

Fundraising for arts projects in hospital

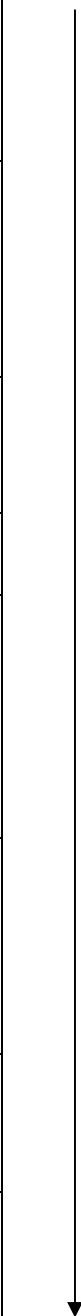
The basic requirements for resourcing a hospital arts programme are listed below; not all of these cost money.

- Someone to do the work: ideally this would be an arts co-ordinator but responsibility could also be spread across a committee; this can include members of the public and volunteers but must be chaired by a senior member of staff to give it credibility.
- Office equipment, including access to a telephone, computer, colour printer, scanner, internet connection and digital camera.
- Secure storage space with lift or ground floor access: visual arts programmes require space to store artwork which is waiting to be exhibited or to be repaired.
- Secretarial/administrative assistance when needed, for example with mailings; sometimes this can be provided by volunteers.
- A budget to cover such necessities as: installation, maintenance and labelling of artwork; insurance; marketing and publicity; training and books.
- A budget raised from general purpose fundraising and donations to cover small projects and development of ideas.
- Specific funding for particular projects, with their own timescales and budgets. This could come from hospital sources such as the Friends, public funders such as Arts Council England, charitable trusts, donations or earned income from activities such as exhibitions and fairs.

The most appropriate type of funding generally follows from the type of projects you want to do; see the funding flowchart for some ideas.

Alternatively, you can look out for regional or national sources of funding with particular objectives and themes, which may fit in well with the aims of your arts programme. For example, if you notice that a government priority is the reduction of obesity, particularly among children, then you could consider developing a project which aims to get children moving using dance.

Your fundraising approach should be shaped by the time and skills you have available: grant funding is less time consuming to obtain than earning income through events, while sponsorship deals require a lot of servicing and there may be ethical issues in a hospital context. Help in kind can be useful, however, it is wise to have a policy on loans and donation of artwork, as not everything you are offered may be suitable.

Type of funding	Examples	Method of application / notes	Suitable projects	Rating
Hospital sources	Hospital Charitable Fund (general purposes and ward / department funds) Friends of the hospital	Written application	Projects where the benefit is mainly to the hospital and where it may be difficult to interest outside funders; match funding	<p>Easiest / most likely to be successful</p>  <p>Hardest / least likely to be successful</p>
In kind	Donations and loan of artwork Provision of artists and performers free of charge by another organisation	These may be either be solicited or unsolicited; not all will be suitable	Each offer should be judged on its own merits and by the amount of (non financial) support likely to be required	
Public funders	Arts Council England e.g. Grants for the Arts The National Lottery e.g. Awards for All	Written application	Projects where the focus is on the artists and the quality of the participation	
Charitable trusts	e.g. Garfield Weston The King's Fund Children in Need	Written application	Depends on the criteria of the particular trust	
Donations	These may be from individuals; including staff, patients and their relatives; from businesses, including Trust suppliers; or local organisations; they may be one-off, or part of a campaign for a specific project	These may be either solicited or unsolicited; local organisations may offer a donation in exchange for a talk about the arts project	These make a useful source of non-restricted funding for smaller projects and artwork purchases	
Earned income	Commission on exhibition sales; surplus over costs on craft fair	This would be agreed when the exhibition or fair is organised	These can be invested back into the cost of the exhibition programme or used as non-restricted funding	
Sponsorship	Local businesses Trust suppliers (as long as there is no conflict with any tendering)	Sponsorship requires servicing and may not be appropriate	Large-scale prestigious exhibitions or building projects	
Events	Any event held with the intention of raising money e.g. balls, concerts, golf tournaments etc	Could conflict with other hospital fundraising events	Arts-based events will often need grant subsidy to break even	

Fundraising tips for applications to charitable trusts and public funders such as Arts Council England for arts and health projects

The application

- WHAT IS THE DEADLINE ? Leave enough time to meet it. Filling in a standard grant application will take at least a day or two, assuming you have all the information you needed to hand e.g. project proposal, budget, CVs of artists. If you need a business plan, marketing plan, education plan, references, or anything else that sounds complicated you need at least a week, ideally two.
- Check any conditions or exclusions. If unsure if the project is eligible, phone them, or check the website if they have one. With small trusts it may be best to write to them initially with a one page summary of the project and ask if it is eligible for their support.
- With funders who support healthcare generally rather than the arts specifically, you should consult colleagues to check there's no conflict with their fundraising.
- What language does the funder use in their information – are they an arts funder, if so, focus on artistic quality of the project, innovation, originality, evaluation etc. Visual arts applications will often require good quality supporting materials on CD.
- Is the funder interested in social benefits? e.g. Northern Rock, Rowntrees – if so focus on the beneficiaries.
- Has the funder got a particular interest e.g. children, elderly, Staffordshire? Match the right project to the right people.
- Speak their language – if the funder uses certain phrases or keywords, make sure you use them too.
- Don't use jargon or abbreviations, especially NHS ones. Assume complete ignorance and explain everything. Get someone to read your application through who doesn't know about the project – are there any sections they don't understand – if so rewrite them.
- How much to ask for – be guided by their information – trusts will often say what their normal grant level is, or list grants on their website. Arts Council England & the National Lottery publish details of grant making on the web and in annual reports, as do many charitable trusts.
- Most trusts want to know that they are not the only funder. This can be a bit difficult when no funds have been secured. The basic rule is ask them for the most you think they may give, and suggest some sources you might obtain the other funds from.
- Small trusts may not have an application form. Send a project proposal asking for a specific amount of money, budget showing any other funding secured, background information about your organisation and covering letter (not accounts unless they ask). This may be enough to get a grant.

- If you have a personal contact at the trust, or can make one, go for it! It can only help your chances if you speak to someone in person or show them round.

Typical questions

- Who are you/what is your organisation's history?
- What are your organisation's aims and objectives?
- What do you want to do in this project?
- Why (who are the beneficiaries? How many will benefit? Have the beneficiaries been involved in the project design? How have you identified the need for this project?)
- Where will the project take place? (Check for geographical & other restrictions)
- When will the project take place? (normally 6-12 months time)
- How will the project be managed/what evidence can you show us that your organisation can manage this sort of project?
- How much will it cost? (remember to keep rough workings so you know how you arrived at your figures)
- How will you evaluate its success or otherwise? How might you disseminate any interesting findings?
- How will you continue the project? (the "exit strategy" question)

N.B. Many funders are not familiar with NHS accounts systems. It is important to emphasise in grant applications that the arts programme is a registered charity under the umbrella of your NHS Trust's Charitable Fund. You should explain to funders that any grant given will be ring-fenced for the arts project. It may be useful to obtain a letter from your Director of Finance confirming this. If the arts project is a sub-fund of a large Charitable Fund, the Finance department may be able to show the arts project's balance separately in the annual report and accounts.

Final checks before sending

- Have you answered all the questions on the form and supplied all the additional information they've asked for? Don't send things they haven't asked for.
- Have you proof read it? Better still, has someone else proof read it?
- Does the budget balance?
- Have you signed it, and have you made a photocopy for your file?
- Use Special Delivery if it's near the deadline.

What next?

- Be prepared for requests for more information, but don't assume this means you've got the grant.

- Don't be disappointed if you're rejected, as it is not necessarily a reflection of the quality of the application. It's always worth asking why they rejected it, as this may help with future applications.
- If successful, write to accept and thank them right away, supply any information they ask for, make sure they are credited on any publicity or press releases and add them to the mailing list. Don't forget to make sure the Finance department knows which project the funding is for, and if there are any special conditions attached.