



Fundraising in the cultural and creative industries

For R.O.O.M Hivos Program



My position is that serious and good art has always existed to help, to serve, humanity. Not to indict. I don't see how art can be called art if its purpose is to frustrate humanity. To make humanity uncomfortable, yes. But intrinsically to be against humanity, that I don't take. -Chinua Achebe

Type of support that grant makers or funders can give:

Scholarships

This includes fellowships, residencies, conferences etc for creatives.

Networks

Introduction to networks of like-minded individuals and/or organizations that can support your work or help to build in roads for opportunities.

Institutional /operational support & Project support

Support specifically targeting to build capacity in institutions. This could be contributions to staff trainings, strengthening of organizations structures like the board, instilling systems and policies, support towards staff salaries and administration costs, supporting the organization's strategy etc.

Partnerships

This involves building genuine and effective relationships in which both parties i.e. the grantee and grant maker work to establish even beyond the donor-grantee relationships and the power dynamics that come with it i.e., dismantling the walls of donor dominance.

Project support grants are tied to a specific time frame and with specific outcomes

Partnerships need to be transactional. There are other avenues in which individuals, institutions and societies at large can be transformed.

1. What funders/grant makers look for when supporting creatives:



- What is the problem statement ?
- Specific needs the partner/creative is addressing in line with the goals and objectives of the grantmaker.
- Work and operating models (-orgs coming together and sharing admin costs, cut down on excessive travel)that is different and or disruptive/innovative through the use of technology.
- Maximum output with limited resources (in instances where the funding basket is limited).What are the outputs/outcomes envisioned?
- Working in partnership with various actors is highly encouraged as opposed to working in a silo -coalitions, networks and partnerships
- The use of technology to advance the creatives work as well as outreach to various demographics and target audience (this is also dependent of the type of work and challenges in some regions where internet connectivity is limited.
- The main beneficiaries /audience of the project
- Opportunities for intersectionality and transdisciplinary perspectives eg Art & environmentalism/climate justice, art & women's rights



2. Unique selling proposition

What makes your organization unique to get the support from the funder ?What is your organization's selling point?

- Tell your organization's story -background,need,approach,adopting to the new challenges ie.adopting to Covid-19 pandemic
- The organization's/individual's capacity to implement the project. This includes the experience and technical skills of staff, systems and policies within the organization(finance,procurement, HR,), board structure ,financial management staff etc.Key values like integrity,transparency and accountability are key.
- Diversity and inclusion is highly encouraged in organizations and is a plus. Not only at the board level but also within the staff.
- What is the organization's reach and target audience;local,regional,diversity in terms of gender and demographics.
- The organizations track record -in terms of implementation and outputs of previous projects.
- Other organizations/donors that might have supported your org/project.Current fundraising efforts as most donors prefer not to support 100% .



3.Sustainability

Grantmakers/Funders ask the following questions when evaluating the grant application:

How will the grantee sustain the project once the funding is not available ?

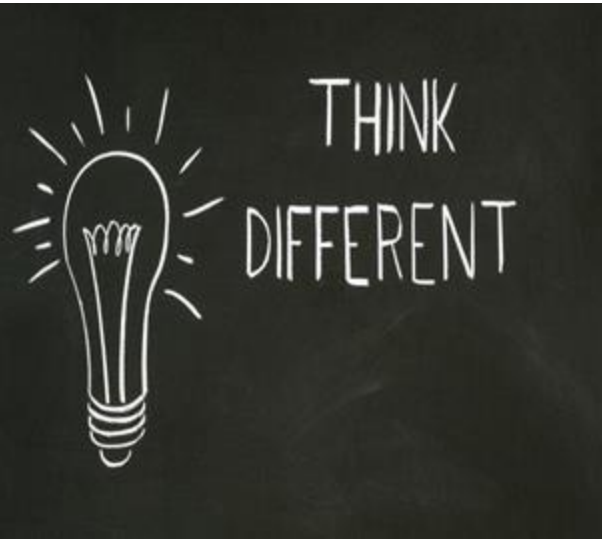
-A grant renewal at times is not guaranteed.

Will the project live beyond the project cycle ?

-Grantees are encouraged to have community buy in to encourage sustainability of the project beyond its life cycle.

What change do you wish to achieve?

-While no one person can change/save the world, with the opportunity given what do you wish to achieve that will create impact in the community/partner that you are working with.



4. Resource Mobilization/Fundraising

Key information required when submitting a concept and /or grant application:

-Clear and concise concept notes and/or grant applications adhering to the funder's guidelines. Kindly double check to confirm that any spelling errors and miscalculations in the proposal narrative and budgets are avoided before submission.

-Budget that speaks to the project activities. One that is not bloated with administration expenses as opposed to project activities. Observe the 10-30% threshold when budgeting for admin expenses.

-Do not be over ambitious when listing your project activities and timelines. Set realistic outcomes.

-Anticipate challenges and outline them in the application including possible mitigation strategies. "Life is not linear."

-Income gains and Reserve Fund policy -best practice /tips



THINK
DIFFERENT

Grant life cycle – Snapshot

Donor/Grantmaker

Stages

Grantee

Set strategic goals and identify thematic areas to support

Planning

Identify opportunities in line with the organization/ Individual's goals.

Evaluation of grant making guidelines ;develop grant making tools; call for applications

Opportunity

Identify opportunities and submit grant applications

Receipt and evaluation of grant applications and grantee organizations

Application

Application successful or not. Donor reaches out requesting for more information.

Identification of grantees, grant award & disbursement ;grantee inception meetings

Grant Award

Receive grant award and disbursement

Monitoring and Evaluation

Implementation & Reporting

Project activities implementation/internal MEAL & reporting

Grant close out

Grant close out

Grant close out. Keep in touch. Maintain partnership



- + Have a donor database that you can use to track to research for funders and grant opportunities. This also includes subscribing to newsletters and updates of these grant makers.
- + Create and build relationships with both funders and like-minded organizations.
- + Volunteer some of your time and services especially if you have not gained in roads with funders for visibility and experience.
- + Follow up is very important when you have submitted a grant application or even request for a meeting. This can be through enquiry emails.
- + Give funder regular updates of the ongoing project or your work should you not have a funded project through regular updates on social media and adding them to your mailing lists.
- + Be responsive to the funder when they reach out to you requesting or information or support.
- + Do not take a NO from a funder negatively. Always reach out to the funder on areas you could use to strengthen your application. Also request for introductions to other grant makers and networks.
- + - virtual fundraisers-webinars,e-concerts,*use of apps like ClubHouse (social audio app)



Useful resources

Funding organizations that support creatives include :

- + Donor/Grant making agencies – Hivos , Open Society Foundation , Ford Foundation, Luminate Group , Forum Syd
- + International development agencies –USAID, FCDO , UN Agencies(UNESCO,UNICEF) , British Council, Dutch Aid, Goethe Institute ,Embassies e.g US Embassy (Ambassador’s Fund) ,African Union
- + Organizations that act as intermediaries or sub-grantors e.g., Africa No Filter, Docubox Kenya, African Women Development Fund, Urgent Action Fund , Heva Fund ,Crowdfunding sources like Patreon supporting content creators
- + Corporates as part of their CSR support creatives e.g. Safaricom
- + Organizations that support creatives to showcase their work e.g PAWA 254 in Kenya, The Godown.
- + Artists grants and opportunities for 2021 and 2022 – [Advance Africa](#) , [Artworkarchive.com](#),
- + Grants supporting women artists – [Anonymouswasawoman.org](#)