

A photograph of a desk with a calculator, a laptop, a pen, and a stapler. The desk is made of light-colored wood. A black calculator with blue buttons is in the upper left. A silver laptop is partially visible on the left. A black pen with a white tip is in the center. A black stapler is in the lower right. A yellow notepad is in the upper right. A blue circle with a white border is overlaid on the right side of the image.

Online  
Music Business  
Resource

# FUNDING TIPS

FOR THE RECORDING  
SUPPORT SCHEME

BY CHRIS HODGKINS

[chris.hodgkins3@googlemail.com](mailto:chris.hodgkins3@googlemail.com)  
[www.chrishodgkins.co.uk](http://www.chrishodgkins.co.uk)

# Funding tips

## 1 Introduction

This guide was originally written for applicants to the Jazz Services Recording Support Scheme which required matching funding:

- Matched funding – is the additional external funding needed to complete the project application. For example, a successful application with a total cost of £10,000 might need matched funding of 20%. A successful application will need to raise £2000. Arts Council England expect applicants to find at least 10 per cent of the total cost of their activity from other sources - *“Financial income from other sources helps to demonstrate partnership support for the activity, and shows that the activity is making the most of our investment”*
- External funding is defined for example as, pre-orders for the recording of an album, monies raised from a funding scheme such as [KickStarter](#), or other crowd funding sites, other arts grants.

## 2 Funding tips

### 2.1 Research

First of all, do your research. What kind of project are you applying for funding from and where are you going to apply for funds? For example if it was a recording project, are you going to raise the money through crowd funding, trusts, sales of CDs in advance? Do you have the backing of a record label? These are the kind of questions you should be asking and then looking at the viability of each option. Set out below are a number of options to explore; there will, however, always be options that you can research that will throw up new and creative ways of raising the funding.

- Crowdsourcing such as [KickStarter](#) , [Crowdfunder](#) and the Crowdfunding search site operated by NESTA [crowdingin.com](#)
- Funding from fans – If you are recording an album, sell your downloads and CDs in advance to fans, friends and relatives.
- Trusts – [Help Musicians](#), [the PRS For Music Foundation](#) and the [Directory of Grant Making Trusts 2018/19](#)
- Publicly funded bodies such as Arts Councils in England, Wales, Northern Ireland and Scotland.

The above is just the start.

### 2.2 Define your goal

Set out what you want to accomplish and how much is required. This will become your target. Remember once you have set the target you cannot keep coming back and changing it. Do you just need the money to complete a project or do you need a bit more to market and promote the tour or CD or downloads? Also think of how long it might take to achieve the funding goal. Develop a timescale.

## 2.3 - Develop rewards for potential backers

Think about what you can offer potential backers. It may be a download of the album or a signed CD. If a backer puts a lot of money into the recording you might want to credit them on the album and your web pages. What other inducements can you offer them? A free ticket to the album launch is one example. But please bear in mind that the cost implications should be reflected in your budget. If you have a personal or positive relationship with, say, a local business person, why not ask him or her to sponsor the group for a period of time?

## 2.4 Develop a budget

Potential backers will want to see a realistic budget. For budgeting please see “*Where Do You Want To Be*” at <http://www.chrishodgkins.co.uk/business-education/>

## 2.5 Develop your proposal or sales pitch

How you present your project makes a difference. On your web pages and crowd sourcing sites, sales emails and other methods of promotion you will need to engage with potential backers. Make sure you have good images and copy of what they are buying into. Can you create a video of your band playing a track from the forthcoming album? Develop a simple story of what you have achieved to date and where you want to be. Upbeat and positive should be the key.

## 2.6 Go to town on the marketing

Use everything at your disposal, from Facebook, LinkedIn, Twitter, emails to your address lists; leave no promotional stone unturned. Update your web pages on news of your campaign and as people come in with pledges and donations you can keep them informed.

## 2.7 Keep at it!

Remember you are on a marathon, not a 100 yard sprint, and reinforcement is the key. You will hopefully get some initial successes but you need to keep on running. Do not rest on your laurels until you have achieved your funding goal. Find new ways of reaching people, tell people at subsequent gigs. Again, let people know how you are doing. Tell them the good news when you have reached the halfway point. And then the three quarters mark. And so on.

## 2.8 Listen to your supporters

Your backers and supporters may well offer ideas, suggestions, advice and helpful tips. Listen to them. Respond. You may not agree with them but they have backed you and they may have friends who have a similar view on life who also might decide to pledge support.

## 2.9 Hold your nerve

At some stage you may think like Private Frazer from Dad’s Army: “We’re doomed!” Hold your nerve, and act positively. Find ways of communicating your successes to new people. Be prepared to do things you would not have normally thought of doing, be flexible and be creative. You are jazz musician; *ipso facto* you are creative!

## 3 Sources of Funding

Please remember research and yet more research is the key. Make sure the trust or foundation you are applying to is relevant. Please do not apply for the sake of applying. Operate on the principle of a targeted focused application, as you stand more chance with a researched application than something that has been thrown together.

With regard to crowd sourcing see the NESTA Crowd Crowdingin.com above.

### 3.1 Crowd sourcing platforms

<https://www.facebook.com/wefund/>

<https://www.pledgemusic.com/>

<http://www.crowdfunder.co.uk/peoplefundit>

<https://www.kickstarter.com/>

### 3.2 Trusts and Foundations

These are just a few to get you started

#### Association of Charitable Foundations

The Association of Charitable Foundations (ACF) is the UK wide support organisation for grant- making trusts and foundations of all types. The ACF gives useful tips on how to apply for funds with a list of charitable organisations.

Tel: 0207 255 4499

Web: <http://www.acf.org.uk/>

E-mail: <mailto:acf@acf.org.uk>

#### Directory of Social Change

The Directory of Social Change has some very useful fundraising websites. You will need to check with them but your local library may be able to access the sites for you.

Tel: 0207 697 4200

Web: <https://www.dsc.org.uk/>

Email: <mailto:cs@dsc.org.uk>

#### Baring Foundation Arts Programme

The Arts programme contributes to the cost of small-scale arts projects taking place in an educational or community context.

Tel: 0207 767 1348

Web: <http://baringfoundation.org.uk/>

#### EMI Music Sound Foundation

The Foundation will make grants to individuals, bodies and institutions. It will consider supporting projects which encourage the education of the public, particularly for young people in all aspects of music, both in the UK and overseas.

Web: <http://www.emimusicfoundation.com/>

Email: [emimusicfoundation@umusic.com](mailto:emimusicfoundation@umusic.com)

## The Jerwood Charitable Foundation

Jerwood Charitable Foundation is an independent grant-making foundation and UK registered charity dedicated to imaginative and responsible funding of the arts, with a particular focus on supporting talent and excellence. We work with exceptional, dedicated artists and producers enabling them to develop and thrive at important stages in their practice, often in partnership with leading UK arts organisations.

Tel: 0207 261 0279

Web: [www.jerwoodcharitablefoundation.org](http://www.jerwoodcharitablefoundation.org)

Email: [info@jerwoodcharitablefoundation.org](mailto:info@jerwoodcharitablefoundation.org)

## Help Musicians UK

Help Musicians UK is the leading UK charity for professional musicians of all genres, from starting out through to retirement. They help at times of crisis, but also at times of opportunity, giving people the extra support they need at a crucial stage that could make or break their career. They also run the Peter Whittingham Jazz Awards.

Tel: 0207 239 9100

Web: <https://www.helpmusicians.org.uk/>

Email: [info@helpmusicians.org.uk](mailto:info@helpmusicians.org.uk)

## Paul Hamlyn Foundation

Their mission is to help people overcome disadvantage and lack of opportunity, so that they can realise their potential and enjoy fulfilling and creative lives. They have a particular interest in supporting young people and a strong belief in the importance of the arts.

Tel: 0207 812 3300

Web: [www.phf.org.uk](http://www.phf.org.uk)

Email: [information@phf.org.uk](mailto:information@phf.org.uk)

## PRS for Music Foundation

The PRS Foundation offers support for the development and performance of new music, of any genre, via a range of funding schemes.

Web: <http://www.prsformusicfoundation.com/>

Email the PRS for Music Foundation via their website

## Prince's Trust

If you're 18 to 30, living in the UK and have a business idea or some ideas to explore, their Enterprise programme could be for you. You can either sign up for our face-to-face programme or try our new, flexible online platform, with e-mentor support, to help guide you through all the key steps. Their programme kicks off with a free information session in your local area, and we'll tell you how we can support you and, if you're still keen, they will also invite you onto our four-day interactive workshop. You will get to meet other like-minded people and have the chance to tap into a business expert, covering everything from business planning and marketing to sales, budgeting and tax. After this, it's time to start building your business. They will support you to plan and test your ideas and give you the opportunity to apply for funding. That way, you'll be ready to meet their Business Launch Group at the end of the process. Once you've launched your business, they will provide you with an experienced business mentor who will be on hand to share advice every step of the way - for up to two years

Tel: 0800 842 842

Web: <https://www.princes-trust.org.uk/>

Email the Prince's Trust via their website

## Shell LiveWIRE

The Shell LiveWIRE programme supports innovative young entrepreneurs in the UK with ideas that meet the energy and resource needs of a fast-growing population and is one of Shell's Social Investment Programmes. Over the last 30 years, Shell LiveWIRE has helped over 880,000 young people in the UK to explore starting their own business and provided £5 million of funding. Shell LiveWIRE champions creativity and innovation, fostering a culture of peer support that has led the Shell LiveWIRE online community to grow to over 230,000 members.

Tel: 0191 6914900

Web: <https://www.shell-livewire.org>

Email: [enquiries@shell-livewire.org](mailto:enquiries@shell-livewire.org)

### 3.3 Arts Councils

#### Arts Council of England

Website: <http://www.artscouncil.org.uk/>

#### Arts Council of Northern Ireland

Website: <http://www.artscouncil-ni.org/>

#### Arts Council of Wales

Website: <http://www.arts.wales/>

#### Creative Scotland

Website: <http://www.creativescotland.com/>

#### Arts Council Ireland

Website: <http://www.artscouncil.ie>

### 3.4 National Lottery Distributors

#### Awards for All

Awards for All are a grants scheme for local communities. There are different schemes for each of the four countries of the UK.

Website: <https://www.biglotteryfund.org.uk/funding/Awards-For-All>

#### The Big Lottery Fund

The Big Lottery Fund provides funding for charities, voluntary organisations, and projects that improve the health, education and environment of communities.

Website: <https://www.biglotteryfund.org.uk/funding/Awards-For-All>

Chris Hodgkins

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