



## Regeneration and Renewal

May 25, 2009

### 5 Steps to ... fund-raising for community arts projects

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**SECTION:** Pg. 22

**LENGTH:** 375 words

1. Get researching. Excluding public sector funding, most bodies rely on trusts and foundations, donors or businesses to finance such projects. 'Don't write thousands of indiscriminate fund-raising letters,' says Philip Spedding, senior programme manager at Arts & Business, a not-for-profit membership network that works to foster partnerships between business and the arts. 'Search online for trusts and foundations interested in the geographic area or type of activity you're addressing ... and talk with local businesses and individuals to see if they might support your cause.'
2. Clarify objectives. Potential funders want to know what benefits their money will bring rather than what creative media you intend to use. 'Don't focus on the art itself,' advises Resma Patel, external regeneration funding officer at community housing and regeneration group Bolton at Home. 'Instead, focus on what the project will achieve.'
3. Be realistic about costs. Don't underestimate how much an activity will cost, warns **Rosemary Macdonald**, chief executive of charity the Community Foundation for Wiltshire and Swindon. 'Talk to someone who has run a similar event and ask how much it cost, including hidden extras,' she says. 'This will help determine how much you should look for.'
4. Ensure applications are complete. 'People often miss out parts of a (trust or foundation) grant application or don't attach the required documentation,' says Sarah Whattam, community development manager at housing association Amber Valley Housing. 'Without these documents, a funding application might be rejected.'
5. Stay in touch. Failing to tell funders how you've spent their money may jeopardise the chance of future financial support, says Spedding. Keeping funders informed may also have unforeseen benefits. 'If they know you're experiencing a particular challenge, for instance, they may be able to provide further financial assistance or advice,' he adds.

More information

Visit <http://www.aandb.org.uk>, <http://www.communityfoundations.org.uk> and <http://www.funderfinder.org.uk>

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