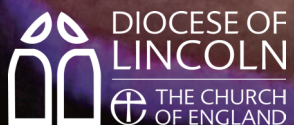




# ALTERED



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**ARTS COUNCIL  
ENGLAND**

**Lincolnshire**  
COUNTY COUNCIL  
*Working for a better future*

# TOOLKIT

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## About Altered

Altered seeks to inspire Lincolnshire Church communities to develop new partnerships and collaborations with artists, to explore the structures, location, hidden corners and stories deep within the fabric of Lincolnshire's churches.

Altered strives to challenge audiences to discover Lincolnshire churches through the prism of contemporary art practice and by combining awe-inspiring medieval buildings with site-specific contemporary arts experiences, Altered strives to bring the best out of the architecture of the building, and of an artist's work, to delight and excite audiences.

Altered is a partnership formed in 2012 between The Diocese of Lincoln, artsNK and the University of Lincoln.

## Making it Happen in Your Church

This guide will take you through our ten step plan to 'Make it Happen' in Your Church.

1. Apply for Funding
2. Create a brief
3. Advertise the opportunity
4. Hold an open day for prospective applicants to attend
5. Draw up a shortlist
6. Interview the shortlisted artists
7. Select the artist you would like to work with
8. Install/create the piece together
9. Create a buzz - market the event
10. Meet your audience

Throughout the process the Altered team will be here to support and advise you, to ensure your process is enjoyable and that you and your community benefit from the project as much as possible. We've also included a handy 'Jargon Buster' at the end of this booklet to define any terms contained in this booklet that you may not have encountered before.

## What to Commission

Before applying for funding to support your project, you need to think about the type of work you may want to commission (digital, visual art, installation, performance). There may also be a specific part of your church you would like the work to be created in or specific themes you would like the artist to respond to, which should be specified in the brief.

- Think about what your community would enjoy and benefit from, whilst keeping an open mind to suggestions.
- Consider any unique historical, artistic, architectural or literary links to your church that you may like an artist to explore or respond to
- What excites and inspires you and your community about your church?

## Funding

To 'Make it Happen' you will need to raise some funds to pay the artist and for any equipment or materials they may need to create their piece of work. There are three main streams of funding you can look into, Government grants (Arts Council, Local Authority Funding) Donations (fundraising and crowd-funding) and grants from independent charitable Trusts and Foundations. Before you begin to write a funding application, it is always advisable to contact the funding body directly to ensure that you are eligible to apply, and for further help and advice with your application.

### Government Grants

Arts Council England 'champions, develops and invests in artistic and cultural experiences that enrich people's lives.' It is funded by the Government and the National Lottery, and anyone can apply for any one of their specified grants.

### Grants for the Arts

A.C.E. has a number of different grants you can apply to, so be sure to look thoroughly through their website which is full of helpful advice and information about funding. 'Grants for the Arts' is a fund that supports projects that 'engage people in England in arts activities' and helps 'artists and organisations in England carry out their work'.



Therefore it is likely that you will be applying to this fund, which can award between £1000 - £100,000. There is a six week turnaround from the date of submission for applications under £50,000, and full details on how to apply and links to the online application process are available on their website.  
[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

### **Local Authority Funding**

Lincolnshire's Funding Portal is a valuable resource for local funding opportunities and is completely free to access. Just visit the website and follow the links to see which grants you are eligible to apply for.

[www.open4community.info/lincolnshire](http://www.open4community.info/lincolnshire)  
[www.lincolnshire.gov.uk/communitygrants](http://www.lincolnshire.gov.uk/communitygrants)

As your project will be benefiting your local community you should also apply to your local authority for a Community Support Grant. Each authority works slightly differently in how they award this money, some will have an open application policy and for others you will need to apply at a certain time of the year. For more information visit your county and/or district authorities' website for further details.

### **Trusts and Foundations**

There are a number of trusts and foundations that you could apply to for your project. Some have an open application process, while others will invite applications at specific times. There are large numbers of trusts and foundations nationwide, so an element of research is essential to see what is out there, and whether you are eligible to apply. The Association of Charitable Foundations (or ACF) and 'Grantnet' are great places to start your research. The UK Community Foundation and Awards for All are also fantastic sites to look at, as they support community-based projects.

[www.acf.org.uk](http://www.acf.org.uk)  
[www.grantnet.com](http://www.grantnet.com)  
[www.ukcommunityfoundations.org](http://www.ukcommunityfoundations.org)  
[www.biglotteryfund.org.uk/funding/Awards-For-All](http://www.biglotteryfund.org.uk/funding/Awards-For-All)

### **What to do if you're unsuccessful**

Some funding bodies will advise you on how to improve your application to meet their funding criteria, whereas others will not be able to provide this information. If you are unsuccessful always ask for feedback, there may be an opportunity to resubmit your application or apply for another funding stream. Don't be disheartened, the Altered partnership are here to help you through these processes and can help you when resubmitting an application or looking for alternative funding sources.

### **Donations and Fundraising**

Donations can be taken in a number of forms from collection pots to sponsored events to online giving. Be inventive with your fundraising, make the most of your communities' skills and remember every little helps! Fundraising needn't be an arduous task, working with your community to raise funds for your project can be an incredibly rewarding process leading to an even more rewarding result!

### **Online Giving**

If you are a registered charity you can use JustGiving to raise funds for your project. Simply sign in, create a page, update it regularly with any updates and invite people to donate.

[www.justgiving.com](http://www.justgiving.com)

Not a charity? Then crowd-funding could be for you. Crowd-funding is similar to JustGiving in that people donate money via the internet for a specific cause, however this cause can be anything from raising funds to release a book, CD or create a piece of theatre.

Crowd-funding is essentially a way of raising money online for a creative project by asking a large number of people to donate small amounts of money. Crowd-funding websites are a fantastic way to generate support for your project and some companies and organisations have been able to fund whole projects solely on crowd-funding donations.

All crowd-funding websites are different, so make sure you read the small

print before choosing your provider. All crowd-funding websites take a small percentage of your fund (generally 5%) and most won't take money out of sponsors bank accounts, and therefore you won't receive any donations, unless you reach your target. Therefore it is always a good idea to be able to 'buy yourself out' in this instance, by donating the remaining amount to your fund.

Take a look at examples of current campaigns from a range of different crowd-funding sites such as WeFund, Sponsume, Kickstarter to see how they work.

[www.wefund.com](http://www.wefund.com)

[www.kickstarter.com](http://www.kickstarter.com)

[www.sponsume.com](http://www.sponsume.com)

When you're ready to crowd-fund find the website that is best for you, create an account and follow the helpful forms and instructions to set up your page. Generally, you will need to upload information about your project, images and possibly a short video, and create a series of 'rewards' for sponsors for example:

- Donate £5 to be thanked in the project programme
- Donate £20 to be invited to the Private View
- Donate £100 to meet the artist, be the official sponsor of the project and to be taken on a private tour of the church

Some organisations only offer thanks for donations, but small incentives are a great way to encourage people to donate a little bit more than they initially intend too.

### **Match Funding and In-Kind Support**

When applying for funding most funding bodies require you to secure match funding in the form of cash and in-kind support from other sources to match their investment. This is why it is advisable to apply to two or three funding bodies at one time, to improve your chances of success by spreading the risk for the potential funder.

In-kind support can be defined as a gesture of good will, often in the form of donated time or resources. Many funding bodies will allow this to count as part of the match funding, as a monetary value can be attached to in kind support.

If you have any questions about match funding or how to find or calculate in-kind support, the Altered partnership can support and advise you.

### **Top Tips for Funding**

- Be creative - present your application or pitch for funding in a unique way to stand out, and think outside of the box when fundraising or looking for sources of funding (i.e. community grants from the council or sponsorship deals with local companies) Also be creative with your budget, look for in-kind support find ways to involve the community in the creation of the project.
- Write a budget - be clear and realistic, include a contingency (5-7.5%) and account for every penny.
- Remember you are talking to people, about people- make sure your application is clear and easily understandable, and doesn't use lots of jargon. Ask a neighbour or someone outside of the project to read it, and ask them to tell you what they think it is about. Highlight who the project benefits (statistics are fantastic if you have them!) and how their funds would make a difference to your community.
- Use your connections- perhaps a local company is looking to support local charities, maybe someone in your community has experience in fundraising and would be willing to donate their time, or maybe a group of local businesses would like to support the project in return for a small amount of advertising.
- Research – look around for funding pots that are applicable to you, and research companies who have received them to better inform your application, you may even like to contact them to see

if you can discuss the application process with them.) Or contact the funding bodies themselves to ask any important questions and introduce the project in the process before submitting an application.

- It's all about relationships- so they said no this time?
- But they will know you the next time you apply. Perhaps they thought your project was fantastic, but they couldn't quite help you this time, they might advise you about other funding pots, recommended you to others, or give you a call next time they are open for applications. There are many reasons why a funding application might be unsuccessful but always ask for feedback as you may be able to resubmit.
- Write your application to their criteria- just as you would write a job application, be sure to address all of the points contained in their criteria in your application, providing clear examples where applicable. However, make sure you're not compromising your ideas and the aims of your project when applying for funding.
- Stand out- what is unique about your project, church and community? Grab their attention from the first word.
- Create a bank of supporting material- funding bodies like to receive supporting material with your applications, ask to quote members of your parish about what the project means to them, provide letters of support from your local authority or key individuals supporting the project, take photos of the church and of activities it hosts or any similar projects the church may have commissioned.
- Check your application before sending it- another pair of eyes (or two, or three, or four...) on your application is very helpful in checking for spelling, flow and grammatical mistakes.

## Creating the Brief

So you've got some money! Now it is time to invite artists to apply for the project by writing a brief.

Your brief should include:

- Your contact details
- What you are looking for
- A description of the project, including any particular themes you would like to explore
- An invitation to an open day (step 4)
- Project dates (when you would like to show the work)
- Deadline for applications (including time of day)

## Marketing the Brief

Now you've written your brief you will need as many people to see it as possible. Tell people you know about it, put the brief up in your church, around your local area and post the opportunity online. Here are a few websites and online newsletters where you can list your brief for free.

[www.artsjobs.org.uk](http://www.artsjobs.org.uk)

[www.ideastap.com](http://www.ideastap.com)

[www.transportart.com](http://www.transportart.com)

[www.designfactory.org.uk](http://www.designfactory.org.uk)

[www.artsadmin.co.uk/resources/e-digest](http://www.artsadmin.co.uk/resources/e-digest)

The Altered partnership also has an extensive email database they can use to help communicate your brief to artists.

You can also use social media to advertise your brief, include a shortened link (visit [bitly.com](https://bitly.com) and paste the page URL to generate a shortened link) and write something catchy so people 'share' it online. It is also a good idea to inform local community groups and artists and using social media applications such as Twitter or Facebook is a great way to do this. If you are unsure how to set up and use social media, the Altered partnership can advise you, or you can visit the links below to be taken through the simple set up process.

[www.twitter.com](https://www.twitter.com)

[www.facebook.com](https://www.facebook.com)

## Hold an Open Day

Holding an open day is a beneficial stage of the process to allow prospective artists to see and be inspired by the space. It is also a fantastic opportunity for you to meet interested artists, to start to develop relationships, to gauge interest, to see your church as an artistic space, and to address any questions artists may have ahead of the application process. It is advisable to include the dates for the open day on any information about the project including the artists brief. If possible coincide your open day with other churches running the Altered project, as this will be more attractive to prospective artists and may provide opportunities for joint marketing.

## Short Listing

Now you have received applications for your commission, you need to create a shortlist of artists to invite to interview.

- Assemble a short listing and interview panel, the Altered Partnership can support you in forming a panel if required.
- Before short listing applicants decide as a panel on the criteria for selection, this will make it easier to assess the proposals received.
- Consider the logistical requirements of your submissions and whether the space and resources in your church could realistically support the project.

- Don't settle for an idea you feel isn't quite right, you can always re-advertise your brief.

When you have decided on your shortlist, invite the artists to an interview and ask them to prepare a short presentation about their proposal. This process will give you the opportunity to ask any questions that have arisen from their applications, and their presentation should give you a feel for their work.

It is important to discuss in advance any particular areas you would like the artists to address in their presentation, so be clear when contacting them about what their presentation should include, or what you are looking for from their presentation.

It is also advisable to agree on a set of questions to ask each artist in their interview, and to consider any specific questions for individual artists that might have arisen from their application.

## Creating an Audience

Congratulations! You've got your funding, you've found an artist and together you've created an outstanding piece of art in your church... now we need to create an audience.

It's true that word of mouth is the most successful way to create an audience, but there are a few ways we can market an exhibition to get people talking:

- **Make and print flyers** - (and some posters too) to hand out to the community and distribute around pubs, shops, cafes, hairdressers, theatres and supermarkets- make your design simple but eye-catching and double check that the dates, times and location are all correct.
- **Use social media**- Are you Facebook and Twitter savvy? Post/ tweet about the event, the artist and your church, engage with your followers and talk to other users or groups about the project. Social media not for you? Ask members of your parish to talk about the event on their accounts to spread the message across the net.
- **Advertise**- there are a number of free online listing sites you can



post on to advertise your project and look for listings pages on your local parish church website, your local authorities webpage or any community listing sites specific to your area. Here are a few examples:

[www.lincoln.anglican.org/events\\_form.php](http://www.lincoln.anglican.org/events_form.php)  
[www.sholland.gov.uk/leisure/whatson/getlisted.htm](http://www.sholland.gov.uk/leisure/whatson/getlisted.htm)  
[www.n-kesteven.gov.uk/EventsSubmit.aspx](http://www.n-kesteven.gov.uk/EventsSubmit.aspx)

The Altered partnership also has an extensive email database they can use to publicise your event.

- **Website**- if you already have a website for your church, display information about the event on your homepage. If not, perhaps you would like to create your own website to publicise the event and other events and contact details for your church. You can create a website for free with a web builder like Weebly which will take you step by step through the creation process. If you would like help creating a website, contact the Altered team for further guidance.

[www.weebly.com](http://www.weebly.com)

- **Get the local press on board**- prepare a catchy press release, call your local news desk to tell them about the project. They may want to interview you or the artists and write an article in the paper or local magazine. For more information about how to prepare a press release visit:

[www.ideastap.com/IdeasMag/the-knowledge/how-to-write-a-press-release](http://www.ideastap.com/IdeasMag/the-knowledge/how-to-write-a-press-release)

- **Tell everyone you know**- when you go to buy a pint of milk or bump into a parent in the playground, keep a handful of flyers in your pocket and tell everyone you meet about the project and they will soon be telling their friends too.

- **Contact local arts organisations**- pick up the phone or write an email to local venues and artist networks, they may be willing to support you through their marketing channels.

## Project Evaluation

It's a fantastic feeling seeing people benefiting and enjoying an event as a result of your hard work. It's really important to collate feedback from your project so you can evaluate the success of the process for yourself and your funders. You could prepare a feedback form to give to visitors, to collate important information such as where they heard about the event and their response to the event, allowing them to comment about the project and their experience. Most funders will require some form of evaluation report from you once the project has been completed, so be sure to check your funder's specific requirements. This information will also be particularly important alongside videos, images and interviews when applying for funding for your second Altered project...

## Useful Links

The following websites contain useful resources for further information and advice.

[www.artsnk.org](http://www.artsnk.org)  
[www.artcouncil.org.uk/funding](http://www.artcouncil.org.uk/funding)  
[www.nesta.org.uk](http://www.nesta.org.uk)  
[www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)  
[www.phf.org.uk](http://www.phf.org.uk)  
[www.lincolnshirecvs.org.uk](http://www.lincolnshirecvs.org.uk)

[www.lincoln.anglican.org](http://www.lincoln.anglican.org)  
[www.ideastap.com](http://www.ideastap.com)  
[www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk)  
[www.gulbenkian.org.uk](http://www.gulbenkian.org.uk)  
[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)  
[www.lincolnshire.gov.uk/residents/community-and-living/community-and-voluntary-sector-support/grants-and-funding/](http://www.lincolnshire.gov.uk/residents/community-and-living/community-and-voluntary-sector-support/grants-and-funding/)

## Contact Details

For up-to-date contact details please visit <http://goo.gl/IgBeKX>

