



FUNDING THE ELUSIVE DOLLAR

A GENERAL APPROACH

Whether you're "Big or Small, Rural or Urban", you've probably thought about applying for Corporate or Federal funding.

Looking for funding is tough, and sometimes, the application process can be tougher. Some organizations can count themselves lucky to have staff with experience in applying for funding. But what if your organization doesn't, where to start?

DECISIONS, DECISIONS. DECISIONS

There are two ways of going after funding:

Look for funds that fit your program,

Or make your program fit the funding.

In either case, your organization will need to decide who will handle the research, application writing, project implementation, and follow up reporting.

The next step is to learn about the types of funding available, which will be an ongoing process. Many programs are administered according to the Corporate or Governments fiscal year. This will be part of your research.

As you search for Corporate or Government funding, you might try "Thinking outside the box".

That is, while many funding programs don't seem to apply directly to you, there might be funds to help renovate or maintain your project or projects, or access human resources. For example, if you run rural projects, you might apply to rural development to turn a building into to an office and tourism centre.

Once you've check out what's available, follow up you search by talking with funding program managers for a clearer picture of funding priorities and your responsibilities.

So you've learned about programs and initiatives available through Corporate and Governments.

You have a few projects you're looking at but don't have the time or resources to apply to them all.

To maximize an application consider the long-term sustainability of the project.

Because the application process can sometimes be long, you want the fruit of that labour to last as long as possible.

One tip is to prepare a corporate profile of your organization.

For instance Murals of Moose Jaw has a by-law that talks about who they are, what they do, and what their goals are. They are able to incorporate much of this info, with relevant modifications, into their proposals, which cuts down on the time it takes to write each application. Also in your proposal, communicate how your project and the funding body's mandate relates and how the project will benefit your community and them as the funding body.

GETTING TO KNOW YOU

My number one recommendation is to develop a relationship with the funding manager and to meet and talk him about your proposal.

That person can assess your proposal based on funding criteria and recommend changes to help you fit the criteria, or drop it, as it cannot fit the criteria.

This will help build a funding network so that even if your project isn't eligible, the person you've dealt with may think of you for other funding opportunities that come up that better suit your ideas.

Sending copies of your project and application forms to your Civic and Provincial leaders makes them aware of who you are and what project you are undertaking.

In many cases, the funding body may contact them for advice on funding your project. So if they already know of your application, they will be able to recommend your project.

Another idea is to ask community organizations to write letters of support for the project. In this way, you build support, which funding departments like to see.

BEFORE WE GO (THE PROJECT)

It's also important to know what your responsibilities are as recipients of funding. Read the contract carefully as any confusion should be cleared up before signing. The next step is to stick to the contract fulfilling your ½ of the agreement, during the project. This will reflect positively on your organization, in future funding applications.

READY SET GO

During the project file reports of progress with your partners. Invite them to participate in the events, programs they have funded. This lets them see the effect of your project on the community as a whole. Their reports will lend credibility that may help in ensuring future funding for other projects.

PROJECTS ARE ALL GOOD

If your not approved for funding, don't give up. It is important to remember that your organization has made a valuable contact for future projects. Building your funding network may be tough at first but doing so you don't have to start from scratch each time search for funding.

THINK ABOUT

Be creative when thinking about projects and the funding for them.

Think about how funding your project can relate to their organization.

Can you create a project around existing funding programs; a partner may have in place.

Look at regional or national foundations in "The Canadian Centre For Philanthropy Director Of Foundations." most public libraries will have it

Fundraising the Allusive Dollar



Background

The Foundation for Murals of Moose Jaw Inc. is a registered charity with Revenue Canada. It is incorporated under the incorporation act of Saskatchewan.

Its mandate is to raise funds for the painting of murals on the built of the City of Moose Jaw.

Setting up

1. Set up a separate bank account with at least 3 signatures, any two of which must sign all cheques.
2. If you are hosting a major event such as a conference set up a separate bank account for this event and keep all funds separate
3. Keep simple accurate books and report status of accounts on a timely basis to your organizations
4. Check your local provincial or state laws regarding income tax reporting. All registered charities must make annual reports to the tax people
5. If you are having an event where you are set up to accept Visa/MC be very aware of the monthly fees involved.
6. Prepare a budget.
 - a. Calculate expenses high
7. Calculate revenues low

SAMPLE FINANCIAL RECORDS

1 SPREAD SHEET

ANYTOWN MURAL FOUNDTION				
DESCRIPTION	CHECK #	DEBIT	CREDIT	BALANCE
SEED MONEY		\$2000.00		\$2000.00
CHEQUES PRINTING			\$29.00	\$1971.00
REGISTRATION		\$300.00		\$2271

2 FINANCIAL REPORT

FINANCIAL STATEMENT ANY TOWN		
SEPTEMBER 30 2002		
<u>REVENUES</u>		
TOUR FEES	\$165.00	
BOOK SALES	\$295.00	
GRANT	\$2000.00	
TOTAL REVENUES		<u>\$2460.00</u>
<u>EXPENSES</u>		
OFFICE SUPPLIES	\$95.00	
TOUR BUS RENTAL	\$65.00	
TOTAL EXPENSES		<u>\$160.00</u>
BALANCE		<u>\$2,140.00</u>



Government Grants



1. Check your local provincial and state web sites for cultural grants available.
2. Make applications - if you do not apply you will definitely not get one but if you do apply all they can do is say no.
The more applications you make the better you get at filling them out

Personal

1. Be very lucky and have a good man who volunteers to help you raise funds
2. Let him do his job



Creative Fund Raising



1. Community involvement

- a. Citizens donated broken pottery, which was incorporated into a mosaic mural.
- b. A local artist designed the mural and students created it
- c. Open your mural competitions to high school and college art programs
- d. Apply for hire a student grants to pay them
- e. Have local paint companies donate materials
- f. Seek corporate sponsorship
- g. Take advantage of "Artist in residence programs"
- h. Encourage beautification projects a local group of grade school students painted sunflowers over some graffiti near their school.

Raffles

1. Check local provincial and state laws re rules
2. Make sure your administration costs do not exceed your profits
3. Silent auctions work well



Budget Worksheet for [event name]

Expenses:

Site	Estimated	Actual
Room and hall fees	\$10.00	\$10.00
Site staff	\$15.00	\$20.00
Equipment	\$15.00	\$20.00
Tables and chairs	\$50.00	\$50.00
Totals	\$90.00	\$100.00

Refreshments		
Food	\$15.00	\$10.00
Drinks	\$20.00	\$20.00
Linens	\$25.00	\$20.00
Staff and gratuities	\$50.00	\$50.00
Totals	\$110.00	\$100.00

Publicity		
Graphics work	\$40.00	\$50.00
Photocopying/Printing	\$50.00	\$50.00
Postage	\$50.00	\$50.00
Totals	\$140.00	\$150.00

Decorations		
Flowers	\$50.00	\$50.00
Candles	\$20.00	\$50.00
Lighting	\$50.00	\$50.00
Balloons	\$50.00	\$50.00
Paper supplies	\$50.00	\$50.00
Totals	\$220.00	\$250.00

Programming		
Performers	\$50.00	\$50.00
Speakers	\$60.00	\$50.00
Travel	\$40.00	\$45.00
Hotel	\$60.00	\$50.00
Totals	\$210.00	\$195.00

Prizes		
Ribbons/Plaques	\$50.00	\$50.00
Gifts	\$40.00	\$40.00
Totals	\$90.00	\$90.00

Miscellaneous		
Telephone	\$5.00	\$10.00
Transportation	\$25.00	\$30.00
Photocopying	\$10.00	\$10.00
Postage	\$30.00	\$30.00
Stationery supplies	\$20.00	\$20.00
Fax services	\$5.00	\$5.00
Totals	\$95.00	\$105.00

Total Expenses	\$955.00	\$990.00
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Income:

Admissions						
	Estimated	Actual			Estimated	Actual
	200	240	Adults @	\$5.00	\$1,000.00	\$1,200.00
	350	290	children @	\$2.00	\$700.00	\$580.00
	100	50	other @	\$1.00	\$100.00	\$50.00
					\$1,800.00	\$1,830.00

Ads in Program						
	1	1	covers @	\$50.00	\$50.00	\$50.00
	6	5	half-pages @	\$25.00	\$150.00	\$125.00
	12	10	quarter-pages @	\$15.00	\$180.00	\$150.00
					\$380.00	\$325.00

Exhibitors/Vendors						
	5	6	large booths @	\$50.00	\$250.00	\$300.00
	20	18	med. booths @	\$25.00	\$500.00	\$450.00
	20	20	small booths @	\$15.00	\$300.00	\$300.00
					\$1,050.00	\$1,050.00

Sale of Items						
	300	350	items @	\$3.00	\$900.00	\$1,050.00
	35	25	items @	\$50.00	\$1,750.00	\$1,250.00
	150	200	items @	\$20.00	\$3,000.00	\$4,000.00
	200	190	items @	\$8.00	\$1,600.00	\$1,520.00
					\$7,250.00	\$7,820.00

Total income	\$10,480.00	\$11,025.00
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Summary of Profit/Loss:

Totals	Estimated	Actual
Total income	\$10,480.00	\$11,025.00
Total expenses	\$955.00	\$990.00
Total profit (or loss)	\$9,525.00	\$10,035.00