

CORNWALL
MUSEUMS
Partnership

FUNDRAISING 101

A short guide to grant applications for museums
in Cornwall



Introduction

Finding funding for your project and applying for grants can be daunting. This resource is intended to be a brief introduction to the process: where to start, what the process looks like, where to apply and our top tips for success. The links and information were correct at the time of writing – always check with funders to confirm application eligibility and guidance.

I have an idea...

Good projects take time, and that is not always a luxury we have. If you can, be patient and wait for the right funder or the next funding round, rather than rushing your application. Do your research, gather evidence, show you've planned your project and thought about the details. Keep asking yourself 'why?' and 'so what?' The answers will bring clarity to your ideas.

The idea has me...

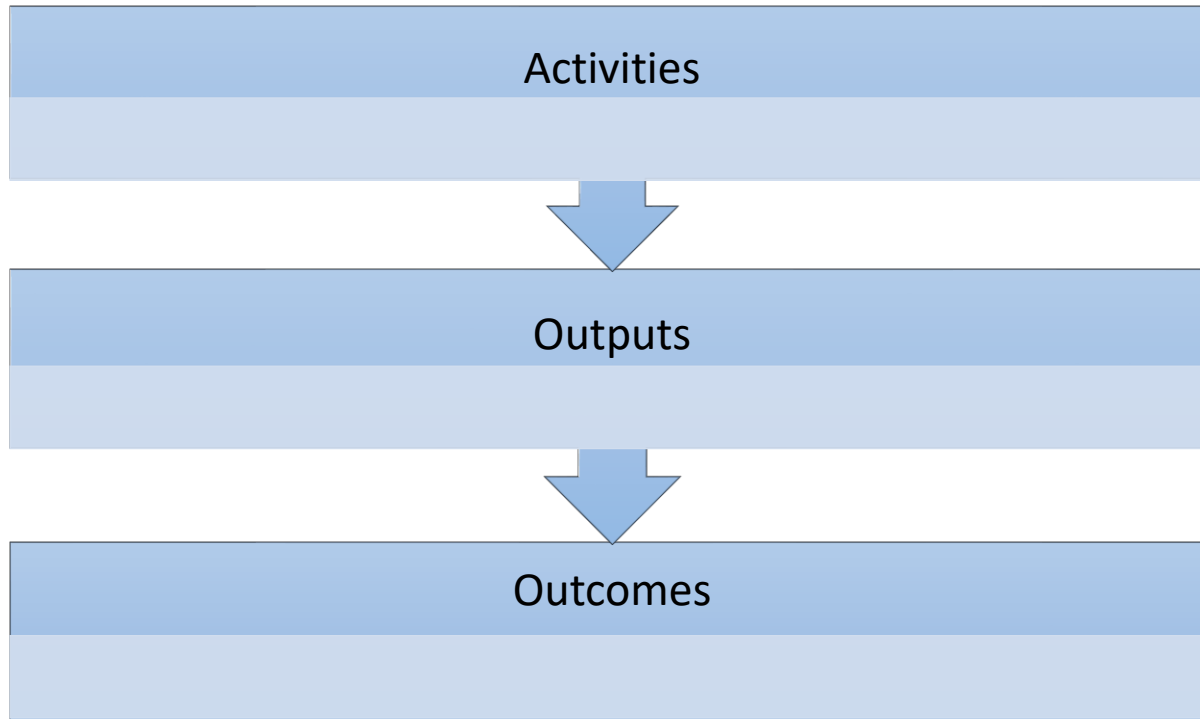
Tempting as it may be, try not to chase the money. Make sure that the grant requirements align with your core purpose and values. Focus on directing your fundraising resources towards projects that are true to your organisation and they are more likely to be successful.

Planning

A well planned project is essential to a good funding application – give the funder the confidence that you know how you will spend the money and what the impact will be. This is a tool used at CMP to identify project content:

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
<p><i>All organisations require staff, equipment, funds, space, institutional partners. Use the first column to convey the comprehensive needs and something specific about the venture: what skills, behaviours, beliefs, or motivation must staff have? What special equipment or space is needed?</i></p>	<p><i>Each item should begin with a verb and be a main driver of the project's social impact of financial sustainability</i></p>	<p><i>Each item should be a unit count, something you would measure.</i></p>	<p><i>Each item represents changes in conditions that stem from the outputs and activities. One way to signal this to the reader is by beginning outcome statements with words like "improvement", "increasing" and "decreasing"</i></p>	<p><i>Instead of bullets, this section should feature one concise sentence or statement that describes the change in the world that your venture is aiming at.</i></p>

Summarising activities, outputs and outcomes in a diagram can also be a clear and concise way of presenting your project in a funding application:



What do you need?

Is your funding need capital or revenue?

- Capital funding refers to fixed or tangible assets, e.g. building works, equipment.
- Revenue funding is anything else e.g. staff time, travel expenses.

Most funders accept a mix of revenue and capital funding, but may stipulate that only a percentage of the total project fund can be capital.

Are you looking for core funding or project funding?

- Core funding relates to basic organisation costs, such as core salaries (normally considered Director/CEO, administration staff, or others – you probably know who), utility costs or rent, and will be secured by identifying alignment between your values and those of your funder.
- Project funding tends to be time restricted and with very targeted outcomes.

Where do I start?

Find your funder. Research their aims, values and priorities with your project in mind. Read their terms and conditions, eligibility requirements and timescales. If you think the grant is a good match to your project, find out if you can speak directly to the funder before submitting an application. This builds a relationship and gives you a chance to make sure your project aligns with their priorities. Some funders will also comment on application drafts.

We've collated a list of go-to funders as a first step to helping you identify a possible grant for your piece of work. Check the links and make sure you are looking at their most up to date guidance. Remember this list is not exhaustive, and you may find other funders yourself.

ACE National Lottery Project Grants

For what	Amount	Timescale	Conditions	Links and tips
For museums and individuals for any aspect of museum practice with an outcome of public engagement .	<£15k And >£15k	Rolling programme, no deadlines. 10 weeks for <£15k 16 weeks for >£15k Turnaround times will be updated in September 2021.	At least one museum in the project must be Accredited. No contribution required.	https://www.artscouncil.org.uk/projectgrants Museum specific guidance: https://www.artscouncil.org.uk/sites/default/files/download-file/ACNLPG_Museum_projects_July_2020_0.pdf

National Lottery Heritage Fund

For what	Amount	Timescale	Conditions	Links and tips
Resilience, developing skills, supporting wellbeing, creating better places to live, work and visit, boosting the local economy – and inclusion as a mandatory outcome.	£3k-£10k £10k-£250k And £250k- £5million	Rolling programme, no deadlines. Assessment within 8 weeks for grants up to £250k.	Museums need not be accredited. Contribution is dependent on level of grant.	https://www.heritagefund.org.uk/funding https://www.heritagefund.org.uk/funding/national-lottery-grants-heritage-2021-22 Always reach out to a member of staff to discuss your project before applying.

Foyle Foundation

For what	Amount	Timescale	Conditions	Links and tips
Small grants for charities. Focus on one year grants to cover core costs or essential equipment .	£1k-£10k	Rolling programme, no deadlines. Decision in around 4 months.	Applicants must be charities with an annual turnover of less than £150k. Friend groups are not eligible to apply. Museums need not be accredited.	http://www.foylefoundation.org.uk/small-grants-scheme/

Esmee Fairbairn

For what	Amount	Timescale	Conditions	Links and tips
Core or project funding for legally charitable work which breaks new ground, is long term, takes a collaborative approach and is led by communities .	Grants > £30k Social investment >£100k	Rolling programme, no deadlines. EOI required and assessed within 2 weeks. Decision on full proposal within 3 months.	Museums need not be accredited. Annual turnover must be >£100k.	https://esmeefairbairn.org.uk/applications/guidance/ Their strategy to make fewer, but larger grants.

Museums Association Esmee Fairbairn Collections Fund

For what	Amount	Timescale	Conditions	Links and tips
<p>Testing innovative, ambitious and creative collections engagement that has a social impact.</p> <p>Or</p> <p>Using experience of participatory practice to develop new models of collections engagement with communities living with the impact of the Covid-19 pandemic.</p>	Both strands <£90k over 5 years.	EOI deadline 13th September for awards in December.	Museums must be members of the Museums Association. At least one applicant is normally accredited.	<p>https://www.museumsassociation.org/funding/esmee-fairbairn-collections-fund/#</p> <p>https://ma-production.ams3.digitaloceanspaces.com/app/uploads/2020/07/18145122/Collections-Fund-application-guidance-2020.pdf</p> <p>Awards will be made to 7-10 projects on each funding round.</p>

Garfield Weston

For what	Amount	Timescale	Conditions	Links and tips
Registered charities for capital, project and core costs , including museums.	Regular grants <£100k. Contact them for grants >£100k.	Rolling programme, no deadlines. Decision within 4 months.	The grant is unlikely to cover more than 10% of budget – have half funding identified before applying. Charities, museums and CIOs are eligible. CICs and Local Authorities are not eligible. Museums need not be accredited.	https://garfieldweston.org/ https://garfieldweston.org/wp-content/uploads/2019/12/GWF-Application-Guidelines-V3.0.pdf

Paul Hamlyn Foundation

For what	Amount	Timescale	Conditions	Links and tips
Project grants and some core costs for: arts access, education and learning through the arts, migration and integration , investing in young people , nurturing ideas and people .	Dependent on grant type. £15k-£400k.	Rolling programme, no deadlines. Decision in around 4 months.	Activity must be legally charitable. Museums need not be accredited.	https://www.phf.org.uk/ Check strategic priorities and which grant is suitable: https://www.phf.org.uk/our-funding/#how-to-apply-for-funding

Cultivator

For what	Amount	Timescale	Conditions	Links and tips
Grants for areas of business development: business support and small grants .	<£3k Creative Investment Grant <£4k Internship Incentive <£1k individual Skills Development Grant	Rolling programmes with frequent deadlines, depending on grant.	Museums must register to be a Cultivator client to be eligible (free to sign up). Museums need not be accredited.	https://cultivatorcornwall.org.uk/ Sign up: https://cultivatorcornwall.org.uk/contact/

Carew Pole Charitable Trust

For what	Amount	Timescale	Conditions	Links and tips
Small grants for charities and not-for-profit organizations in Cornwall , preference for conservation, environmental and heritage causes .	£250-£15k (average £2k)	Rolling programme for small grants. Larger grants considered annually in March.	None published.	No website or guidance available. Applications received in writing. https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/255375/charity-overview

How do I apply?

Follow the instructions given by the funder. Make sure you know how to save your application if you need to use an online portal. It's a good idea to draft what you want to say offline and then paste into the application form.

Some funders expect an Expression of Interest (EOI) before a full submission. This is likely to be a much shorter application, with general budget lines, and gives the funder a general picture of what you'd like to do and how much funding you will need. Don't panic – you won't often be held to an EOI. Funders understand that things can change as your project is refined. Overestimate your budget at this stage as it's much easier to come down than to go up (though that's still possible).

Some independent trusts and foundations will ask for a proposal or letter of introduction. These need to bridge the level of detail in an EOI and full application. There is no real template for these proposals as each funder is different. This is where strategic relationships your trustees may have will be really valuable – ask them if they know any other trustees or have mutual contacts. As a rule of thumb you should probably include:

- Your organisational mission, vision and values, and the difference you make.
- An introduction to the project or investment you are requesting.
- A demonstrate how your work aligns with the funder's purpose and values.
- Your ongoing resilience and, at the moment, how you've coped with the Covid-19 pandemic.

Top tips for writing your application

- In your application, use the language in the funders' guidance and repeat phrases that they use.
- Read the questions carefully and make sure you are answering them.
- Utilise subheadings – especially if the funder has listed topics they'd like you to cover.
- Don't underestimate the power of bullet points – they make your application clear and concise.
- Your budget should be realistic and more detailed than in the EOI. You can overestimate within reason. Funders will tell you if they need invoices or proof of quotes.
- Allow for a management fee within your application to account for staff time and overheads – at the very least, add a fee of around 10-25%. You could use a Full Cost Recovery method (the National Lottery Community Fund have a template for calculating what you might need [here](#)). If you state you have used a Full Cost Recovery, you may be asked to justify it so be prepared.
- When considering your timescale, always give yourself ramping up and cooling down time either side of your delivery. Don't underestimate the time you will need for wrapping up and evaluating.
- Always include contingency – we suggest around 10%.
- For independent funders based outside of Cornwall, it's important you set the context for why your work is needed here. You'll need to explain the real challenges faced rather than the popular perceptions.

Do I need match funding?

It depends on the funder – check their requirements. Match funding is your contribution to a project in addition to the grant funding. It can be cash or non-cash:

- Cash is match funding that is spent. This can be your own funds, or other grants (e.g. matching £500 of a Cultivator grant to a £10,000 ACE grant for a £10,500 project).
- Non-cash is a contribution that isn't invoiced but adds value to the project. This can be volunteer time, additional staff time (if you have them), donations of equipment from other organisations etc. Volunteer time can be valued using the NLHF guidance: £10 per hour for a volunteer, £20 per hour for a skilled volunteer, £50 per hour for a professional volunteer.

What else will funders want to see?

Alongside your application, funders will almost always ask you to submit some additional documentation to help them understand your organisation and your project. These may include:

- Your constitution/governing document
- Last year's accounts
- A project budget
- A project timetable
- Letters of support (Cornwall Museums Partnership are happy to provide these)

If at first you don't succeed...

Funds are competitive, and your success is down to the quality of both your application and those of others. If your application is unsuccessful, don't let it put you off your project. Use feedback from the funder to identify what did and didn't work well for them and see if you can reasonably rework your application. Funders can accept revised applications if you have taken their feedback into account. Alternatively, you may need to try a different funder. Persevere!