



Cash for Culture

A guide to fundraising for
community-based creative
groups in Scotland

Updated and fully revised for 2022/23



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Hello

If you're reading this, chances are you're one of the people responsible for raising money for your group. In which case, well done – you deserve a massive pat on the back.

Across the UK and Ireland, thousands of creative groups regularly get together to have fun, learn and share skills, express themselves and make life better within their communities. But all of that costs money – often not a lot, but some level of investment is required, whether it be in-kind support or small pots of cash.

This guide is here to help you access funds in a range of ways. From applying to national funders and trusts to raising money at a local level, there are lots of ways to help your group do what it does best – be creative.

We hope you'll find this guide useful and we wish you all the very best in your fundraising endeavours.



Creative Scotland is pleased to work with Creative Lives to help produce this Cash for Culture guide. We believe that community groups are at the heart of Scotland's cultural life, providing invaluable opportunities for people of all ages and backgrounds to participate in creative activity.

We recognise that it can be difficult to grow this activity, and that understanding the various funding opportunities available is challenging. We hope this guide will go some way to helping secure support for your activity, and that communities will continue to be transformed through imagination, ambition and an understanding of the potential of creativity.



ALBA | CHRUTHACHAIL

About Creative Lives

Creative Lives is a registered charity that was established in 1991. We champion community and volunteer-led creative activity, and work to improve opportunities for everyone to be creative.

We work with groups, organisations, policy-makers, funders and others to encourage creative participation, promote inclusivity, connect people and increase awareness of the links between creativity and wellbeing.

There are a number of ways in which we can help you fundraise for your group . . .

Website

Visit www.creative-lives.org to explore our regularly updated 'Funding opportunities' section. Here you'll find details of the latest grants available from funders who support creative activity, along with other fundraising initiatives. We also occasionally have our own 'microgrants' to distribute.

We also have a number of free information briefings to download, including 'Applying to Trust Funds', 'Corporate Social Responsibility', 'Attracting Business Sponsors', 'Crowdfunding for Creative Groups' – and our most popular briefing, 'How To Write a Successful Funding Application'.

Newsletter

On our homepage you'll find a place to sign up to our monthly newsletter, which always includes recent funding opportunities, as well as lots of other information about creative participation and stories to inspire you!

About Creative Lives

Creative Lives Awards

Each year, we put out an open call for nominations in the Creative Lives Awards. This annual celebration recognises the hard work, innovation and creativity of community-based groups across the UK and Ireland. We choose winners from each nation and there is a 'People's Choice' award voted for by the public.

Winners receive a cash prize amongst other things – and previous applicants have found that being shortlisted for and/or winning a Creative Lives Award has a positive impact on future funding applications. Find out more at www.creative-lives.org/awards

Creative Networks

Sharing skills, ideas and inspiration can often be a great way to raise and/or save money for your group. Our 'Creative Network' sessions bring like-minded people together online for meet-up sessions on a range of creative topics. Find out more at www.creative-lives.org/creativenetwork

Creativity Map

More members in your group can equal more subs and potentially bigger audiences at your events. Make sure people can find you by adding your group to our Creativity Map, which carries details of local groups across the UK and Ireland.

www.creative-lives.org/creativity-map

Social Media

Let us help spread the word about your events, performances and achievements – and potentially increase your audience – by tagging us on social media [@CreativeLivesCL](https://twitter.com/CreativeLivesCL) or getting in touch via info@creative-lives.org with details of your event.



Searching for funding online

Digital Fundraising

Whilst nothing compares to meeting people in person, one of the unexpected outcomes of the pandemic has been that groups of all sizes have been thrust headfirst into the world of digital fundraising.

Digital fundraising is a term used to describe a huge variety of online fundraising tactics, from setting up a donation page on your website to social media campaigns and everything in between. See the 'Raising and Saving' section on pages 52-56 for some examples.

There are many organisations, or dedicated platforms, that will help you to fundraise like this but sometimes there is a cost. It's worth doing some research to see what other groups similar to yours are doing, and check review and comparison websites before you decide if this is the right route for you.

Searching Online

With the transformation to digital, finding and applying for funding often relies on your ability to search online for information or opportunities.

As a starting point, try looking in your search engine (e.g. Google) for information using basic terms such as 'arts funding', 'culture funding' or 'community grants'. To narrow it down, you can add your location or refine results by being more specific in what you do. For example, 'singing for health', or 'acting for older people'.

There are also many 'Funding Finders' available. These platforms carry extensive databases of trusts and foundations for you to search through. As with digital fundraising, some Funding Finders will charge for access – which can prove to be value for money in the long run – but some are available for free, so shop around.

Here are a few places worth checking out online . . .

ActionFunder

ActionFunder matches businesses with local non-profits that share their aims and ambitions. Community-based groups register (for free) and create a profile, then ActionFunder matches your organisation with grant funding opportunities on their platform. You get notified when you have a new match, at which point you upload details of your project and see if you're offered funding.

www.actionfunder.org

Funding Scotland

Run by the Scottish Council for Voluntary Organisations, the Funding Scotland website is a fantastic free search engine capturing everything from small grants to funding for big capital projects. All of the information they carry is aimed at charities, community groups or social enterprises.

If you're an SCVO member, you can also gain access to extra features and funding information, so it may be worth your while

Searching for funding online

joining (free for groups with an income under £100,000). They also run regular training and information sessions, including workshops on fundraising, accounting and budgeting.

www.funding.scot

Foundation Scotland

Foundation Scotland administers a large number of grants on behalf of other organisations, and as such they are the gateway to a wide range of funding. Some of the funds you'll find on their website are available on a Scotland-wide basis, others are aimed at specific geographical areas or themes. You'll also find a page of guidance and a short film to help you submit the best application possible.

www.foundationscotland.org.uk

Creative Scotland

The 'Opportunities' section of the Creative Scotland website has a 'Funding & Grants' filter where you can find a regularly updated stream of funding programmes, grants and bursaries for the creative sector. Sign up for their weekly bulletin to receive the most recent additions. Creative Scotland itself also distributes funding for the arts, screen and creative industries from the Scottish Government and the National Lottery. You can read about one group's experience of Creative Scotland's partnership with Crowdfunder on page 49.

opportunities.creativescotland.com

Get Grants

Get Grants provides practical support in the form of training, information and advice that fundraisers, including community groups and charities, with all levels of experience can take away and put into practice. They also have a 'Funding Finder' section with details of hundreds of funders.

www.getgrants.org.uk

Grants Online

Grants Online is one of the UK's most comprehensive grant funding information services. You can search their database by region and by area of interest (such as 'Arts, Culture & Heritage', 'Community Development', 'Children & Young People'). Subscriptions start at £99 per year for a single user but even if you don't want to subscribe, their 'Latest Funding News' section can still prove useful.

www.grantsonline.org.uk



Searching for funding online

Grantway

Grantway is free to search and carries details of thousands of funding opportunities, both nationally and internationally, plus articles, guides and tips.

www.grantway.com

Local Authorities

Some Local Authority areas in Scotland have their own online search engines, such as 'Edinburgh 4 Community', 'Argyll and Bute 4 Community' and 'Funding Stirling'. Other areas have voluntary organisations which differ in name and structure but can all provide one-to-one support for groups looking for funding.

For example, Glasgow Council for the Voluntary Sector (which also has an excellent funding newsletter you can sign up to at www.gcvv.org.uk), Caithness Voluntary Group, Aberdeenshire Voluntary Action, Council for Voluntary Sector Inverclyde etc.

It's worth contacting your local authority to see if they have a staff member who can support you, and visit the TSI Scotland Network to find your local volunteer centre and make an appointment at

<https://tsi.scot>

Scottish Rural Network

Visit the Scottish Rural Network's 'Funding Search' for details of a large number of grants available to support activity in rural areas. You need to sign up to access the database but it's free to use.

www.ruralnetwork.scot/funding

Social Enterprise Support Map

A useful resource for social enterprises in Scotland seeking support and funding. Input your business stage, geographical area and sector, and the map will point you in the right direction of finance and funding that's appropriate for you.

<https://sesupportmap.scot>

Spacehive

Spacehive is a funding platform for ideas that bring local places to life. If you create a page for your project idea on their website, it will be matched to funds from councils, foundations and companies that may want to help.

www.spacehive.com

Youthlink Scotland

The Youthlink Scotland 'Funding Directory' is free to access and has information on hundreds of opportunities for youth groups, voluntary organisations and community projects. You'll find everything from small local grants to national funding schemes.

www.youthlinkscotland.org/funding

Tips for writing a successful funding application

Whether it's for a huge Lottery application or a few hundred pounds from a local microgrant, the people reading your words want you to build a picture in their mind of your planned activity. Chances are, you'll be up against many others competing for the same pot of cash so don't let a poor application stop your fantastic project from getting the funding it deserves. Here are a few things to bear in mind...



Answer the question – Funders expect you to answer the question they actually ask and not just tell them how good your project will be. Read over all the questions carefully to ensure you have all the answers in front of you before you start writing (this may involve asking several people for input, so make sure you build in enough time).

Consider your words – Don't just throw them in, choose your words wisely to help add meaning to your story. Read it out loud to yourself before sending – does it sound compelling? Would you fund it if you heard someone else saying those words? A positive tone often helps: 'We will do this' not 'We might do this' – if you don't have confidence in your ability, nor will the funder!

Word(s) count – Make sure you stick to the word count. It can be hard but funders don't want to read pages and pages of text. Many digital applications are limited to a specific character count or word count (and there's a huge difference between those two!) so plan it out in advance before filling in the actual online application.

Tips for writing a successful funding application

Do your homework – Read any application guidance the funder provides before starting, in particular regarding specific criteria or priorities they may have. It's also worth taking a look at their annual reports or case studies of previous funding recipients, to get a feel for what they're looking for.

Think about your 'audience' – Who are you asking for support? What are they interested in? What do they want to hear from you? While you need to have your own voice, think about the language the funder uses to describe things and how you might incorporate some of that into your writing.

Don't oversell – Not everything can be stratospheric all the time. This can be hard to gauge, but overselling your time and skills is a risk. Remember the costs and time allotted need to be appropriate to the project, and funders know this.

It's not all about money – When writing your budget, remember to include any in-kind support, donations of materials, space to work in, training or even time for someone to share their experience. All of these make for an impressive mixed budget and show that you have support from others, which adds more value for a funder.

Make it easy for them – Funders need to be able to make sense of your application, and quickly! Label things clearly and consistently, double-check your costs, make sure any links (to websites etc) work and that all your documents can be opened easily.

Don't be scared of rejection – Not every ask will be successful, and sometimes there are just too many applicants meaning that even a great application will be turned down. But if you don't ask you don't get – and if it's a no, you can learn from it (request feedback if they offer it) and ask again.

Keep in touch – If you're successful with your application, let your funder know how your project is going from time to time, with testimonials and photos. And be honest and open with them – if your project needs to change or adapt due to a change in circumstances or in response to participant feedback, talk to them about it. Remember, you may be looking for funding from them again in the future.



Download Creative Lives' free information briefing 'How To Write a Successful Funding Application' at www.creative-lives.org/how-to-write-a-successful-funding-application



Becoming a charity

Creative groups come in different shapes, sizes and structures and funders are well aware of this. Some will require you to be a registered charity, while others will be content with your group being constituted and having a bank account (or even be happy with you nominating a larger organisation to receive the funds on your behalf).

If you start to find that not being a registered charity is limiting your fundraising options, then it's worth considering making the move to become one. The Scottish Council for Voluntary Organisations (SCVO) has a range of helpful resources on its website taking you through the entire process and helping you decide what kind of charity to become (e.g. a social enterprise, a charitable incorporated organisation). They also have templates for writing your constitution.

<https://scvo.scot/support/setting-up-a-charity>

OSCR, the Office of the Scottish Charity Regulator, has a number of helpful resources on its website including '10 questions to ask yourself if you're thinking about becoming a charity'.

www.oscr.org.uk

Your local 'Third Sector Interface' (volunteer centre) can also provide help and support with becoming a charity, or simply deciding what shape your group should take. You can find the office closest to you here:

<https://tsi.scot>



Download Creative Lives' free information briefing, 'Getting Charitable Status' at www.creative-lives.org/getting-charitable-status



Becoming a charity





How was it for you?

We speak to Graham Galloway, former Chair of youth music project DD8 Music and Chief Executive of Dementia support hub Kirrie Connections, about his experience of registering as a charity.

How long had DD8 Music and Kirrie Connections been going before they took the decision to become a registered charity?

“Each organisation had a very different route to becoming a charity. DD8 Music formed in 2005 as an unincorporated association, and for the first 12 years that suited the scale of things the organisation was doing – and we were able to apply for some small grants to support the work we were carrying out locally.

The biggest driver to becoming a charity was our annual music festival, Bonfest. This festival grew in size significantly, leading up to 2016 which was the first year we held one on a really large scale. We realised at this point that we really needed the additional safeguards that charitable status would bring, and in 2017 the decision was taken to become a Scottish Incorporated Charitable Organisation (SCIO).

Kirrie Connections started in 2015 and was initially a project under another charity, The Kirriemuir & Dean Area Partnership. But what started as a project very quickly became something more substantial, and in 2018 Kirriemuir & Dean Area Partnership decided that Kirrie Connections should also become a SCIO. Kirrie Connections is what’s known as a ‘2-tier’ SCIO, which means it has a wider membership, made up of people who use the charity’s services, local people and other stakeholders, plus a board of trustees which is elected by the membership and is directly accountable to them.”

How did you find the process of registering with the Office of the Scottish Charity Regulator (OSCR)? Did they help guide you through the process?

“Once the decision had been made to become a charity, both organisations found the transition process to be relatively straightforward. There is a lot of great information on the OSCR website on everything from governance structures through to trustee roles and responsibilities. We also received some great advice from other local charities who had already been through the process.

The main support both DD8 Music and Kirrie Connections got was through SENScot Legal, a social enterprise that provided affordable legal services to the third sector in Scotland, which helped both charities draw up constitutions and get registered with OSCR. Unfortunately SENScot wound down at the end of June 2022, but a new social enterprise called Àrachas³, which offers the same service, has now launched and can be found at www.arachas3.co.uk

What responsibilities do you take on when you become a charity? How much time does this take you, as an organisation?

“The main responsibilities are around the annual report and financial reporting back to OSCR. While this is more onerous than the level of reporting an incorporated organisation has to do, it definitely brings benefits in ensuring your organisation has rigorous financial systems in place.

Once these become part of your day-to-day working, they really don't add a huge amount of extra work and the benefits far outstrip any disadvantages. The level of reporting increases with the amount of income, with additional information required at turnovers of £25,000 and £250,000, and with a full audit being required over £500,000.”

What are the benefits of being a charity and have you found more fundraising opportunities?

“The key benefit is the fact that charitable status does open you up to a much wider pool of funding. Many funders will only offer their grants to charities. Also, once registered with HMRC, you are able to claim Gift Aid on eligible donations, potentially adding 25% to every donation.” (see page 55 for more information on Gift Aid)

If a group is thinking of taking the plunge and becoming a charity, what advice would you give them?

“Don't be scared! The benefits of becoming a charity vastly outweigh any negatives. You do need to ensure that you have the right trustees on board to take things forward, but once you do, charitable status will open up many more doors. If you do have any concerns I would approach a local charity to ask about their experiences – most small charities will be happy to chat and offer advice.”



Local authority funding

Most local authorities have grants available for grassroots groups – or at the very least can provide support to help you look for them.

Each local authority website will have a different way of listing their grants, so try searching for words such as 'culture funding', 'arts grants', 'community funds' etc to track down what's available in your area.



Local authority funding

Here are some examples of what's on offer across Scotland.

Aberdeen

Creative Funding Awards of up to £10,000; Small Financial Assistance Grants; Common Good Fund.

www.aberdeencity.gov.uk

Aberdeenshire

Area Initiative Funding across the region; Common Good Fund.

www.aberdeenshire.gov.uk

Angus

Angus Council Charitable Trust awards grants across the ward for the 'Advancement of arts, heritage, culture, science'.

www.angus.gov.uk

Argyll and Bute

Grant Funding to Support Local Communities up to £2,500; Common Good Funds; Events and Festivals Fund.

www.argyll-bute.gov.uk

Clackmannanshire

Community Grant for events up to £500; Clackmannanshire & Stirling Environmental Trust grants up to £7,500.

www.clacks.gov.uk

East Ayrshire

Community Grants for Local Organisations, under £1,000 and over £1,000; Participatory Budgeting; Place Based Investment Programme for capital projects.

www.east-ayrshire.gov.uk

East Dunbartonshire

Community Grants Scheme at www.eastdunbarton.gov.uk and East Dunbartonshire Arts Council grants of £350 at www.edartscouncil.org.uk

East Lothian

Common Good Funds; One Council Partnership Fund.

www.eastlothian.gov.uk

East Renfrewshire

Community Fund up to £500 and over £500; Place Based Investment Programme for capital projects.

www.eastrenfrewshire.gov.uk

Edinburgh

Community Grants Fund up to £5,000; Participatory budgeting.

www.edinburgh.gov.uk

Dumfries & Galloway

Regionwide Community Fund of £500–£5,000 (includes 'Culture'); Regional Arts Fund; Area Committee Discretionary Budget; Common Good Funds.

www.dumgal.gov.uk

Local authority funding

Dundee

Community & Voluntary Organisation
Grants of up to £1,000 and over £1,000;
Common Good Fund; Dundee Partnership
Funding grants of up to £5,000.

www.dundeecity.gov.uk

Falkirk

Community Grant Scheme of up to £5,000;
Common Good Fund.

www.falkirk.gov.uk

Fife

Culture Grants of £50–£150 for individuals
and £100–£500 for groups; Common Good
Fund; Small Sparks Fund up to £500 for
new community groups; Fife Charities Trust
(groups must be nominated by a Council
employee).

www.fife.gov.uk

Glasgow

Area Partnership small grants for
community organisations of £300 and over.

www.glasgow.gov.uk

Highland

Common Good Fund; Community Benefit
Funding for groups in the vicinity of Beinn
Tharsuinn wind farm; Village Halls Grant up
to £500.

www.highland.gov.uk

Inverclyde

Community Grants Fund of up to £10,000.

www.inverclyde.gov.uk

Midlothian

Small and Large Grant Fund for community
groups.

www.midlothian.gov.uk

Moray

Common Good Fund.

www.moray.gov.uk

Na h-Eileanan Siar

Heritage Grants; Learning and Development
Grants

www.cne-siar.gov.uk

North Ayrshire

Common Good Fund; Participatory
Budgeting Funding; Community Benefit
Fund; North Ayrshire Venture Trust.

www.north-ayrshire.gov.uk

North Lanarkshire

Community Grants of up to £1,000; Grant
Awards programme of £1,000–£50,000;
Recover NL Environment Fund grants of up
to £4,000.

www.northlanarkshire.gov.uk

Orkney

Culture Fund; Community Development
Fund; General Charitable Trust.

www.orkney.gov.uk

Local authority funding

Perth & Kinross

Common Good Fund; Volunteer Training Fund; Digital Inclusion Fund; Perth & Kinross Grants Direct (advice service)

www.pkc.gov.uk

Renfrewshire

Culture, Heritage & Events Fund; Cultural Organisations Development Fund; Local Partnership Grant Funding.

www.renfrewshire.gov.uk

Scottish Borders

Neighbourhood Support Fund; Common Good Fund; Local Festival Grant Scheme; Community Enhancement Trust; Village Halls Grant Scheme.

www.scotborders.gov.uk

South Ayrshire

Participatory Budgeting for community groups; Coastal Communities Fund; Destination South Ayrshire Grant.

www.south-ayrshire.gov.uk

South Lanarkshire

Community Grants of up to £1,000; SSE Clyde Wind Farm Fund of over and under £10,000.

www.southlanarkshire.gov.uk

Shetland

Community Development Fund; Coastal Communities Fund.

www.shetland.gov.uk

Stirling

Community Grants of between £100–£1,500; Clackmannanshire & Stirling Environment Trust grants of up to £7,500.

www.stirling.gov.uk

West Dunbartonshire

Common Good Fund; Community Loans Fund (interest free); Community Budgeting.

www.west-dunbarton.gov.uk

West Lothian

Grants to tackle deprivation. Common Good Fund.

www.westlothian.gov.uk

Visual Artist and Craft Maker Awards

Established by Creative Scotland and run in partnership with Local Authorities across Scotland, 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 £750 are available to artists living in a number of local authority areas across Scotland.

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



Funders and development agencies

Funders and development agencies

Art Roots Fund

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

www.sustrans.org.uk/scotland



Music charity, the Tinderbox Collective, received a grant from the Arts Roots Fund to stage a day of live music along the National Cycle Network in Edinburgh.

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 of up to £10,000 per year and Main Grants Programme of over £10,000 – both for up to three years.

www.bbcchildreninneed.co.uk

Bord Na Gaidhlig

Support for organisations, individuals and projects working with the Gaelic language.

www.gaidhlig.scot/bord

Cashback For Communities

CashBack for Communities uses the funds recovered from criminals to expand the horizons of young people aged 10-24 and increase opportunities to develop their interests and skills. The current phase offers grants to projects which do the following:

- ◆ Support people, families and communities most affected by crime
- ◆ Support those most at risk of being involved in antisocial behaviour, offending or reoffending into positive destinations
- ◆ Support young people most at risk of entering the justice system

cashbackforcommunities.org

Funders and development agencies

Community Learning Exchange Fund

Run by the Scottish Community Alliance, this fund covers the cost of two groups coming together (either in person or online) to learn from each other and share skills. Funds of up to £455 for online and £750 for in-person are available.

www.scottishcommunityalliance.org.uk

Creative Scotland

Creative Scotland distributes funding for the arts, screen and creative industries from the Scottish Government and the National Lottery. Funding programmes such as Regular Funding, Targeted Funding and their Open Fund sit alongside projects such as the Culture Collective and a wide range of partnership funding.

www.creativescotland.com/funding

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, the Partners distribute 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 and disadvantage.

www.impactfundingpartners.com

Museums Galleries Scotland

Distributes grants to accredited museums across Scotland. Small Grants Fund: between £300 and £15,000 to deliver small projects. Museum Development Fund: between £15,000 and £50,000 to make strategic steps towards becoming more resilient.

www.museumsgalleriesscotland.org.uk/funding

Funders and development agencies

National Lottery Awards for All Scotland

A collaboration between Creative Scotland, Sport Scotland and the National Lottery Community Fund. Voluntary/community and public sector organisations can apply for between £300 and £10,000 to do at least one of the following:

- bring people together and build strong relationships in and across communities
- improve the places and spaces that matter to communities
- help more people to reach their potential, by supporting them at the earliest possible stage.

Examples of previous award recipients include: Make Art Not Waste in East Kilbride, which received £9,700 to run an arts project highlighting climate change; Arts & Communities Association in Dundee which received £9,800 to run sessions to produce a community mural; Dunbar Traditional Music Festival in East Lothian which received £9,500 to run community-based music events; and the Loft Youth Project in Moray, which received £3,000 to refurbish spaces to run craft sessions for young people.

www.tnlcommunityfund.org.uk/awardsforallscotland

The National Lottery Community Fund

This fund has several funding streams in Scotland, 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 'Community Led', 'Improving Lives', 'Young Start', 'Scottish Land Fund' and 'Bringing People Together'.

www.tnlcommunityfund.org.uk

National Lottery Heritage Fund

Formerly known as the Heritage Lottery Fund, this fund helps support the natural, cultural and intangible heritage of Scotland. Community groups, partnerships and charities can apply for grants of £3,000 up to millions of pounds, for projects that enable people and communities to engage with and enjoy heritage.

www.heritagefund.org.uk

People's Postcode Lottery

Raised from Postcode Lottery tickets (32% of every ticket sold goes to charity), the Dream Fund will distribute £3,500,000 to charities across Britain between 2022–2025, with a focus on 'Environment/conservation', 'Social inequality' and 'Pandemic recovery'.

www.postcodedreamfund.org.uk

Funders and development agencies

Regional Screen Scotland

Regional Screen Scotland helps communities to share great screen experiences by providing advice and information on setting up local screen facilities, managing grants and more. Their current funding programme, 'A Cinema Near You' aims to improve cinema provision in Scotland.

www.regionalscreenscotland.org

Scottish Book Trust

Run by the Scottish Book Trust, the 'Live Literature' programme funds author events, including live visits and online workshops, in communities in all 32 local authorities in Scotland.

www.scottishbooktrust.com/writing-and-authors/live-literature

Tasgadh

Managed by Fèisean nan Gàidheal and funded by Creative Scotland, this fund provides small grants for traditional artists and organisations to create, perform, tour and showcase work, as well as supporting professional development and learning projects.

www.feisean.org/tasgadh



Dunedin International Folk Dance Festival received a donation towards its 2022 event from the Tasgadh small grants fund for traditional arts.

The Touring Network

The Network offers a range of funds, ranging from £50 to £1,000, for groups and individual promoters to increase access to live performances and events in the Highlands & Islands of Scotland.

www.thetouringnetwork.com

Trusts and Foundations

Many trusts and foundations operate across Scotland and the UK, each with a particular area of interest – here are some of the larger ones. You'll find more foundations that are linked to specific companies in the 'Shops & Businesses' section on page 31.



Trusts and Foundations

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 Awesome Foundation

A world-wide organisation with 'chapters' in hundreds of cities, the Awesome Foundation (which is more a grassroots organisation than an actual foundation) offers monthly, no-strings grants of £500 to community groups that are making their city a better place. In the UK there are currently chapters in Glasgow, Liverpool and Birmingham.

www.awesomefoundation.org

Radio Buena Vida, a community station based in Glasgow, received funding from The Awesome Foundation.

Baillie Gifford Community Awards

Grants of up to £5,000 are available to support grassroots community organisations across Scotland. The fund is administered by Foundation Scotland and applications may be submitted at any time.

www.foundationscotland.org.uk

Clore Duffield Foundation

Most of the foundation's support is directed towards the creation of learning spaces within arts and heritage organisations. These range from £2.5m Clore Learning Centres in national museums, to donations of less than £50,000 to fund small Clore Studios within local authority museums.

www.cloreduffield.org.uk



Trusts and Foundations

Corra Foundation

The foundation works to make a difference to the lives of people and communities in Scotland through a range of grants, including the Children, Young People, Families and Adult Learning Fund, Henry Duncan Grants and #ShiftThePower amongst others.

www.corra.scot

Dewar Arts Awards

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

The foundation's current priorities are Improving Our Natural World, Tackling Injustice to Deliver a Fairer Future and Nurturing Creative, Confident Communities. Registered charities with an annual turnover of over £100,000 may apply for grants ranging in size from £30,000 upwards.

www.esmeefairbairn.org.uk

Fidelio Charitable Trust

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

www.fideliocharitabletrust.org.uk

Foundation Scotland

See page 7.

www.foundationscotland.org.uk

The Foyle Foundation

The foundation supports the arts through Small Grants (£2,000–£10,000), for charities working at grassroots or local community level; and Main Grants (£10,000–£50,000) for larger charities working in arts and learning.

www.foylefoundation.org.uk

William Grant Foundation

William Grant & Sons sets aside 1% of pre-tax profits each year for use by its foundation to support community groups and charities, mostly unsolicited. However the company also allows its employees around the world to support causes they care about, so visit their website to apply for one of their 'Local Giving' grants.

www.williamgrantfoundation.org.uk

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

Mary Janet King Fund

Grants of up to £5,000 are available to support community groups working with young people in arts and music across Scotland. The fund is administered by Foundation Scotland and applications may be submitted at any time.

www.foundationscotland.org.uk

The Leche Trust

Registered charities can apply for grants of up to £5,000 from the trust's main grants programmes:

Performing arts: applications with an emphasis on new work and the development of young professionals aged 18+ are encouraged. Trustees also like 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.

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

McCarthy Stone Foundation

The foundation helps grassroots community-led organisations or charities with annual incomes below £500,000. Grants of £500 upwards are available for groups/projects working in one of the following areas: health and wellbeing of older people; young people facing educational challenges; urban regeneration.

www.mccarthystonefoundation.org

The McGlashan Charitable Trust

The trust supports arts organisations based in Scotland that remove socioeconomic barriers to participation in cultural or educational activities. Grants of between £1,000-£10,000 are available.

www.mcglashantrust.org

Trusts and Foundations

The Rayne Foundation

The foundation tackles social issues through the arts, health, wellbeing and education. It welcomes applications from charitable and not-for-profit organisations that address one of its three areas of special interest, including 'Arts as a tool to achieve social change'.

www.raynefoundation.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.skinners.org.uk

PRS for Music Foundation

A range of grants is available for new music projects, including the Open Fund Grant for Organisations and Beyond Borders. They also offer support for individuals who write their own music.

www.prsformusicfoundation.com



Fèis Eige on the Isle of Eigg in the Inner Hebrides received a grant from the Mary Janet King Fund to help run a three-day music event.

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 £2,500–£7,500 are available.

www.theradcliffetrust.org

Ragdoll Foundation

The foundation supports organisations working with children and young people using the arts and creative media, through a mix of open grants and special initiatives.

www.ragdollfoundation.org.uk

The Robertson Trust

The trust offers both revenue and capital funding for registered charities and constituted community groups that help people and communities in Scotland who are living with poverty and trauma. It currently has three strands: Care and Wellbeing, Realising Potential and Strengthening Communities. Included in its portfolio of grants are 'Wee Grants' of up to £2,000; 'Small Grants' of between £2,000–£15,000 and 'Large Grants' of between £50,000–£2m.

www.therobertsontrust.org.uk

The Cumnock Tryst in East Ayrshire received a grant from Scops Arts Trust for its community-based project, *A Musical Celebration of the Coalfields*.



Scops Arts Trust

The trust aims to help people participate in and enjoy the arts, particularly the performing arts. They are particularly keen to support projects that widen access to the arts and have a lasting cultural impact on the community.

www.scopsartstrust.org.uk

Trusts and Foundations

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 has five funding categories: Arts & Heritage, Education, Environment, Health, and Social or Economic Disadvantage. Only registered charities with an annual turnover of over £50,000 may apply. The minimum grant size is £10,000 and awards of more than £25,000 are rare.

www.steelcharitabletrust.org.uk

Trusthouse Charitable Foundation

The trust works with front line organisations and offers Small Grants of between £2,000 and £10,000 and Large Grants of between £10,000 and £100,000, both of these can be used for core costs, salaries, running and project costs.

www.trusthousecharitablefoundation.org.uk

Sylvia Waddilove Foundation

The foundation provides grants to charities and some not-for-profit organisations, primarily for capital projects, in a range of areas including visual art projects, theatres and theatre productions, music, dance, ballet and opera.

www.pwwsolicitors.co.uk/charity-grants/waddilove-foundation-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 but the average grant is around £3,500.

www.weircharitabletrust.com

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.

www.wellcome.ac.uk

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

Women's Fund For Scotland

The Women's Fund for Scotland (WFS) makes grants of up to £5,000 to projects across Scotland that support women's development, self-sufficiency and social and economic equality.

www.womensfundscotland.org



The People's Orchestra in Birmingham, open to amateur players of all ages, received funding from the Garfield Weston Foundation.



Shops and Businesses

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

CSR can range from employees volunteering to help renovate your premises to donations of products, or them offering free meeting spaces or 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 could offer. Or find out the best person to speak to and approach them yourself.



You can also ask for help via **www.neighbourly.com**, a free to use online platform that matches your needs with local businesses that want to lend a hand. Thousands of charities and community groups have already received help through Neighbourly, including financial donations, meals, products and more.

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

Aberdeen International Airport

The airport's ABZ Propeller Fund offers grants of up to £5,000 to groups, charities and organisations based within close proximity to the airport, that have links to education, sustainability or economic regeneration. The airport also partners with a different local charity each year to raise funds.

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

Arnold Clark

Charities, community groups and social enterprises can apply for up to £1,000 from the car company's Community Fund.

www.arnoldclark.com/community-fund

Asda

Every Asda store has a Community Champion who helps local charities and community groups – look at the 'Community Board' in your local store to find out who your representative is or search online.

The Foundation helps local groups in a variety of ways including Green Token Giving (which now operates online), Empowering Local Communities Grants of between £500–£1,500, Under 18 Better Starts Grant and Emergency Funds. Asda employees can also receive match funding for any causes they help raise money for.

www.asdafoundation.org

Shops and businesses

Bank of Scotland Foundation

The foundation receives an annual donation from Lloyds Banking Group, which they donate to charities across Scotland through a variety of grant programmes. They also have a 'Matched Giving Programme' for employees – so if you know anyone who works for Lloyds, ask them! Grants open at various times during the year, and are aimed at charities of different sizes (e.g. grants of £1,000–£25,000 for those with an income under £1m, grants of £50,000–£100,000 for those with an income of £500,000–£2m). 'Disadvantage' and 'Social Exclusion' are important areas of investment for the foundation. They also offer a Charity Mentoring Programme.

www.bankofscotlandfoundation.org

B&Q Foundation

The foundation supports UK registered charities through a combination of grants, volunteering time and home improvement resources. It has donated over £1.3million since launching in June 2020. Applications are submitted via Neighbourly (see left).

www.diy.com/corporate/bandq-foundation

Coop Community Fund

The Co-op Local Community Fund supports projects across the UK that do one of the following:

- bring people together to access food;
- help improve people's mental wellbeing;
- create opportunities for young people to be heard and make a difference;
- help people protect local biodiversity or tackle change by reducing carbon emissions.

<https://causes.coop.co.uk>



Project Ability in Glasgow received a grant from the Bank of Scotland Foundation to run visual art workshops.

Crerar Hotel Group Trust

The Group gives more than half of the company's distributable profits annually to good causes that are 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/discover/crerar-trust

CrossCountry Customer & Communities Improvement Fund

The fund supports projects that have a tangible community benefit or address an area of social need in locations along their routes.

<https://www.crosscountrytrains.co.uk/xc-community-hub/ccif-fund>

Cumberland Building Society

Grants of up to £5,000 are available for community organisations that improve the life skills, education or employability of disadvantaged people, or support vulnerable older people. You need to be a non-profit organisation or charity based in their operating area, which includes all DG and TD9 postcodes in Scotland.

www.cumberland.co.uk/community-fund

Edinburgh Airport Community Fund

The fund was established to provide financial support to community groups and charities committed to improving opportunities, facilities and services available to local people. Edinburgh, Falkirk, the Lothians and Fife There is a cap on funding applications of £7,000.

<https://corporate.edinburghairport.com/community/edinburgh-airport-community-fund>

Glasgow Airport FlightPath Fund

Established in 2010, the FlightPath Fund was set up to provide financial support to charities and community groups that are improving the facilities and services available to local people in Renfrewshire, Glasgow North West and East and West Dunbartonshire. Areas of particular interest are education, the environment and employment.

www.glasgowairport.com/about-us/flightpath-fund

Homebase

From outdoor plants to tins of paint, tools to get the job done or a helping hand, Homebase supports local communities in a variety of ways, including product donations and assistance. Contact your closest store for local charity and community engagement opportunities.

<https://www.homebase.co.uk/about-us/growing-responsibly.list>



Leeds Building Society Foundation

The foundation provides funding for local projects and good causes that directly support those in need across the UK, including those with disabilities, affected by homelessness, or with serious health issues.

www.leedsbuildingsociety.co.uk/your-society/about-us/foundation

John Lewis Foundation

The foundation was established in 2007 to support the communities close to the locations in which it operates and trades. As of September 2022, the foundation was reviewing its priority areas.

www.johnlewisfoundation.org

LNER Customer and Community Fund

The fund supports charities, customers and communities on its route, focusing on causes that are important to them: mental health; education and employability skills amongst marginalised groups; diversity and inclusion; environmental sustainability. LNER is also happy to donate complimentary train tickets to fundraisers that align with their areas of interest.

www.lner.co.uk/about-us/customer-and-community-investment-fund

Marks and Spencer

In each store, M&S employees can select one local charity to fundraise for each year – so if you know somebody who works there, ask them to put your group forward!

<https://corporate.marksandspencer.com/sustainability/our-communities>

Morrisons Foundation

The foundation supports registered charities that make a positive difference in local communities across England, Scotland and Wales. Grants are available to fully fund projects up to £25,000. Morrisons also match fund the money that employees raise for their chosen charities.

www.morrisonsfoundation.com

Ports of Aberdeen

At the start of each year, the Aberdeen Harbour Board opens up its annual Community Action Programme, giving local community groups and charities a chance to apply for grants of £10,000 or £5,000, plus donations of time, resources and equipment.

www.portofaberdeen.co.uk/about-us/community

Shops and businesses

Sainsbury's

Through their fundraising and volunteering programmes, Sainsbury's colleagues have the opportunity to fundraise and volunteer their time to local good causes. Speak to a manager instore to find out more.

www.about.sainsburys.co.uk/sustainability/better-for-everyone

Scotmid

Scotmid's Community Grant scheme helps deserving causes across Scotland. Applications for grants up to £500 are welcomed from local community/voluntary groups and charities for projects focussing on one or more of the following: children/education; health; fairtrade; homelessness/poverty; arts & culture; environment; elderly; active lifestyles.

www.scotmid.coop/community-and-charity

Screwfix Foundation

The foundation currently offers local registered charities and non-profit organisations grants of up to £5,000, to support projects that improve, repair and maintain homes and community facilities used by those in need across the UK.

www.screwfix.com/help/screwfixfoundation

WHSmith

The WHSmith Trust supports local communities near its branches through large-scale literacy projects, donating to schools and literacy groups, fundraising for employee-nominated charities and volunteering.

www.whsmithplc.co.uk/sustainability/community/whsmith-trust

Tesco

Tesco Community Grants fund thousands of local community projects across the UK. The scheme is open to all registered charities and not-for-profit organisations, who can apply for up to £1,500. If you're a Tesco customer or colleague, you can also nominate a cause that you'd like to see supported.

<https://tescocommunitygrants.org.uk>

Waitrose

After running its green token scheme for 12 years, Waitrose is no longer using this system to distribute funds amongst local community groups. Instead, the in-store Community Champion will decide who receives a grant of up to £1,000 each month. Visit your local branch to speak to yours.

Shops and businesses

Warburtons

Community grants of up to £400 are available for charities and non-profit organisations running projects or activities for families.

www.warburtons.co.uk/our-company/sustainability/within-the-community

The Wesleyan Foundation

The foundation provides financial support for registered charities and constituted voluntary and community groups across the UK, for projects that centre on education, health, innovation and social development. You must have an annual income of less than £500,000.

www.wesleyan.co.uk/foundation

Wickes

The Wickes Community Programme supports local initiatives and organisations near to its stores, distribution and support centres, through taking on key renovation work for community areas. The programme is open to all local community groups seeking help for improvement projects. Enquire at your local store or via social media.

www.wickes.co.uk/community-programme



To help you apply for any of these funds, download the free Creative Lives briefing, 'Making the most of Corporate Social Responsibility' at www.creative-lives.org/corporate-social-responsibility



The GROW project in Inverness received a number of free tools and products from the Wickes Community Programme.

Sponsorship, Pro-bono and In-kind support

Fundraising isn't just about getting cold hard cash in your hands – sometimes a little help can be worth its weight in gold. Donations of goods or services aren't just useful to help your group survive and thrive, in-kind support can also look great on a funding application (especially if you can work out what they *would* have cost you had they not been donated for free, and put that in your budget).



Sponsorship, pro bono and in-kind support

Local businesses

From donating prizes, free venue space or transport 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 to you of receiving sponsorship and services in-kind are obvious – but what's in it for them?

For many businesses, knowing they are helping a good cause is reward enough, but others may seek something in return. This can be as simple as mentioning their name on your poster, offering them a free advert in your programme or on social media, or gifting them free tickets to your event. You could also ask them to help with a specific physical item, for example sponsoring a music stand, costume or picture frame, so they can see they're making a tangible difference.

Depending on your relationship, it may be appropriate to have a written agreement with your sponsor, detailing the products/services/funds they are donating 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 mode of communication (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 at a local business – an 'insider' is always more likely to reap results.

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 community groups, charities and schools. For more information visit www.diy.com/responsible-business/waste-donation

Community RePaint is a UK-wide scheme that collects unwanted, surplus and leftover paint from manufacturers, retailers, tradespeople and recycling centres and redistributes it to communities and charities. Search for your local scheme at www.communityrepaint.org.uk

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

The **Green-Root Tech** charity programme is designed to support UK charities by providing free refurbished computers, IT hardware, and software services. The equipment they provide is completely free, fully tested and comes with a one-year warranty. Find out more at <https://green-root.tech>

FareShare redistributes fresh, 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) and by connecting charities directly with food from their local supermarket when it becomes available. Register your interest on their website at www.fareshare.org.uk



Could Community RePaint help your group brighten up its premises cheaply?

Volunteers

When you're planning a big event or project, people power is worth just as much, if not more, than money and services. If you're keen to recruit new volunteers, speak to your local Volunteer Centre about advertising the role (visit www.volunteerscotland.net to find the centre near you) and contact Creative Lives 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, or setting up something more regular to share their skills. If you're contacting a local business or supermarket to request donations or sponsorship, it's worth asking if they have an ESV policy, too.

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.



On the Creative Lives website, you'll find a range of stories capturing how creative groups have used local spaces. Get inspired at www.creative-lives.org/spacesforcreativity

Helpful organisations

Arts & Business Scotland

Arts & Business Scotland delivers sponsorship training and support to the arts and heritage sectors to help build their capacity to develop relationships with, and bring in funding from, the private sector. They also manage the Culture & Business Fund Scotland, which offers £ for £ match funding for eligible projects and aims to support arts and heritage organisations and businesses to build new or cement existing cross-sector partnerships.

Find out more at www.aandbscotland.org.uk and www.culturebusinessfund.scot

Sponsorship, pro bono and in-kind support

Inspiring Scotland

Inspiring Scotland provides free practical resources, funding and support to charities to help them maximise their social impact. Here's how they could help your voluntary group:

Pro bono support – Inspiring Scotland has a network of over 500 professional volunteers that they match up with charities to help them overcome problems. 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 visit www.inspiringscotland.org.uk

Sponsorship in action

Kelty Community Cinema approached a 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 money to help with general costs, refreshments for events, space to hold meet-ups and workshops, materials and help with publicity. "We found that asking businesses how they would like to be involved, rather than being too prescriptive 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." The organisers also approached their local secondary school to ask for help designing a logo, which led to a fun design competition for the pupils and great new branding for the CraftBomb group to use on publicity.

LeithLate asked local paint supplier Johnstone's Trade to help with their first mural artwork. The company was happy to help and saved up surplus stock and half empty cans of paint for them that would have otherwise gone to waste. This saved money on their materials budget and they built a valuable contact they could call on again for similar projects.



Dalkeith & Monktonhall Brass Band
in East Lothian.

Sponsorship, pro bono and in-kind support

Dalkeith & Monktonhall Brass Band uses its website to list the many things they need to spend money on (instruments, music, taking part in contests etc) and how much they cost, to encourage sponsors and supporters to help. A number of local businesses currently support them through financial donations and in-kind through goods, services and venue space. We asked the Band how they go about securing sponsorship:

How did you first approach the companies that sponsor you? Did somebody in the Band already know them, or was it out of the blue?

“We already had close links with companies who knew the band and had worked with us informally. Then, around five years ago, we asked them if the informal arrangements could be firmed up. This was all built up through personal discussion.”

Have you tried approaching other companies? What did you ask for and what did you offer in return?

“Yes, we spent a lot of time preparing a presentation and supporting information and sent it around our contacts. In it, we presented a number of options, from support in-kind to sponsorship of activities and equipment through to full sponsorship. In return, we offered them advertising in our programmes. We’ve had lots of offers for rehearsal space, venues for concerts and individual volunteers.”

In your experience, are certain types of companies more likely to offer sponsorship than others?

“No, our experience would indicate that influential people in companies who are interested in what we are trying to do in our communities tend to support us. And we’ve found that 1:1 meetings and building up personal contacts within organisations is key.”





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' such as like-minded individuals keen to see your project flourish.

Crowdfunding

Crowdfunding is a relatively straightforward process which involves coming up with 'rewards' for people who pledge to support you, such as free tickets to a show, a tangible product (t-shirt, CD etc), or a plaque on the wall with their name on it. Be realistic about the rewards you can offer, and don't over-stretch yourself with things that will either be too costly or time consuming to deliver. It's also advisable to send your rewards soon after your crowdfunder has finished – you don't want to annoy people whose support you may seek again in the future.

There are a number of crowdfunding websites available, on which you create a page explaining what you're fundraising for and encourage people to support you. The more personal this page is, the better – a meaningful testimonial (video or text) from one of your participants can really sell your cause. Decide how long you'd like to run your campaign for (around two months is popular) and then promote it far and wide!

This is easier, more effective and less energy-draining if you can gather a crowdfunding team together to spread the word. Find some 'champions' who believe in your group/project/cause as much as you do, and ask them to fire up some enthusiasm on social media and locally at various points during your campaign.



Crowdfunding in action

WHALE Arts in Edinburgh used crowdfunding for its weekly sewing group, 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. The group created a video featuring participants explaining in their own words how important this fundraising was to them. They offered a range of incentives, from tickets to a taster session to a Harris Tweed iPhone cover. With a target of £450, they raised just over that in 56 days.

Forfar Dramatic Society used a crowdfunding platform linked to their local authority in Angus, to raise money for seats in their studio theatre space. Under the scheme, the council committed to match the money crowdfunded to a maximum of £1,250. The Society offered a range of incentives including an invitation to the studio's opening reception, adverts in their programme, a photo shoot in some of their costumes and even an offer to bring a show to your location.

They raised £4,505 in 42 days and ran a publicity campaign that started well before the crowdfunder launched, and was sustained throughout. Wherever possible, they used video and images in their Twitter and Facebook posts and took time to make a good video for their main crowdfunder page.

One of the main realisations was that not everybody is on social media, so they needed to complement online promotional activity with more traditional offline work.



Download Creative Lives' free briefing 'Crowdfunding for voluntary arts and cultural groups' at www.creative-lives.org/crowdfunding-for-creative-groups

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

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



Forfar Dramatic Society used a crowdfunding platform to raise money for seats in their theatre.



Samba YaBamba took advantage of Creative Scotland's partnership with Crowdfunder to fundraise for their youth band, with sensational results. We speak to the Glasgow-based group to find out how they did it.

How much did you set out to raise?

"Our hope was that we would raise about £5,000, which we would have been delighted with. But by the time the crowdfunder ended, we'd raised almost £50,000."

You benefited from match funding – how did that work?

"Creative Scotland was offering match funding and they had a very simple expression of interest form so I thought we should give it a go, and we were selected. The Creative Scotland match funding came to about £8,500, and we also received match funding from the National Emergencies Trust and £20,000 from British Airways.

When we started the campaign we had no idea there would be other match funders, but that's one of the things that Crowdfunder does so well – they know of organisations looking for community groups to sponsor and they pair you up. We also got Gift Aid on top of all the donations from individuals."

How did you spread the word about your campaign?

"Before our campaign went live, we emailed everyone in our adult band and the parents of the participants in the youth band and asked them to help spread the word. Then we used Facebook and Instagram to promote it. Crowdfunder is great at giving you good advice at various points during your campaign, to help increase your donations. Initially we were only going to run it for one month, but we decided to keep it open for longer."

What rewards did you offer people if they backed you?

"Different kinds of t-shirts for smaller donations, and the opportunity to sponsor a kilt or an instrument for a band member. At the other end of the scale, for £500 you could book the band to play for you."



On your crowdfunding page, you have lots of lovely quotes from your young participants – why was that important to you?

"The voice of the young people is what drives us. They input into everything – where we play gigs, the music we perform. So we asked the young people 'why is this band important to you? Why do we need to keep going?', and we just wrote down their answers and shared them on the page. Their words are far better and more important than anything else we could come up with."

What advice would you give to other groups thinking of running a crowdfunding campaign?

"All the effort you would put into a funding application, you need to put the same effort into your campaign. So make sure you allocate time – it might seem like a big task, but it's worth it so just go for it. And if anyone wants to phone me to get a bit of encouragement, I'm happy to speak to them, you can contact me via the website."
www.sambayabamba.com

Raising and Saving

Raising money at a local level is a good way to show funders how resourceful you are and demonstrate commitment to your project. From bag packing at the local supermarket to shaking a bucket at the end of your concert, there are lots of ways to raise small sums – and they all add up.



Aside from the traditional bake sales, raffles and tombolas, think about how you can tie in fundraising with the creative activity you already do. For example, each January the **Leitheatre amateur drama group** in Edinburgh offers after-dinner entertainment for Burns Night celebrations, and charges for it. They also take photographs of all their productions and turn them into a calendar which they sell annually.



Leitheatre in Edinburgh takes photos of all its productions and turns them into an annual calendar which they then sell.

Deeside Knitwits in Aberdeenshire creates knitted installations and outdoor trails that are displayed during the Braemar Creative Arts Festival each year. They sell maps of the trail, and the knitted creations (all of which are donated for free) are sold after the festival.

Lanark Amateur Musical Society sells space in their show programmes, runs a 'Christmas Post' delivering cards locally for less than the price of a stamp, hosts 'Come Dine with Us' in a local cafe with volunteer chefs preparing each course, and regular pub quizzes and thematic parties – all of which generates income for the group.

Volunteer-run **Kirkcudbright Art and Crafts Trail** is free for artists to take part in, 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 and take 30% of the sale price to help run the Trail.

You could also tap into the **skills available in your local area** by asking people for in-kind donations of their time (such as technical 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.

Raising and saving

Many groups, societies and small venues run **membership, supporters or friends schemes** which not only encourage people to support you regularly, but can be a reliable source of income. They charge a reasonable annual fee for which members receive a range of rewards, such as priority booking, discounted tickets, printed brochures and invites to special 'members evenings'.

Some groups set up a '**100 Club**' (or 200 or 500 depending on the size of your group). Each month, members donate a small amount (usually between £1– £5) and are entered into a monthly draw. Generally, around 50-60% of the donations go into your funds, with the rest paid out in prizes. If you only sell tickets to people within your group, there is no need to register your private lottery. However if you advertise your club and offer it to people outside your membership, you will need to register with your local authority.

Encourage your friends and family to buy things via the **easyfundraising** website and help your group as they shop. Easyfundraising has partnerships with over 7,000 brands, including Amazon, John Lewis, Marks & Spencer, Tesco, Boots and many more. They each donate part of what is spent on their website to a cause of the shoppers' choosing.

The **Quilters Guild of the British Isles** uses easyfundraising and to date has accumulated almost £7,000 from the site. www.easyfundraising.org.uk



The **Quilters Guild of the British Isles** has raised a considerable amount through easyfundraising.org.uk

Similarly, shop at www.smile.amazon.co.uk and they will donate 0.5% of the price of eligible purchases to the shoppers' chosen charitable organisation.

You might also find there are ways to **save money** by doing things differently, such as becoming a member of an **umbrella body**. The benefits of joining an 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.

For example, 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.

Gift Aid

If you’re a registered charity, claiming Gift Aid on any donations you receive will literally give you money for nothing. In most cases, providing the donor is a UK taxpayer, your charity can claim an extra 25p for every £1 given. There are a number of rules and regulations involved in claiming Gift Aid, so check out our briefing below which has helpful advice and links to extra information.

Love Music Community Choir in Edinburgh claims Gift Aid on part of its membership fees, which makes a real difference to how they run their choir: “The additional income we receive from Gift Aid on the non-services part of our choir memberships contributes towards us being able to offer accessible engagement options such as online and hybrid choir, alongside our in-person choir. It’s a critical part of our charity’s income.”



Love Music Community Choir in Edinburgh says Gift Aid provides them with valuable additional funds.
Photo © Andy Catlin



Download Creative Lives’ free briefing ‘Gift Aid and tax effective giving’ at www.creative-lives.org/gift-aid-and-tax-effective-giving



Raising and saving

Collecting donations online

With less and less people carrying cash, it can be useful to give your supporters an easy way to donate to your group online.

The **Charities Aid Foundation** runs a service called CAF Donate, which is free to sign up to and there are no monthly fees. Instead, they cover the costs of helping you raise funds by charging a small amount for each donation. For example, a £10 donation + £2.50 Gift Aid = £12.50, minus their 3.6% fee = £12.05 to your charity. **www.cafonline.org/charities/caf-donate**

Run by the National Funding Scheme, **Donate** helps charities and unincorporated groups raise funds via its online platform. They create a unique code for you to include on your flyers, posters and website, which allows your supporters to send text messages or scan QR codes to donate money to your group. To cover their costs, the National Funding Scheme takes a very small percentage of your donation. **www.nationalfundingscheme.org**

Collection Pot believes that getting money to good causes should be made as easy as possible. So they've developed online solutions designed to help smaller charities, foundations and community groups with their fundraising. Their products are easy to use for you and your supporters, very cost effective with no registration or monthly fees, and when you need support they're on the phone to help.

www.collectionpot.com/collection-pot-for-charities

Whether you're a charity or not-for-profit organisation, if you're raising money for a good cause, **PayPal** has a range of solutions. They can help you accept one-off and regular donations online, on your mobile or in person. Just copy and paste a line of code to add the PayPal donate button to your website.

www.paypal.com/uk/webapps/mpp/not-for-profit-2



Founded in 1988, and populated by an enthusiastic bunch of amateur musicians who love to play, Glasgow Community Concert Band uses a range of ideas to raise funds. We speak to the group to find out what works for them.



What are your usual fundraising strategies?

“We have lots of discussions at committee level on how to generate funds and always welcome suggestions from band members.

Members pay subscriptions of £10 per month to be part of the band, and we perform a concert twice a year where we sell raffle tickets and advertising space in our concert programme to local businesses.

We have received funds from Amazon Smile, easyfundraising and also donations from Waitrose (thanks to a staff member who plays in the band). We also have busking bucket collections at local shopping centres at Christmas and during the summer.”

What kind of things do you raise money for?

"Money raised by the band is used to enable us to function, including covering the cost of hall hire, conductor fees, purchasing music and instrument maintenance as well as paying for our website and insurance costs."

Do you seek any in-kind support?

"We are fortunate to have people who assist with transporting larger instruments to and from concert venues. We also put a call out to local businesses to request vouchers, experiences or products for our concert raffles. Thought has recently been given to creating a network of 'friends' who could assist at concerts collecting tickets, selling raffle tickets etc."

How much does social media play a part in your fundraising? How else do you spread the word?

"We have a website, Facebook page, Instagram and Twitter accounts. We advertise for new members and our concerts and bucket collection events on all our platforms. The band has played at events such as the Children's' Hospital 10k, Kiltwalk, Marie Curie Hospice Christmas Fayre etc. We don't raise funds for the band at these events but enjoy supporting the charities and hope our band will become better known through this."

What advice would you give to somebody fundraising for a voluntary arts group?

"Make raising funds not too onerous for just one or two people by being open to ideas from all members of your organisation and their friends and families, encouraging everyone to get involved. Keep it as simple as possible and advertise and promote your fundraisers well. Know exactly what you are raising funds for so you can answer the question when asked. Have fun and enjoy what you are doing."

And what have you learned along the way?

"Be open to trying anything and don't give up until you've tried everything. Also, just because something didn't work previously doesn't mean it won't be a great success if you try again!"

www.glasgowcommunityconcertband.co.uk





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