

Applying for Funding Masterclass

Lincoln - 21 February 2018

Kathy Settle
Chief Executive, Libraries Taskforce

Agenda

Step 1: Don't start with the money

Step 2: You've defined your project. Now what?

Lunch

Step 3: Getting the money: maximising chances of success

Refreshments

Step 4: How your bids will be assessed: a bird's eye view

Step 5: You've got your money - hooray! What next?

Wrap up and next steps

Close

Step 1:
Don't start
with the money...

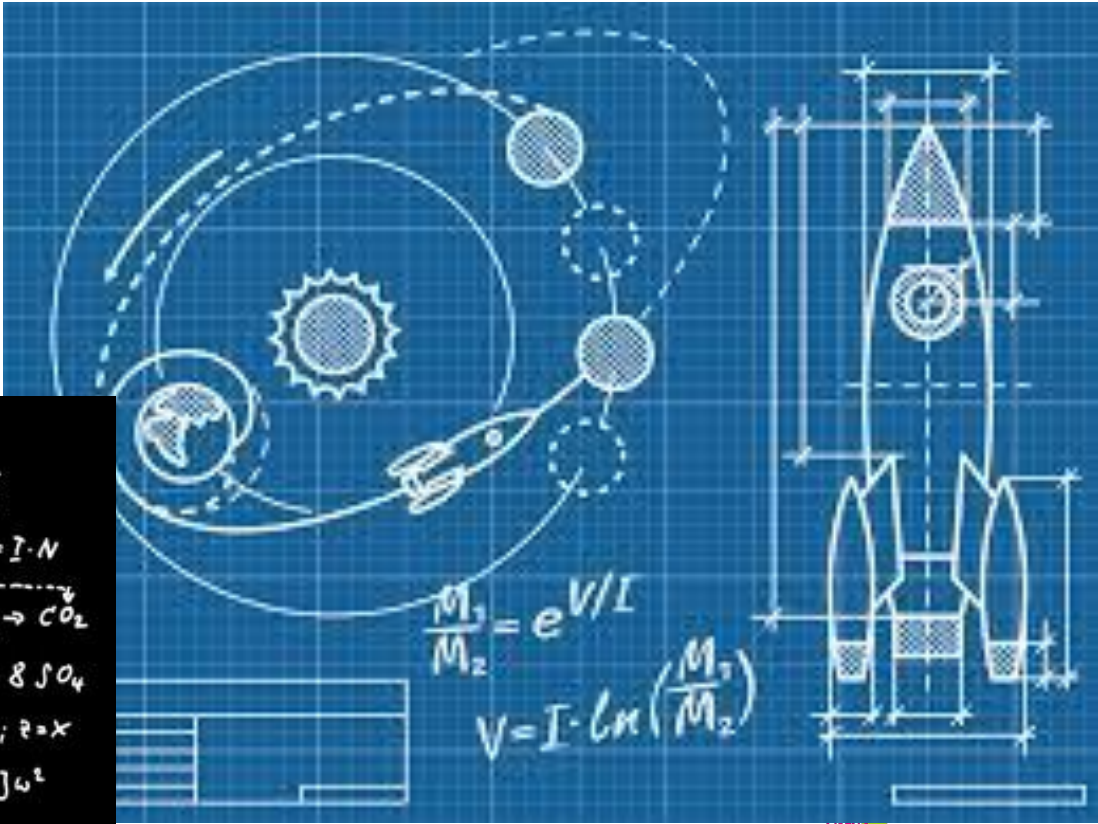
Andy Wright

Libraries Manager, Wakefield

**Associate: Carnegie UK Trust
for “*Engaging Libraries*”**

@LibrariandyW

$$\begin{aligned}
 &\rightarrow x^2 + px + q = 0 & W &= \int_{f_1}^{f_2} F(s) \cdot \cos \alpha \, ds & v &= \frac{ds}{dt} \\
 &\rightarrow x_{1/2} = -\frac{p}{2} \pm \sqrt{\left(\frac{p}{2}\right)^2 - q} & \tan Lx &= \frac{e^x - e^{-x}}{e^x + e^{-x}} & \theta &= \frac{I \cdot N}{\dots} \\
 &f_r = \frac{1}{2\pi} \cdot \frac{1}{\sqrt{LC}}; \omega = 2\pi f_r & u_c &= U(1 - e^{-t/RC}) & C + O_2 &\rightarrow CO_2 \\
 &-\frac{d}{dt} \int_A B \, dA = \oint_L E' \, dl = - \int_A \left(\frac{\partial B}{\partial t} + \text{rot}(B \times v) \right) dA & 4FeS_2 + 11O_2 &\rightarrow 2Fe_2O_3 + 8SO_4 \\
 &HCl + H_2O \rightleftharpoons Cl^- + H_3O^+ \dots & a^2 &= b^2 + c^2 & W_{\text{rot}} &= \frac{1}{2} \cdot J \omega^2 \\
 &V = \frac{1}{6} \pi h (3e_1^2 + 3e_2^2 + L^2) & \rho_v &= \int_{\varphi=0}^{2\pi} \int_{\vartheta=0}^{\pi} \frac{r^2}{\sin \vartheta} H_\varphi H_\vartheta \sin \vartheta \, d\vartheta \, d\varphi
 \end{aligned}$$



Top Tips

- **Do not just chase money.....**
- **Understand your own organisation**
 - ? “Does this fit?”
 - ? “Is it worth the effort?”
 - ? “Have I got buy in?”
- **Be Proud of who you are**



- **Be Proud of who you are....**

“Freshly prepared in every restaurant, the chicken is seasoned with a secret blend of 11 herbs & spices and then hand breaded all day long by a certified cook”

“Greasy, incredibly unhealthy fast food, the chicken gives you wind, indigestion, constipation, and is proven to reduce your libido if you eat too much too often”



More Top Tips

- Take the help / getting an edge
 - Understand the criteria
 - Get the right partners on board
 - Clarity
-
- If you don't get the money.....



Kensal Rise Library, Brent, London

Stephanie Schonfield















Practical Exercise 1: Developing your project

Feedback:
What did you learn
from exercise 1?

Step 2:

You've defined your project. Now what?

Step 2: You've defined your project. Now what?

Mick McGrath, Locality



What help is out there with bid writing?

Range of sources to access help and support:

- local CVS
- local authority
- websites for evidence base - observatories
- web searches



Funding Source examples

- Local authorities - number still have Cllr discretionary grants, area based grants, distribute grants, underspend!?
- Community Foundations - 46 in UK, direct donors to fund causes passionate about, over £65m pa, often small grants, good contacts and advice

- range of grant opportunities open and close regularly
- tens, even hundreds
- how to find them?
- what are your experiences for accessing grants?



Nottinghamshire 4 Community Funding Alerts and News for the VCSE Sector

Dear Mick McGrath,

Funding News

Registering for the funding news service ensures you are kept up to date with the latest funding news. The following news articles have been published in the last week. To view the full details of any news article, simply click on its title.

25/01/2018: [2018 European Civil Protection Mechanism Prevention and Preparedness Calls](#)
Open

Fundraising

- fundraising – events activities, sponsorship, corporate social responsibility – B&Q, Coop
- soup approach
- crowdfunding & share offers
- others – examples from the room?
- tell your story – create links through social media – Facebook page, find friends



Nottingham Soup

@NottsSoup

Follow

Congratulations to Carly and Martin from Zephyrs Nottingham who won tonight's funds! £195 raised for an incredible cause.

[#NottsSoup](#)



Forest Hill Library Launch Fund

[Project home](#)[Updates](#) 0[Comments](#) 0[Supporters](#) 203[Contact project](#)

Forest Hill Library is offering great rewards for backing this exceptional local hub. We need your help to maintain this community resource.

✓ **We did it!**

On 28th Nov 2016 we successfully raised **£10,310** of £6,000 target with **203** supporters in **56** days

Foyle Foundation Main Grants Scheme

- grants to registered charities in the UK which have a core remit of arts or learning
- up to 500k - majority of grants will be in the range of £10,000 to £50,000
- learning - this strand is designed to support projects which assist with access to places of knowledge, eg. museums and libraries. Projects assisting those with special educational needs or learning difficulties are particularly welcomed

Big Lottery goes regional

- Locally focussed staff getting closer to applicants/ grantees
- Easier Awards for All application
- Reaching Communities: want smaller bids from those stuck between Awards for All & Reaching Communities
- Reaching Communities on hold till 2nd April (while changes are made)
- 10-15% drop off in ticket sales last year
- some LA's considering their own lotteries

Arts Council - Grants for the Arts

- open March 18, same amount up to 100k
- aims to inspire innovative partnerships between libraries and art organisations
- no longer library niche, same eligibility and timeframes
- just under £100m, open to all so competitive
- public library/public library authority can apply



Heritage Lottery Fund

- Our Heritage – for any type of project related to national, regional or local heritage in the UK.
- Heritage Grants – HLF's open programme for any type of project related to the national, regional, or local heritage in the UK
- None funded in region in last 5 years - why?

Esmee Fairbairn

Art with a social impact

Builds engagement with culture in areas where there is low provision.

Enable the arts sector to support a more diverse range of arts professionals towards sustainable careers.

Place - revitalising community life

Work that motivates and enables communities to use their collective ideas, skills and assets to bring about change.

Vast majority of grants under 150k up to 3 years

The Clore Duffield Foundation

- the Main Grants Programme is open to registered charities (local authority cultural organisations are also eligible to apply)
- the majority of support is directed towards the cultural sector, and in particular to cultural learning and to museum, gallery, heritage and performing arts learning spaces
- grants from 10k to £1m mostly capital

Research documents

Locality work & case studies of
community managed libraries

<http://locality.org.uk/projects/community-libraries/>

What next?

<https://librariestaskforce.blog.gov.uk/2017/09/05/community-managed-libraries-research-what-well-do-next/>

Summary

- there are grant funding opportunities which come and go - but limited
- fewer opportunities if run by local authority
- need diverse sources of income
- use the space creatively to allow other groups to apply for funding
- nurture the entrepreneurs
- have a pool of people with the skills you need

Where to look for Funders

Suggestions in pack as starter for 10

We're focusing on 'other funders' but don't overlook Arts Council England - possibly first port of call

European Regional Development Fund (ERDF) and European Social Fund (ESF) - engage with LA Economic Development Teams and Local Enterprise Partnerships

www.fundingcentral.org.uk - guide to 4,000+ grants, contracts, loans

www.fundraising.co.uk - fundraising news, ideas and inspirations

www.dsc.org.uk - good site for ideas and resources

Can be long haul searching for funders. Ask others for advice - might save you lots of time!

Practical Exercise 2: Where are you going to look for support?

Feedback:
What did you learn
from exercise 2?

Step 3:
Getting the money:
maximising the
chances of success

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Mick McGrath, Locality



When applying think about

- Are you eligible and meet criteria? - governance
- Is it clear why project needed with evidence - sources?
- Follow your mission not the funders
- Flip it - think like a funder



- Make it stand out - get them excited, provide a good pr story, up to date case studies, social media - presume they will google you
- Can you bring in support from other staff/trustees? - critical friend to look over and breakdown work
- Social media presence

- Ask for clarity if not sure and read the guidance - research which showed only one third actually do
- Answer the questions and anticipate ones such as around governance
- Allow enough time and resource - allow to blossom, others to check over



- Network with funders - briefings, funding fairs, etc - are you in the right networks?
- Do you and others appreciate your value?
- Are you in the right partnership and do you make time for networking?
- Do you have plans in place for any match funding requirements?

- Have you got a good robust and accessible business plan - clear on direction?
- Demonstrate good governance - is org credible, can you show this easily on 1 page?
- Include full cost recovery aspects where able



- Accurately cost the project - showing efficient procedures
- Understand common reject reasons - not applying to right programme, poorly planned, not clear what money to be spent on, don't demonstrate fit with criteria



- Treat like a job application - make memorable
- Ask for what you need not what you think the funder wants to give
- Use guidance support themes - e.g. BIG have documents on: Identifying need, information checks, aims and outcomes
- Try not to take rejection personally!!! - think about the ratios



Summary

- Once have funding that is only the beginning
- Take evidencing impact seriously – not just ‘bean counting’
- Provide information in a way that works for you – celebrate with staff/trustees/community, video clips
- PR campaign – become funders ‘darling’ not ‘bitch’
- Think about progression and next steps straight away
- Apply again but not relentless
- Grow and develop – the ‘new new’



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Not 'warm' to funding gaps created by Local Authorities stopping funding activities

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Far too many applications are vastly under costed. Make sure money is enough to achieve project aims - and build in contingency

Other hints and tips

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If not successful first time, get feedback, amend and re-apply!

**Doesn't matter if the
funder likes the project
or not. You need to
demonstrate that
someone will like it and
want to take part**

**Do something that
excites you.
If it doesn't excite
you, it won't excite
anyone else!**

Practical Exercise 3: Bidding for resources

Feedback:
What did you learn
from exercise 3?

Step 4:
How your bids will
be assessed -
a bird's eye view



Step 5:
You've got your
money - hooray!
What next?

Delivery, reporting and evaluation

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Lessons identified - review regularly: what went well, what went less well, what do differently? Learn and adapt

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Evaluation - embed from the start; share widely

**Questions and
feedback:
What did you learn
from Steps 4 and 5?**

Wrap up and next steps

Any questions?

Email: librariestaskforce@culture.gov.uk

GOV.UK:

<https://www.gov.uk/government/groups/libraries-taskforce>

Blog: librariestaskforce.blog.gov.uk

Twitter: @LibTaskforce