

LUCY STONE – INTRODUCTION

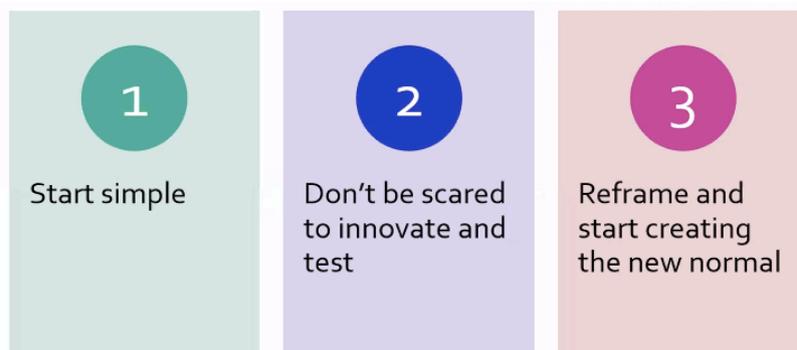
JO HEDGES

SouthWestFest (cancelled due to Covid19). Once firefighting was done we asked, “what now?” Needed to reframe ‘the ask’ but ensure charitable aims still met, and consider the limited capacity now faced. Important to recognise this ‘new’ work would be testing/ piloting/ developing for the organisation.

Start Simple – Dedicated more time to social media, online audience development.

Work within capacity - To deliver digital content (quality over quantity).

Redirect resources – Make most of the time created by not working on large-scale physical events = impact research project. Applied to local grant giving org for money towards research project and digital programme.



MARTHA AJOWOBI

1. Harnessing the power of honesty and vulnerability

Businesses have the same fears currently as those in the third sector. Good time to build closer relationships not just based on mutual business interest but shared experience of current situation. You shouldn't be afraid to say that you are in a precarious position.

2. Embracing digital

Digital 'lunch and learn' with corporate sponsor. Uplift in donations from that business.

Lots of businesses looking to sponsor digital events at the moment.

Digital age is now inescapable – harness this.

3. Being an opportunist

Able to get meetings with key stakeholders that took months before we all started working from home! Ask your corporate partners what they need right now and can you be part of the solution? Businesses are going to need a competitive advantage and something to keep staff spirits high after lockdown. Opportunities to amplify reach through corporate partner's digital reach – ask them to spotlight what you're doing. Plenty of furloughed staff at your businesses as well with capacity.

WILL STEADMAN

How have T&Fs responded?

Emergency responses – repurposing grants, closed - enabling emergency funds
Covid 19 grants tracker from 360 giving – 4,595 grants made so far in relation to the pandemic. See grants made in real time.

Pooled funds.

Investments have taken a hit, and grant making will decrease, but will recover.

Covid-19 Funders Pledge – www.covid19funders.org.uk

Closed

- Arts Council England (emergency funds only)
- Esmee Fairbairn- closed until Sep, new strategy delayed, may have to rethink strategy
- Paul Hamlyn - closed to new applications until Autumn.
- Wolfson Foundation

Open

- National Lottery £200m emergency fund for small to medium charities and social enterprises; still open for regular funding but prioritising Covid-19
- Garfield Weston – for crisis and beyond
- Foyle Foundation – small grants from 1st June
- John Ellerman Foundation
- Fore Trust – RAFT programme for small charities and social enterprises (£5,000 UR)
- Henry Smith Charity
- For individuals – Help Musicians UK Hardship fund for self-employed musicians

Applications that shine through at the moment will be those who think about longer term strategically, not just reactive, short-term thinking.

T&Fs will be looking for creativity and innovation more than ever, or those projects that respond to new challenges that have come as a result of the pandemic.

Charity Excellence Framework - list of COVID funders here

<https://www.charityexcellence.co.uk/>

DAVID BURGESS

Can we ask individuals to give to the arts during a global health pandemic?

YES!

“Is it insensitive? People have been financially affected. There are more needy causes. Looks like we’re jumping on a bandwagon – do we look desperate?!”

Interviewing arts fundraisers to see how they’ve been coping. 2 examples:

Young Classical Artists Trust (YCAT) – realised within 24 hours all of their young artists watched all their work wiped up overnight = huge drop in income. Need to support them. So they set up a hardship fund – 5k target hit within 2 days. Over 100k in 3 weeks! (Same as target for previous financial year!)

Park Theatre – As above had to shut down. Furloughing staff not enough, needed cash injection. Art Director went to those with previous relationship and 300k in 1 week! (Again total annual income normally).

Many examples like this prove that people are still giving and want to give.

Our supporters are capable of caring about different causes simultaneously and it's not for us to make that decision for them. Fundraising is not about you! Find the people that want to help make the change and enable them to do it.

What can you do?

Reach out to supporters – find out how they are! Signals to them we aren't just in it for the money. Connect them to other supporters – zoom networking events or groups. Update them on what's going on for you. What do they want to see in the new normal?

Ask for help if you need it - as with the examples above. Be clear about what's at risk. Make it easy for them to help. Make it clear that it's ok to say no.

Be human – cut the cold corporate crap! People being much more open about the problems they're facing.

USEFUL LINKS SHARED

<https://www.merton.gov.uk/business-and-consumers/business-rates/coronavirus-small-business-grants>

<https://www.c2cbusiness.org.uk/member/business-recovery-support-sessions.html>

<https://www.chi.ac.uk/business-services/business-hothouse/finding-finance-funding>

<https://new.brighton-hove.gov.uk/business-and-licensing-draft/business-support-and-advice/guide-filling-covid-19-business-support>

<https://www.facebook.com/groups/FundraisingChat>

<https://fundraisingeverywhere.com/arts/>

<https://www.institute-of-fundraising.org.uk/groups/sig-cultural/>

<https://artsfundraising.org.uk/>

<https://www.institute-of-fundraising.org.uk/groups/sig-black-fundraisers-network/>

<http://youngartsfundraisers.org>

<https://www.institute-of-fundraising.org.uk/events-and-training/arts-culture-and-heritage-sector-support/>