



Introduction

Community Cinema and Film Society finances are a delicate balancing act; while you don't need huge surpluses to pay for large numbers of staff or facilities, you do have numerous ongoing expenses to consider and to budget for, and occasionally you will need a larger sum of money for capital expenditure or a specific project or event.

There are numerous options available to a community group seeking such funding. Under its agreement with the UK Film Council BFFS offers advice and assistance to film societies and community cinemas on operational matters including fundraising and financial planning. Here we set out some current fundraising strategies you may employ and some of the sources available.

This Briefing Note covers some general principles, funding and sponsorship, with some local, regional and national opportunities explored.

General

You should already have a constitution that sets out your management structure, states that you are non-profit making and says what will happen to your assets and any money you have, should your organisation cease to operate. This and a bank account will help establish your 'credentials' with any potential funder.

You should already be carrying out good financial practices and governance, with an annual budget set and reviewed and annual accounts produced and independently checked, if not fully audited. Special requirements and monitoring are in place for registered charities.

It is possible to apply for funding on an ad hoc basis but you are much more likely to be successful if you have thought about what your organisation is trying to achieve, and have generated a fundraising plan. This plan will answer many questions you'll be asked by a funder, even if they don't require it as part of your application. It should encompass:

- what your organisation aims, objectives and activities are overall
- what you are raising money for specifically
- what it will cost
- where to find the money to make it happen
- who you will work with for funds and services
- how to ask for money successfully
- what to do after your request has been answered
- what to do when your request is granted and how to report back

The latter is often neglected but is vital to complete successfully both your project and the fundraising process – it will increase your chance of being successful at fundraising in future.

For further details on aspects of funding see:

Voluntary Arts Network Briefing 12: Raising Funds Locally: Fundraising for small groups and organisations

www.voluntaryarts.org/cgi-bin/website.cgi?tier1=network&tier2=publications&tier3=van%20briefings&fp=true

Sustaining Grants: A helpful leaflet produced by NAVCA that argues that grant aid is an essential part of the local funding mix for community organisations and remains essential for thriving local communities

www.navca.org.uk/NR/rdonlyres/C313D3B3-0315-417E-AD82-4DA7934B055E/0/SustainingGrantsWeb.pdf

Funding Applications for Specific Projects

Be prepared to:

- draw up a budget for your project expenditure: possibly different budgets to highlight different parts of the project for different funders
- put together several sources of funding, sponsorship, in-kind contributions and donations for the same project – funders like to know they are not the only source of funding
- research carefully what funders will fund, eg what their current or regional focus is
- think about your application from the funder's point of view
- emphasise how the funding will deliver *their* objectives as well as yours
- be in competition with other worthy applicants
- establish your organisation's credibility with the funder
- establish mutually beneficial partnerships, eg with media, business
- fill in forms: formal applications inevitably involve the completion of many forms both before and after – and possibly during – the process being funded
- read the guidelines carefully and ensure you complete *all* forms exactly as stipulated
- develop a detailed marketing plan for how your project will be promoted – including opportunities for funders and sponsors to get their contribution noticed
- include a covering letter with your application and provide *all* the materials asked for
- adhere to *all* the funder's requirements, including acknowledging them in your publications
- gather information for any final report on your project
- apply well in advance of your 'need-by' date
- phone to check the application has arrived
- follow up
- wait!
- keep records of who you have approached, when, and their response
- write and thank the funder for their support in response to a positive reply
- keep the funder up to date with your project
- find out if a 'no' response might still consider funding you in future

Donations and Sponsorship: Companies and Individuals

Some hints and tips on approaching these:

- think about your cause and application from their point of view
- package your information and request for funding attractively to gain their interest and support
- be able to express what they will get out of it
- what benefits and privileges can you offer them: tickets to your first night or season, name something after them, offer them membership or the use of equipment
- express how your aims and objectives match with theirs
- ascertain whether they will want exclusive rights of sponsorship
- consider promotional possibilities of the sponsorship, eg advertising space in your programme booklet
- seek backing for a special event
- how will it enhance the sponsor's reputation?
- How will the geographical location or type of event or organisation help in reaching their market target?

Other ways of generating help and finances for your project or organisation

- fees for services you provide
- 'in-kind' assistance from professional and volunteers with relevant skills and donation of professional consultancy time
- grants for your running costs (as distinct from money for a specific project)
- donations of specific items of equipment or products
- shared equipment, products or resources
- negotiating discounts on equipment, products or services
- special events such as screenings designed to raise funds
- sales of food and drink and DVD bring-and-buys at your showings
- raffles, jumble sales, auctions, sponsored walks

Sources

This is not an exhaustive list of sources but is designed to get you thinking creatively in researching for the right sources for your project or activity.

Local:

Grants or assistance from statutory bodies, for example local authorities, town councils. Contact the Arts Officer (or equivalent) who may be based in an Arts or Leisure Services Department. Some local authorities have local grant funds though this is getting rarer.

The establishment of local partnerships may be the way to go for specific projects, and alignment of a project with a screening could provide box office income that could self-fund projects.

Partnership organisations include schools, Rotary Clubs, Chambers of Commerce, Round Table, church groups and other community groups.

Regional:

Regional Screen Agencies in England: funded by UK Film Council to support regional film activities through the Regional Investment Fund for England (RIFE), providing a variety of resources aimed at developing public access to, and education about, film and the moving image. See Appendix for recent funding streams plus:

South
Screen South
The Wedge
75-81 Tontine Street
Folkestone
CT20 1JR
Tel: 01303 259777
Website: www.screensouth.org

London
Film London
Suite 6.10
The Tea Building
56 Shoreditch High St
London, E1 6JJ
Tel: 020 7613 7676
Website: www.filmlondon.org.uk

North East
Northern Film & Media
Studio 3
The Kiln
Hoults Estate
Walker Road
Newcastle upon Tyne NE6 1AB
Tel: 0191 275 5930
Website: www.northernmedia.org

North West
Northwest Vision and Media
BBC
Oxford Road
Manchester M60 1SJ
Tel: 0870 609 4481
Website: www.northwestvision.co.uk

East Midlands
EM-Media
35-37 St Mary's Gate
Nottingham NG1 1PU
Tel: 0115 934 9090
Website: www.em-media.org.uk

West Midlands
Screen West Midlands
9 Regent Place
Birmingham B1 3NJ
Tel: 0121 265 7120
Website: www.screenwm.co.uk

South West
South West Screen
St Bartholomews Court, Lewins Mead
Bristol BS1 5BT
Tel: 0117 952 9977
Website: www.swscreen.co.uk

East
Screen East
2 Millennium Plain
Norwich, NR2 1TF
Tel: 01603 776 920
Website: www.screeneast.co.uk

Yorkshire and the Humber
Screen Yorkshire
Studio 22
46 The Calls
Leeds LS2 7EY
Tel: 0113 294 4410
Website: www.screenyorkshire.co.uk

See also the Screen Agencies for the Nations, below. New funding streams generally become available at the start of each financial year BUT it is worth checking out what funds have been available in the past to help you formulate an approach well in advance of deadlines (and the rest of the crowd!).

Arts & Business: 12 regional offices, connects business and the arts communities to provide information, resources and advice to help arts organisations develop: www.artsandbusiness.org.uk

National:

Awards for All: www.awardsforall.org.uk (the National Lottery grants organisation for local communities). Following a review of the Awards for All programme changes were made to the small grants scheme's existing format when it ended in March 2009. Each of the four national Arts Council, Big Lottery Fund, Heritage Lottery Fund and Sport Nation organisations now has their own small grants programmes.

The Big Lottery Fund: responsible for National Lottery funding to health, education, environment and charitable purposes, especially to communities: www.biglotteryfund.org.uk

The Heritage Lottery Fund: distributes a share of the money raised by the National Lottery for Good Causes to heritage-related projects: www.hlf.org.uk

For community cinemas the key funding comes from the Big Lottery Fund which launched a new small grants programme on 1 April 2009 awarding grants of £300 to £10,000 to local communities in 2009-2010. In most nations Heritage Lottery Fund small grants will be provided through the existing 'Your Heritage' (£3,000 to £50,000) and 'Young Roots' (£3,000 to £25,000) schemes.

Further information regarding the new situation in Wales can be downloaded from:
www.awardsforall.org.uk/wales/index.html

UK Film Council: government-backed strategic agency for film in the UK, occasional funding streams for non-theatrical fund to help expand activities to bring viewing opportunities to areas across the whole UK: www.ukfilmcouncil.org.uk

National Screen Agencies: responsible for developing film, television and new media in their nations:

Scottish Screen
249 West George Street
Glasgow
G2 4QE
Tel: 0845 300 7300
www.scottishscreen.com

Regional Screen Scotland supports the community
cinema sector in Scotland
Tel: 07740 928 420
info@regionalscreenscotland.org
www.cinemaconsultant.co.uk

Film Agency for Wales
Suite 7
33-35 West Bute Street
Cardiff
CF10 5LH
Tel: 029 2046 7480
www.filmagencywales.com

Northern Ireland Screen
Alfred House
21 Alfred Street
Belfast
BT2 8ED Northern Ireland
Tel: 028 9023 2444
www.northernirelandscreen.co.uk

The four **Arts Councils** of the UK manage National Lottery funds for the arts; and while film is not currently a priority in all areas, priorities vary and change so check with your relevant Arts Council.

Arts Council of England
www.artscouncil.org.uk

Arts Council of Northern Ireland
www.artscouncil-ni.org

Scottish Arts Council
www.scottisharts.org.uk

Arts Council of Wales
www.artswales.org.uk

Trusts: a full list of grant-making trusts can be found in Directory of Grant Making Trusts (see Publications list), published by the Charities Aid Foundation and revised every year. You can find this and other reference sources on companies and charitable giving in your local reference library.

Other Useful References and Sources

Publications:

Directory of Social Change (including catalogue of Grant Making Trusts), www.dsc.org.uk

The Arts Funding Guide, Susan Forrester & David Lloyd

The Complete Fundraising Handbook, Nina Botting & Michael Norton, in assoc with Institute of Fundraising

Community Fundraising, The Effective Use of Volunteer Networks, Edited by Harry Brown

Effective Fundraising, An informal guide to getting donations and grants, Luke FitzHerbert

Fundraising from Grant-making Trusts and Foundations, Karen Gilchrist & Margo Horsley

Writing Better Fundraising Applications, Michael Norton & Mike Eastwood, in association with ICFM

Building a Fundraising Database Using Your PC: A Step-by-step Guide for Voluntary Organisations ("How To" Guide) by Peter Flory

National Council for Voluntary Action (NCVO) supports the voluntary and community sector:

www.ncvo-vol.org.uk

Sustaining Grants: for a pamphlet that argues that grant aid is an essential part of the local funding mix for community organisations and remains essential for thriving local communities:

www.navca.org.uk/sustaininggrants

National Funding Sources

UK Villages: for the Community Kitty supporting small community-based projects www.ukvillages.co.uk

The Wakeham Trust: provide: grants to help people rebuild their communities: www.wakehamtrust.org

Community Development Foundation: Government-backed multi-million pound funding programme to boost local community organisations with much-needed access to small grants and long-term financing www.cdf.org.uk

GRANTnet is a straightforward FREE-to-use service from GRANTfinder and can help small businesses, charitable and community groups to find suitable funding www.grantnet.com

Grass Roots Grants: currently inviting applications from not-for-profit volunteer-led community groups with annual average income of less than £30,000. You could apply for a Grassroots Grant of £250 - £5000. The grant is open for applications until March 2011. www.cdf.org.uk/web/guest/grassroots-grants

Yapp Charitable Trust: makes small grants for running costs and salaries to small charities in England and Wales to help sustain their existing work: www.yappcharitabletrust.org.uk

The Co-operative Foundation: supports community and voluntary sector activity through grants to local groups and organisations across its trading area. It is particularly interested in locally led and run groups which can demonstrate evidence of co-operative values and principles: self-help, equality, democracy, concern for the community: www.co-operative.coop

The Access Funds site aims to provide the latest funding information from Government, National Lottery, Charitable trusts, and the EU. It also contains directories of funding programmes and guides to funding. www.access-funds.co.uk

Easy Fundraising: FREE service where you shop online and at no extra cost raise funds for any charity, good cause or group: easyfundraising.org.uk

Appendix: Regional and National Screen Agencies: Funding Schemes for Community Cinemas 2009-10

The following information has been provided by Screen Agencies across the UK. As these will change with time, please check with the relevant websites for current schemes and conditions.

The Film Agency for Wales is the sole strategic body for film in Wales and offers the following funding for:

- Film Education projects – both formal and informal initiatives that involve children and young people aged 19 and under, fulfil our strategic aims and objectives and teach film literacy as opposed to solely practical filmmaking. Successful applicants will be awarded funding of up to 75% of the cost of any given project, up to a cap of £15,000, with a ceiling of £20,000 to any one provider/applicant in any given year. More information about the Guidelines and our Education Strategy can be found: www.filmagencywales.com/education.php
- Film Exhibition projects: Film Festivals. A total of £65,000 will be allocated to festivals that are, or have the potential to be, of national significance (Strand 1). Available funding is capped at 75% of the total budget or £35K per festival whichever is the lower. A total of £30,000 will be allocated to festivals that are of local/regional significance (Strand 2). Available funding is capped at 75% of the total budget or £10k per festival, whichever is the lower. Festivals must have a distinct USP and meet our strategic aims and objectives for Exhibition, the details of which can be found at: www.filmagencywales.com/exhibition-guidelines.php
- Film Exhibition projects: Special Events. The Film Agency will also consider applications for special non-festival events that have a particular strand of specialist, cultural or non-mainstream film activity. Support for non-core funded projects will be open for both the voluntary and professional sector. Examples of such events include: touring specialist film programmes, outdoor specialist film screenings, specialist film programmes targeted toward specific demographic or ethnic groups, eg Black and Minority Ethnic (BME) screenings, women-only screenings. A total of £10,000 will be allocated to Special Events with individual applications capped at 75% of the total budget or £2,000, whichever is the lower amount.

All applications to the Film Agency can only be made by organisations/companies (not individuals) and must focus on the promotion of specialist film and developing audiences for specialist film in Wales. A definition of specialist film is available at the UKFC website here: www.ukfilmcouncil.org.uk/specialisedfilms

The BFFS Welsh Group has sets of DVD Projection Equipment available to BFFS members and start-ups in Wales. The Group can also put you in touch with some film societies that have successfully applied for match grant funding from the UK-wide and regional schemes and their local authorities.
www.bffs.org.uk/communitycinema/wales/Group.html

Regional Screen Scotland, RSS, supports the community cinema sector in Scotland and offers the following:

- Local Film Festivals & Audience Development grants: intended to assist film festivals, cinemas, film clubs, community groups, and other bodies seeking to present a public film festival or similar unique event or audience development activity. Tours of film festival programmes to rural and remote areas may also be eligible for support. Grants are available to support local film festivals and audience development activities up to a maximum of £5,000 per organisation in any one year. Applications can be submitted at any time but will be assessed approximately every three months. This fund is limited to £40,000 in 2009-10. Download the application form and guidelines: www.cinemaconsultant.co.uk/rss_local_film_festivals_ap.doc
- Has run a Digital Projection Capital Fund: 08- mid 09 upper limit was £5,000 with total fund of £100,000.

The BFFS Scottish Group works with RSS and has sets of DVD Projection Equipment available to BFFS members and start-ups in Scotland. The Group can also put you in touch with some film societies that have successfully applied for match grant funding from the UK-wide and regional schemes and their local authorities
www.bffs.org.uk/communitycinema/scotland/group.html

Northern Ireland Screen is committed to developing the exhibition sector in Northern Ireland, a key element of which is film societies/community cinema. Film societies/community cinema are supported in order to sustain and develop the community cinema movement, and to deliver public value to community cinema audiences in Northern Ireland. Applicants should either be a member of BFFS or Access Cinema and operate in Northern Ireland. A Community Cinema Support Fund was set up in 2008 offering the following:

- A Bursary can be awarded to a constituted group - either new or established. The group must have a Management Committee consisting of a Chair, Secretary and treasurer as a minimum. Eligible costs are marketing/publicity spend, attendance at conference/training events, venue costs, capital costs (not in excess of £750 per applicant), consultancy/technical support and advice, other costs as agreed with NI Screen. Bursaries can be awarded of up to 75% of the applicant's total budget or £1,500 whichever is the lesser amount. Applications for this fund are accepted on a rolling basis.

BFFS is working together with **Northern Ireland Screen** and **access>CINEMA** to support Film Societies and Community Cinema in Northern Ireland. To get involved in the network or to find what local support is available visit the Northern Ireland Screen website www.northernirelandscreen.co.uk and for further information go to: www.bffs.org.uk/communitycinema/northernireland/Network.html

Screen East allocates Lottery Funding on behalf of the UK Film Council through the Regional Investment Fund for England (RIFE). Funding for the sector may be provided:

- Under the RIFE Small Awards up to £500; under RIFE Priority 3 Organisations up to £10,000.
- To support launch and marketing.
- For film club start-up initiatives via small grants.
- For an event where a number of films are screened to the public (could be archive or regional), provided public value criteria can be met (may also be funded by regional HLF).
- For an education activity for the older demographic, ie not under 19s, that would examine cultural and/or creative aspects of cinema (may also be funded by regional HLF).

See www.screeneast.co.uk and click on Funding

Screen East is not able to fund capital expenditure except where a strong case is made
Local funds may be available in specific place, eg Harpur Trust in Bedford, some in Norwich, etc.

Screen Yorkshire provides much of its support to community cinemas in the Yorkshire and Humber region via the **BFFS Yorkshire Regional Group** (www.bffs.org.uk/communitycinema/yorkshire/Group). However, a number of funds may be applied for by individuals or businesses for Exhibition and Education via the RIFE Lottery Funding, distributed on behalf of the UK Film Council to support audience development, cultural access, education and participation.

Screen Yorkshire provides money through the fund for:

- Audience Development: to support and extend the provision, promotion and interpretation of specialist film culture in the region. Aims to extend access and opportunities for audiences to experience a diverse range of moving image culture, primarily aimed at cinemas, festivals, archives and non-theatrical exhibition sector (mobile cinema and film societies).
- Critical Understanding & Cultural Access: supports education projects focused on the exhibition of film for young audiences, developing media literacy and passing on film interpretation skills.
- Participation: supports participatory projects with a focus on engaging young people (under 19s) or community groups in film and media creation.

See: <http://screenyorkshire.co.uk/funding/exhibition-and-education-funding/?phpMyAdmin=8849741c19767b75b601d91ffdd2d8ee&phpMyAdmin=0a95a9e97065bb90a3c619633dbad1ca>

The Digital Archive Fund is a UK Film Council Lottery Fund set up to increase public access to regional screen heritage. Applications are sought for ambitious projects that seek to inspire the broadest possible engagement with screen heritage material. Full details www.screenyorkshire.co.uk/exhibition-and-education/digital-film-archive-fund

Film London offers financial support to community exhibition through a variety of schemes each year. Typically:

The Cultural Exhibition Fund/Education Fund, via RIFE Lottery Funding, aims to support a rich film viewing culture for London so audiences have access to high quality viewing experiences that offer them the chance to discover new and unfamiliar non-mainstream film, which engage them more deeply in film culture and demonstrate the value and beauty of the medium.

- **Exhibition Activity:** Provision of a specific screening programme for a specific audience, creatively planned and managed so that programming and marketing work together to attract the largest possible audiences and enrich London's film culture. The programme should focus on films that would otherwise not be seen in the capital.
- **Added Value for Audiences:** Projects that give audiences the opportunities to learn about cinema and moving image culture through activity complementary to these film screenings, for instance: facilitated discussions; special events; guest lectures; Q&A sessions; seminars; programme notes. Learning objectives should be identified, and there should be clear progression routes for the target audience.
- **Local Networking:** Projects with a new or existing plan to bring together those working in the formal and informal film education sectors in their local area alongside other local interested parties to present their work, forge new partnerships, share knowledge and best practice. This could take the form of a showcase, an 'open morning', seminar or structured meeting(s).

No funding is available for capital projects, ie equipment.

Other funding in London may be available within local Boroughs; it is recommended that applicants contact arts/community officers in the relevant Borough to identify focus and amounts.

For up-to-date funding info see: www.film london.org.uk/content.asp?CategoryID=1049

Through various funding streams, **Northwest Vision and Media** aims to help preserve and restore film archives, make diverse film more accessible to mainstream audiences and provide film training for disadvantaged groups and those in remote areas. The Heritage, Access to Film and Audience Development Fund has several strands:

- The Film Heritage fund aims to find locations in the region for the presentation and storage of archived film (and accompanying access programmes), or a centralised Northwest location. Applications can be made jointly with other organisations.
- The Audience Development: Annual Programmes fund is designed to support cinemas that run a year-round, culturally diverse film programme. Applications might be made jointly with other cinemas to ensure regional coverage.
- The Audience Development: Festivals fund aims to support organisations that deliver festivals of culturally diverse films and accompanying education work.

No funding is available for capital projects, ie equipment.

South West Screen administers the Regional Investment Fund for England (RIFE) for film projects in the South West of England to run various strands and schemes. Through Lottery (RIFE) funding, we can provide grants for innovative projects that help promote our region and the talent and culture within it. The maximum size of a grant will be £20,000, however the average award will be between £5,000 and £8,000. www.swscreen.co.uk

No funding is available for capital projects, ie equipment.

The BFFS South West Regional Group has sets of DVD Projection Equipment available to BFFS members and start-ups in the region. The Group can also put you in touch with some film societies that have successfully applied for match grant funding from the UK-wide and regional schemes and their local authorities. <http://bffssouthwest.org.uk>

Screen South endeavours to ensure that audiences throughout the South East have access to the full range of British and international cinema by guiding innovative programming at Regional Film Festivals and Film Societies as well as promoting access to local and Regional Film Archives through more regional screenings. Screen South administers the Regional Investment Fund for England (RIFE) for film projects in the South East of England to run various strands and schemes:

- Training and Travel bursaries: funding is available via RIFE Open Fund for Small Awards.
- Community Learning, Exhibition and Film Heritage Fund: supports projects that increase audiences for a wide variety of moving image media, encourage audiences to actively engage with the films they see and raise the profile and importance of understanding the media and the moving image.

See the Screen South funding page for up-to-date information: www.screensouth.org/content.aspx?page=4

No funding is available for capital projects, ie equipment.

Screen WM is committed to supporting and developing exhibition and audience development across the West Midlands, aiming to ensure that audiences have the opportunity to see the broadest possible range of films and that the audience for specialised films increases and diversifies. We are also keen to encourage the exhibition of films and media produced in the West Midlands to ensure that they can be seen by the widest possible audiences and to showcase the region's talent. Archive and Exhibition projects are currently supported through:

- Investment Fund: that increase audiences and encourage to engage with the films they see and raise the profile and importance of understanding the media and the moving image.
- Digital Film Archive Fund: to increase public access to regional screen heritage. Screen WM has £138,000 of funding to award to projects per year for 2 years.

No funding is available for capital projects, ie equipment.

See the funding page for up-to-date information: www.screenwm.co.uk/investment_and_funding/what_we_fund

Northern Film and Media offers funding to a wide range of projects in the North East to support exhibition, increased audiences and education activity:

- Social Impact Fund, helping individuals and organisations to engage with audiences and community across the region. Projects will demonstrate a social or cultural impact on the participants and the wider community.
- Exhibition & Education: for projects that expand the choice and critical understanding of cinema and moving image in the region. Such projects might include: film festivals, special cinema programmes, moving image courses or seminars, film clubs and so on. 50% match funding is required. Maximum funding available to individual or company: £1,000.
- Training and Networking: a fund to help develop film and media expertise and contacts. Applicants must identify a suitable training provider or networking opportunity (regional, national or international) and must demonstrate how their skills and contacts will contribute to the realisation of NFM's Social Impact mission.

No funding is available for capital projects, ie equipment.

See the funding page for up-to-date information: www.northernmedia.org/?pageid=19#Exhibition&Education
