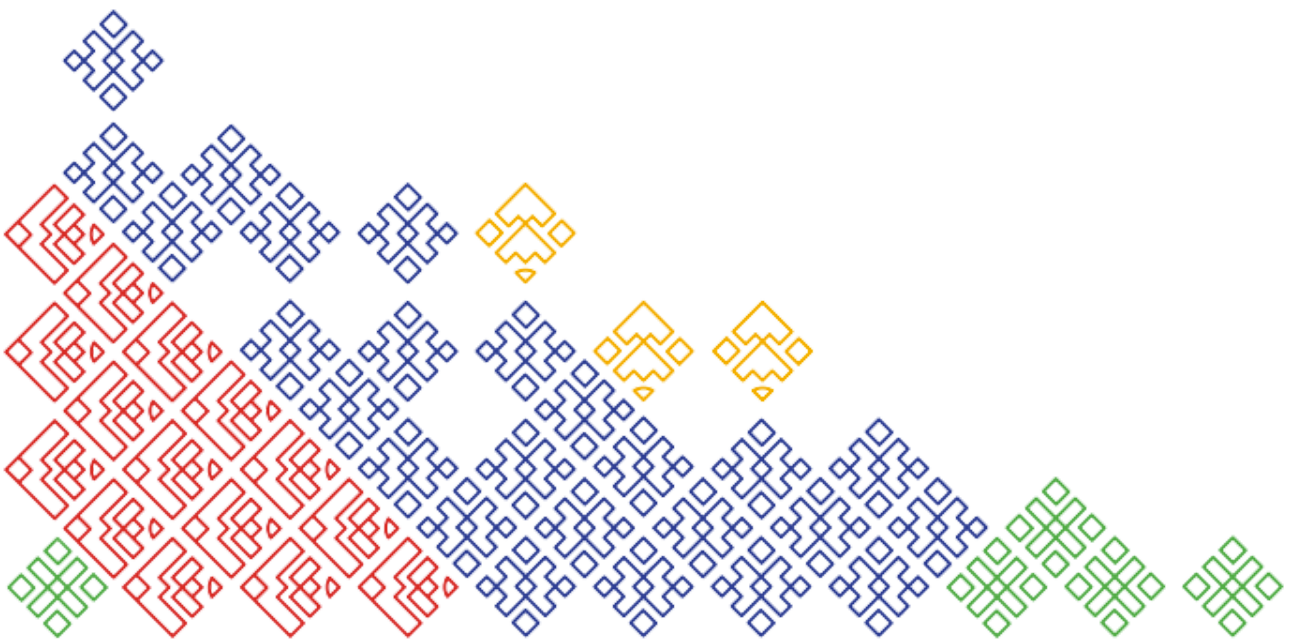




FONDOSCULTURA

**WRITING GRANT PROPOSALS TO
UNLOCK CULTURAL FUNDING**

**Course content
and information**



Course overview

FondosCultura is a free online training course delivered by Adapt for Arts in the framework of the UNESCO Transcultura Programme, funded by the European Union. The course targets young Caribbean professionals in the cultural and creative industries. The training will focus on key grant proposal writing skills. The knowledge and skills gained during the course will enable participants to apply to international grants and sub-granting mechanisms for cultural and creative projects.



Course format

Four modules will be delivered across **four weeks**.



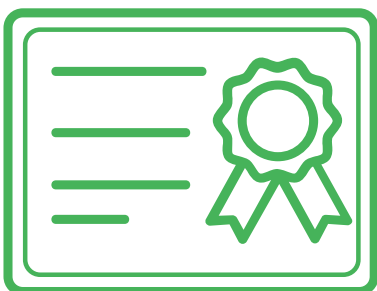
Each week a **new module** will be released to participants. The module will contain a series of videos, written materials and worksheets for you to review.



You will then take part in two **live sessions** with the Lead Tutors to review your learning, ask questions and delve deeper into the topic.



Each week you will be given a **small assignment** to assess your newly acquired knowledge, which are to be completed by the end of the course.



At the end of the course, only when you have completed your assignments, you will receive a **certificate of completion**.

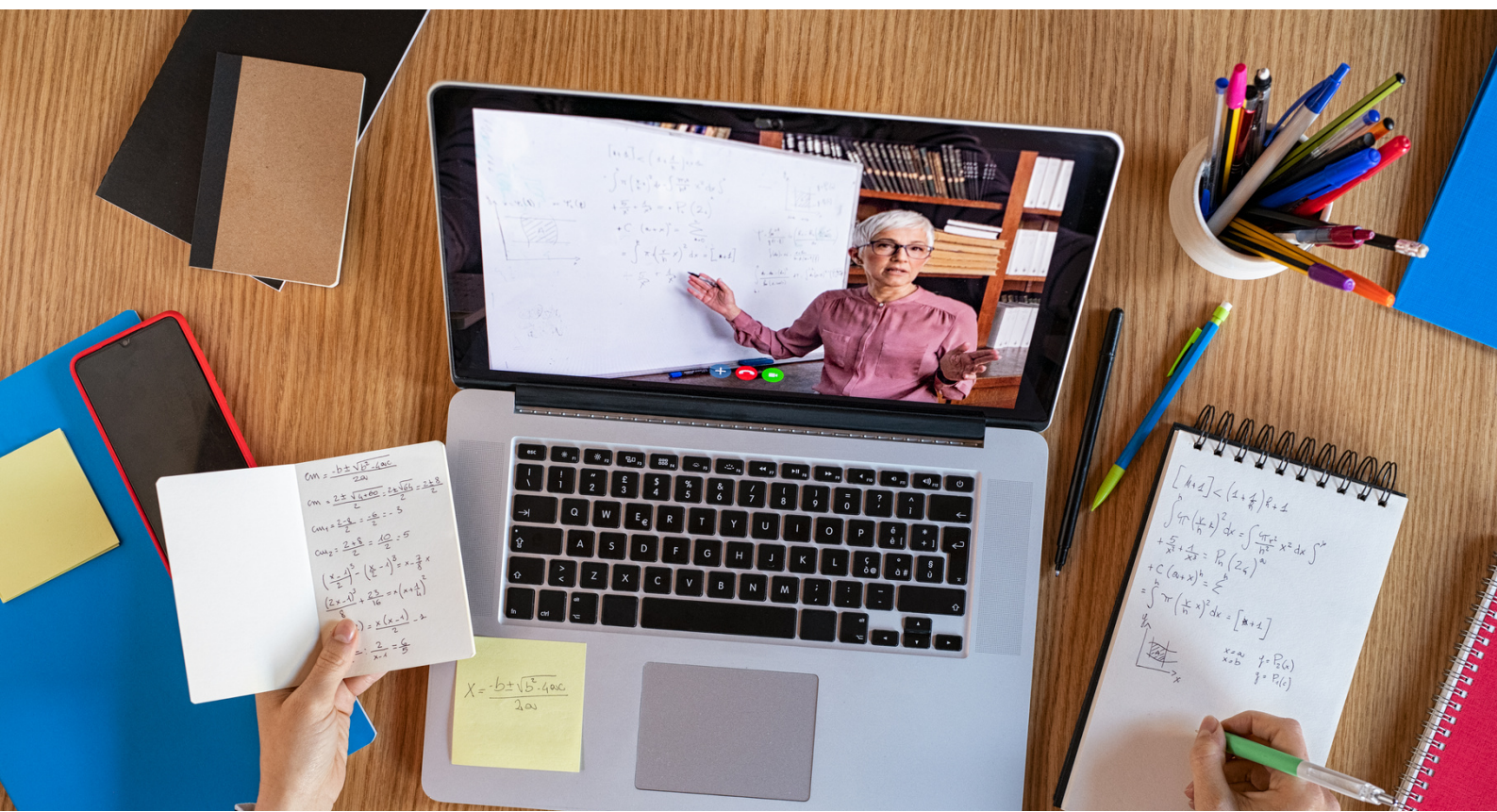
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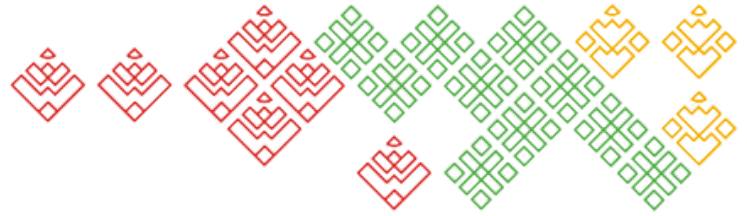
As part of this programme, you will receive:

- Expert tuition through recorded lectures and webinars
- Real time, live learning and support through online sessions
- Written resources such as toolkits, checklists and worksheets
- Additional case studies from artists and creative practitioners
- Supported time to reflect on your learning with peers
- The opportunity to receive additional, free, 1-to-1 mentoring at the end of the programme

You are expected to:

- Review and study the online content
- Take part in the live sessions with tutors
- Complete your weekly assignments on time
- Complete a final assessment to receive your certificate





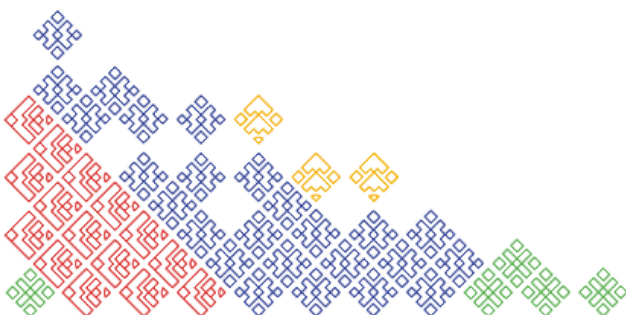
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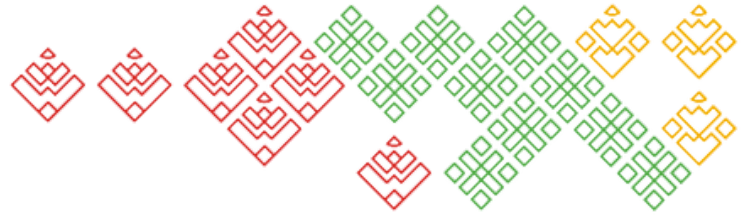
Module One: Understanding, identifying and researching funding opportunities

Section	Topics covered
1: Understanding fundraising	<ul style="list-style-type: none"> • What is fundraising? • Who does it? • What can you raise funds for? • What types of funding / fundraising are there?
2: Identifying funders	<ul style="list-style-type: none"> • Why do funders give money to the arts? • How do funders value the arts? • What are the needs and priorities of funders?
3: Researching funding opportunities	<ul style="list-style-type: none"> • Where do I find information about funders? • What information am I looking for? • How do I assess whether a funder is a prospect or not?

Module Two: Creating project information, details and budgets

Section	Topics covered
1: Preparing information for funders	<ul style="list-style-type: none"> • What details do funders need from applicants? • What format(s) do funders want information in? • What financial and legal information do funders need to see?
2: Document and information preparation	<ul style="list-style-type: none"> • What does an effective project plan look like? • How do I evidence my track record and impact? • What financial and legal documents might I need?
3: Preparing effective budgets	<ul style="list-style-type: none"> • How do I cost up a project? • Cashflow, budgets and accounts • How do I build in all my costs correctly?





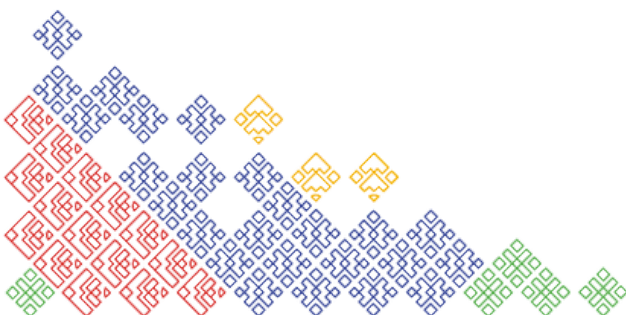
Course content

Module Three: Making the case to funders

Section	Topics covered
1: Case for support	<ul style="list-style-type: none">• What is a case for support?• Why is it important?• What does a case for support contain?
2: Building your case	<ul style="list-style-type: none">• How do I create a memorable introduction to my organisation?• How do I convey the need or challenge my work addresses?• How do I communicate the difference funding will make?
3: Effective bid structure	<ul style="list-style-type: none">• What is the best structure and format for open applications?

Module Four: Managing funder relationships

Section	Topics covered
1: The fundraising journey	<ul style="list-style-type: none">• What happens before, during and after writing a proposal?• What is relationship fundraising?• Why is it important?
2: Relationship fundraising	<ul style="list-style-type: none">• What types of funding require relationships, and what don't?• What are the different factors I need to consider when developing relationships with funders?• What happens when relationships go wrong?
3: Thanking funders	<ul style="list-style-type: none">• What do I need to do when I receive the money?• How do I recognise the funder effectively?• What reporting should I do after the project has happened?



Course leaders



Steph Graham

Steph is an Arts Sector Consultant, a Founding Director and CEO. She founded Adapt for Arts CIC in 2014, and prior to that was an Arts Fundraising & Philanthropy Fellow whilst working at the Barbican, the largest arts centre in Europe.

Since 2015 she has raised over £5 million, of which over £400,000 has gone directly to artists. She is an alumnus of University of the Arts London, Manchester School of Art & Leeds University, a fellow of the Royal Society of Arts and a Trustee of Venture Arts.



Dana Kohava Segal

Fundraising, strategy, management and decision science consultant for charities, not-for-profits, NGOs and INGOs. Specialist in the creative and cultural industries with 10+ years experience as an in-house arts fundraiser and 6+ years experience as a consultant and trainer.

Raised over £15m directly for cultural causes, with successful grants secured from a range of statutory, international and private foundations, ranging from £10,000 to £1m. Directly trained over 4,500 cultural professionals in fundraising. Qualifications include MBA Essentials from London School of Economics (2020) and Postgraduate Certificate in Arts Fundraising and Philanthropy from University of Leeds (2015)



Montserrat Fuentes Romero

Montserrat is an alumni of the Conservatory in Mexico City and the University of the Arts in Havana, Cuba. She is Director of Culture- Xacara where she manages and has successfully raised funds for a range of international cultural projects between México, Latin America and the UK.

She has worked for UNESCO México, and has taken part in initiatives for the Institute for Fundraising, the Mexican Ministry of Culture and the Spanish Embassy in the UK.

Associate tutors



Jenni Lewin-Turner

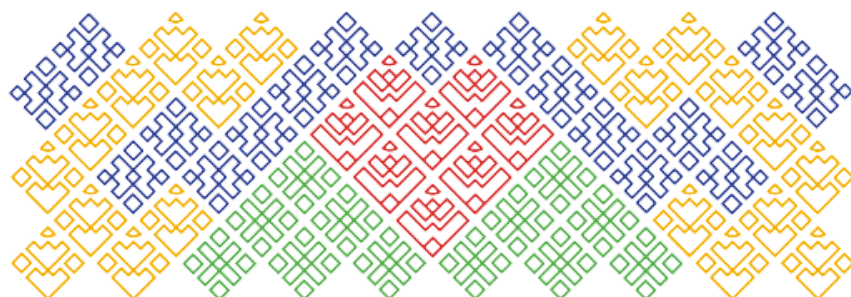
Jenni is currently the lead Equity, Diversity & Inclusion consultant for Nimax Theatres. She works in a similar capacity for BIMM (British & Irish Institute of Modern Music) and is responsible for developing the organisation's extensive national and international strategy to embed inclusive practice across the 15 different establishments in their education franchise, which incorporate studies across the disciplines of music, film and performing arts. Jenni is also the founding director of socially-engaged arts agency Urbanflo Creative, and she has maintained a long portfolio career as an international creative producer, cultural broker, consultant, fundraiser, researcher and curator. Prior to this she also worked for several years in theatre and venue management. Her qualifications include an MA in Cultural Leadership and an MA in Media Practice for Development and Social Change. She is also a PhD candidate at the Royal Central School of Speech and Drama



David Burgess

As a consultant and trainer David specialises in helping arts and culture organisations of all shapes and sizes to achieve their fundraising goals. He started his fundraising career raising money for Manchester Camerata, Royal Exchange Theatre, Glyndebourne and English Touring Opera before founding Apollo Fundraising in 2016.

David's current and recent clients include Salisbury Cathedral, Dulwich Picture Gallery, and Royal Pavilion and Museums in Brighton. He is currently helping to build a better home for a 100-year old rhino, building a brand new, 400-year-old library and helping acrobats to swing from the roof of an old church. In addition to his role as a consultant, David is also co-chair of the Chartered Institute of Fundraising's Cultural Sector Network.



Associate tutors



Jill Richens

Jill works at the British Council as Head of Programmes and Partnerships, and leads on the delivery of partnerships and programmes across six countries in South Asia. In this role she builds partnerships between funders, NGO's, government bodies and community organisations, alongside managing grant giving schemes for artists across India, Pakistan, Nepal and Bangladesh.

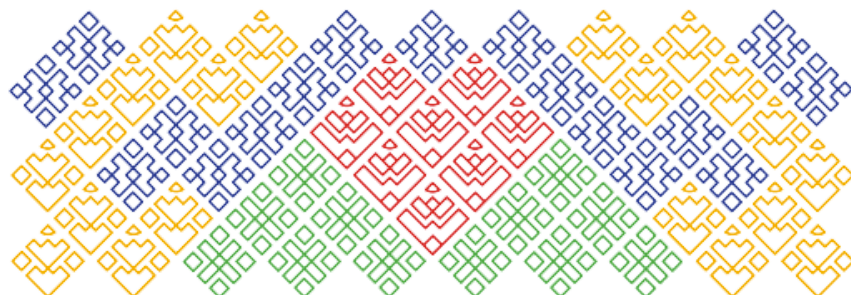
She is responsible for the design and delivery of a £3 million portfolio of activity annually, working with artists, funders and evaluation specialists.

Previously Jill held the role of Head of Development at the British Council, where she secured support from trusts, foundations and corporate donors across the Council's global arts programmes. She has worked in the field of arts fundraising since 2013.

Lucy Stone

Lucy Stone is fundraising consultant specialising in supporting arts and culture sector organisations, and grassroots community organisations. She helps them raise more through trusts and foundations, diversifying their income and making better connections with funders and supporters.

In the arts, Lucy has worked with music, dance and visual arts organisations including Ensemble Reza, Soundcastle, Phoenix Dance Theatre and Arts By The Sea. She also supports the members of organisations like Music Venue Trust, LIVE (Live music Industry Venues & Entertainment) and Association of Festivals, many of whom are raising funds for the first time.



Further questions?

For any further questions about the course,
please use the **contact form**.



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