

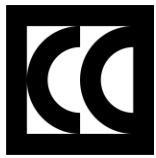
# Crafts Council

## Applying for funding

Caroline Jackman  
16 June 2022



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



# Being present

- Listen
- Your time
- Your development
- Be curious
- Respect others
- Respect yourself
- Ask questions
- Use the Reactions
- Pen and paper at the ready





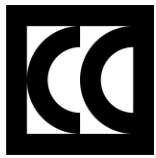
# Agenda

- How to fund a project
- How to apply for an opportunity
- An introduction to grants funding
- An introduction to crowd funding
- An introduction writing a strong application
- Creating a plan



Dalia James, weaver,  
DYCP grant recipient

This presentation and links will be shared afterwards



# Supporting makers since 1972

- National charity for craft.
- We inspire making, empower learning and nurture craft businesses. We believe craft skills and knowledge enrich and uplift us as individuals, and, in doing so, will change our world for the better.
- How can we support craft businesses?

Directory

Crafts

Newsletters

Collect

Gallery

Website

Business support

Work with us





# Funding a project

- Vision - what is your big idea
- Goals - what do you hope to achieve
- Research - what are your options
- Timing - why now
- Profile - your voice
- Agility - adapt
- Don't ignore the business
- Catch opportunities



Grant McCraig, silversmith,  
QEST scholar



# What is your vision?





# Applying for an opportunity - does the shoe fit?

1. Honesty
2. Resonate
3. Creative integrity
4. Profile raising
5. Professional development
6. Achievable
7. Budget
8. Stepping stone



Hugh Miller furniture, 'kitchen range', a Red House commission



# Grant funding

## How to write a proposal

- Aims
- Objectives
- Project proposal
- Project delivery
- Timescales
- Marketing plan
- Budget
- Audience engagement
- Evaluation
- documentation

## Preparation

- Criteria
- Guidelines
- Register
- Relationship manager
- Realistic
- Achievable
- Match funding
- Targeted
- Partnership
- Evidence



Darren Appiagyei, Inthegrain, Cove park residency





# Grant funding - top tips

- Leave plenty of time to work on the application
- Register on Grantium early on
- Research what ACE are looking to fund. What are they looking for?
- Use good quality images
- Tell us about yourself... Now is the time to blow your own trumpet!
- Be realistic as to how much time you can spend on project
- Do you want to meet face-to-face or zoom? Factor in time + travel
- Don't leave uploading application until the last day
- Need help? - case studies:  
<https://thewhitepube.co.uk/>



Lizzie Kimberley, DYCP grant recipient



# exercise

Lizzie Kimberley, DYCP grant recipient

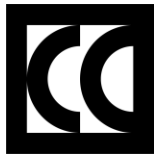


# Crowdfunding

- Backers support projects guided by the belief that an idea should exist in the world - and they want help make it happen.
- Creates deep & direct relationship with backers
- Elevate experience beyond ‘just’ your product or project
- Supports your creative independence
- Greater transparency and openness
- Strong community management
- Product story and storytelling ability



Granby workshop, ‘Granbyware’  
<https://www.kickstarter.com/projects/granbyworkshop/granbyware> over £69k  
raised via Kickstarter



# Crowdfunding

1. The project video - Your invitation to the story
  2. The project description - Dive deeper into the project, development and team. Show the creation process - it's engaging
  3. The project rewards Copy of the thing, creative process, shared experience
  4. Building your community - friends, family, networks
2. The Kickstarter community - 10-30%
3. Press, blogs and other targeted outreach

[kickstarter.com/uk](https://www.kickstarter.com/uk)



Sophie Southgate, 'Ceramic Pills'  
<https://www.kickstarter.com/projects/sophiesouthgate/ceramic-pills-by-sophie-southgate> raised over £11k raised via Kickstarter



# Crowdfunding - extra resources

1. There are 7 short 10 minute films created by Advantage Creative, here is a link to the reel: [https://www.youtube.com/playlist?list=PL\\_55jmM9WLQJIJs5dPTZs\\_dHnMP4PN0\\_q](https://www.youtube.com/playlist?list=PL_55jmM9WLQJIJs5dPTZs_dHnMP4PN0_q)

Introduction to Funding options for creative entrepreneurs and startups

1. Crowdfunding
2. Reward crowdfunding
3. Loan funding
4. Equity funding
5. Subscriber crowdfunding
6. Donation funding

Optional, please watch Laura Matthews talk on Instagram and Patreon, how she has made these work for her business: <https://youtu.be/U2n0wxwI5-k>



Lucy Sparrow 'corner shop' over £10k raised via Kickstarter



# exercise

Lizzie Kimberley, DYCP grant recipient



# How to have a successful application campaign

- Understand why you are applying and is it right for your practice?
- Is the timing right for you to be able to achieve the outcome you intend to achieve.
- What do you want to get out of this opportunity?
- Align with the associations that will build your network?
- Apply for what you want to do not what you think people want to hear.
- Plan backwards - Give yourself time to research, plan and write your application, or find the support you need.
- Describe your processes so people can visualise your idea. Go for a walk.
- Good strong quality imagery. Invest, allow budget.
- Budget correctly and have a plan B
- Have you fulfilled the criteria



Forest & Found, Max Bainbridge and Abigail Booth, textiles and wood

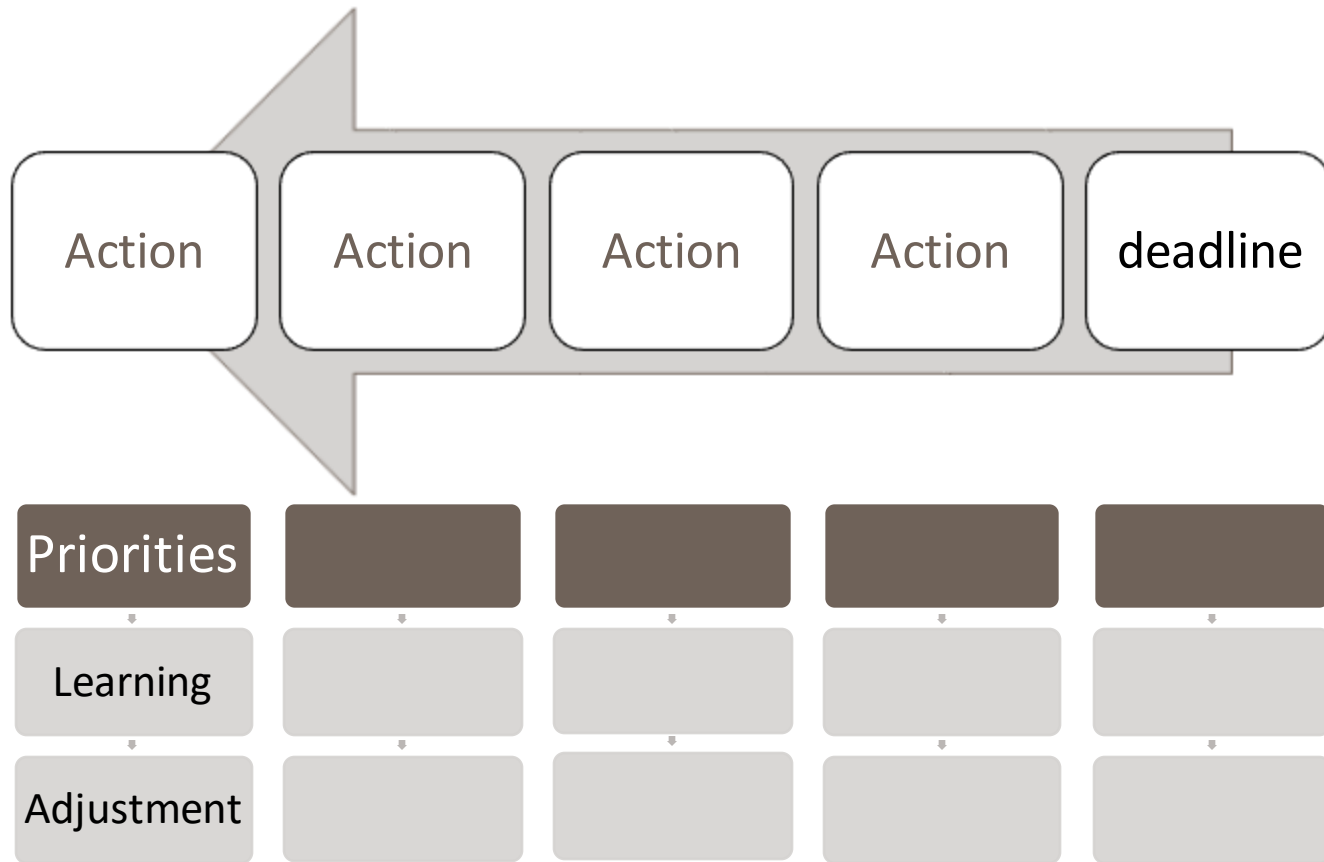
<https://www.facebook.com/CraftsCouncilUK/videos/341626426500051>







# Plan backwards



What does success look like to you?

What are your priorities?

What is fact and what is assumption?



# Your set of actions



**Thank you**

**Questions?**

**[Craftscouncil.org.uk](http://Craftscouncil.org.uk)**