ What is the total cost?
- ④ How much has already been raised? From where?
- ④ What is the current shortfall?
- ④ Who else has been approached?
- ④ What are your plans for raising the rest?

Section 8 — Final Ask

Purpose: To link everything back to the Trust and what you are asking them to do

- ④ How much are you asking for?
- ④ What impact will it have?
- ④ How will it fit with the trust's aims?

Proposal Structure Recap

- ④ Summary
- ④ Introduction
- ④ Problem
- ④ Solution
- ④ Evaluation
- ④ Exit Strategy
- ④ Budget
- ④ Final Ask





A Recap of Top Tips

Make it easy to (skim) read

1. Use short sentences
2. Keep to 2 pages where possible — cut, cut, cut
3. Use Left-aligned text
4. Use bold text and image captions
5. Protect the White space
6. Use simple language — no jargon!

Make it easy to process

7. Include a summary
8. Follow all of the guidelines
9. Consider the photocopier (photos and coloured text likely to print in Black and White!)
10. Avoid sending large parcels/recorded delivery
11. Get your proposal in ahead of the deadline

Make it easy to fund

12. Make it about the Trust and their aims
13. Reflect their words and phrases
14. Consider using quotes, case studies and stories
15. Be passionate - Paint a picture & help them to visualise it



KEEP
CALM
AND
CHECK, RECHECK
AND CHECK AGAIN



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What can you
do after getting
a decision?

If you don't get the grant

- ④ Say thank you!
- ④ Ask for feedback
- ④ Ask if you can apply in future
- ④ Let them know how your project turned out
- ④ Look for opportunities to build the relationship ahead of a new application

If get the grant

- ⊗ Celebrate(!)
- ⊗ Appreciate
- ⊗ Evaluate

Some questions to ask

- ④ How do they want to be credited?
- ④ What evaluation/reporting do they need, and when?
- ④ How do they want to hear from you?
- ④ Do they need/want to sign off publicity that mentions their grant?

Evaluation

- ④ Remember what difference the funder is trying to make. What do they care about?
- ④ Build evaluation into the project from the start
- ④ Go beyond activities and outputs — what were the outcomes?
- ④ Decide what evidence is most appropriate
- ④ What have you learned? What would you do differently next time?

OUTCOMES ARE A PIECE OF CAKE!



bigblogscotland.org.uk

What should you do if things go wrong?

- ⊗ Be honest, open and quick
- ⊗ Apologise (if appropriate)
- ⊗ Explain what has happened and the impact
- ⊗ Explain what you are going to do next
- ⊗ Be clear about what you have learned
- ⊗ Keep them informed as things develop
- ⊗ Give them opportunities to ask questions/respond

Stewardship Top Tips

- ④ Report promptly on the things that matter to them
- ④ Update them at key milestones
- ④ Share impact...and learnings
- ④ Be honest with each other
- ④ Remember — trusts are people too!



David Burgess

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www.ApolloFundraising.com

