

Fundraising & Budgeting Workshop

Jo Buckley

30 November 2020

Session 1

- Introductions
- Budgeting: The Basics
- Group task: Planning a budget
- How did we do?
- How do we turn a budget into a funding application?

A balanced budget

- Income matches expenditure!
- Using a spreadsheet
- Consider an Excel tutorial
- Check, check and check again

Income

- Engagement fees (i.e. a booking)
- Ticket sales
- Merchandise sales
- Public funding (e.g. Creative Scotland)
- Trusts & foundations
- Private donations
- Corporate sponsorship
- Royalties
- Hire fees (e.g. equipment)
- In kind income — don't overlook this!
- Tax relief

Expenditure

- Capital purchases (e.g. equipment)
- Musician fees
- Broadcast / recording fees
- Commission costs
- Travel
- Accommodation
- Venue hire
- Administration / production
- Music hire
- PRS
- Marketing and advertising
- Per diems
- Equipment hire
- Photography & filming
- Tuning costs (e.g. piano)
- Porterage
- VAT
- Printing, postage and other sundries

Industry standards

- Musicians' Union:

<https://www.musiciansunion.org.uk/Home/Advice/Playing-Live/Gigs-and-Live-Entertainments/rates-contracts>

- Association of British Orchestras / MU agreement

<https://www.musiciansunion.org.uk/Files/Rates/Orchestral-Rates/ABO-MU-Agreement>

Group task: 20 minutes

Prepare a starter budget for one of the following:

- A new commission and premiere performance
- A 3-concert tour in Scotland/UK
- A one-off concert in France (pre-Brexit)

The performers are a string quartet.

Actual fees are not important — I am looking for the kinds of income / expenditure you would expect with each project.

Funding Applications: The Basics

- Why are you doing it?
- Where is the need?
- Who will benefit and how?
- What makes your application stand out?
- How do you match the aims of this trust?
- What's the ask, and where is the rest of the income coming from?
- How did you arrive at your figures?
- What will happen if the application isn't successful?
- Plans for evaluation, dissemination, and knowledge sharing
- Confirmation of partnerships and letters of support

Next time

- Types of Funding
- Applying for Public Funding
- The assessment process
- Applying to Trusts and Foundations
- Other types of funding and how to get it