

THE JAZZ SERVICES GUIDE TO

FUNDING TIPS FOR THE JAZZ SERVICES RECORDING SUPPORT SCHEME



Funding tips for the Jazz Services Recording Support Scheme

1 - Introduction

The guidelines to the Recording Support Scheme on matching funding state the following:

- Matched funding – additional external funding will be needed to complete the project, as the award from Jazz Services is designed to constitute 50% of the total cost, up to a maximum of £1,500. For example, a successful application with a total cost of £2,000 could potentially receive a £1,000 award from Jazz Services, whereas a successful application with a total cost of £4000 could potentially receive the maximum of £1,500, even though that is less than 50% of the total.
- External funding is defined as, for example, pre-orders for the album, a funding scheme such as [KickStarter](#), crowd funding, arts grants or subsidies. It does not cover personal or family funding.
- External matched funding is included in order to offer a level playing field to all applicants irrespective of their financial background, and to encourage all applicants to seek out the funding opportunities that are available to everyone.

2 - Funding tips

2.1 - Research

First of all, do your research. Where are you going to apply for funds? 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](#)
- Funding from fans – sell the cds in advance to fans, friends and relatives,
- Trusts – Musicians' Benevolent Fund, the Performing Right Society Foundation are two examples, but there are plenty more.
- Publicly funded bodies such as Arts Councils. However, beware of what they call 'double funding'. For example, if band XYZ is based in England and receives support through the Jazz Services Recording Support Scheme, and also applies to Arts Council England for funding, the latter may be turned down as the Recording Support is in fact Arts Council funding, but routed through Jazz Services. However, a Welsh band or a Scottish band could apply to their particular Arts Councils and that would not be a problem for match funding.
- As long as double funding from a single source is avoided, it is acceptable to use more than one source of funding; indeed many trusts encourage a variety of funding sources

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 the recording or do you need a bit more to market and promote the recording? 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. As you will be developing a budget for the Jazz Services Recording Support Scheme, you will be able to develop a budget for your potential backers and supporters as well.

2.5 - Develop your proposal or sales pitch

How you present your recording project makes a difference. On your webpages 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 a couple of audio tracks 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 webpages 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 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, be positive, 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 focussed application, as you stand more chance with a researched application than something that has been thrown together.

With regard to crowd sourcing, Nesta has just launched a terrific guide which is available at: http://www.nesta.org.uk/blogs/Economic%20growth/working_the_crowd/ The guide should be required reading...

3.1 Crowd sourcing platforms

<http://wefund.com/>

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

<http://www.peoplefund.it/>

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

<http://www.sponsume.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: 020 7255 4499

Web: www.acf.org.uk

E-mail: acf@acf.org.uk

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.

Directory of Social Change

24 Stephenson Way

London

NW1 2DP

Tel: 020 7391 4800

Fax: 020 7900 2065

Email: training@dsc.org.uk

Web: <http://www.dsc.org.uk/fundingwebsites#.UZ9slkCG2So>

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

Email: baring.foundation@uk.ing.com

Web: www.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.

Tel: 020 7795 7000

Email: enquiries@emimusicfoundation.com

Web: www.musicfoundation.org

The Jerwood Charitable Foundation

The Jerwood Charitable Foundation recognises and supports young people, mainly between 20 – 35 years old, whose careers can be uplifted at a critical time to the benefit of the individuals and the institutions they represent. Examples are the financial support given to young actors, dancers, choreographers, playwrights, film makers, singers, musicians and others in the performing and visual arts sector.

Tel: 020 7261 0279

Email: info@jerwood.org

Web: www.jerwoodcharitablefoundation.org

Musicians Benevolent Fund

MBF provide help to those in related occupations when illness, accident or old age bring stress or financial burdens, plus they also run the Peter Whittingham Jazz Awards.

Tel: 020 7239 9100

Web: www.mbf.org.uk

Email: info@mbf.org.uk

The musicians Benevolent Fund has a very useful Funding Wizard

http://www.helpmusicians.org.uk/help_you/young_artists/funding_wizard/

Paul Hamlyn Foundation

The Open Grants Scheme supports the development, implementation and dissemination of new ideas to increase the experience and enjoyment of the arts by people of all ages.

Tel: 020 7227 3500

Web: www.phf.org.uk

Email: information@phf.org.uk

Performing Right Society Foundation

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

Tel: 020 7306 4044

Web: www.prsfoundation.co.uk

E-mail: info@prsfoundation.co.uk

Prince's Trust

The Prince's Trust encourages people aged 18 to 30 years old to go into business by offering funding in the form of a low interest loan of up to £5,000 at an interest rate of 3 per cent of the loan. Grants of up to £1,500 for individuals and £3,000 for groups are also available.

To be eligible for the Prince's Trust business support services, people must be aged between 18 and 30 years old, and unemployed or employed in a part-time or inadequate job. Other criteria include people who are unable to secure funding from other sources and those that have a good business idea ready to make it into reality.

Head Office

The Prince's Trust

18 Park Square East

London NW1 4LH

Tel: 020 7543 1234

Minicom: 0207 543 1374

Tel: 0800 842 842

Email: webinfops@princes-trust.org.uk

Web: www.princes-trust.org.uk

Shell LiveWIRE

Shell LiveWIRE provides information, advice and practical support for 16-30 year olds starting up their own business.

Shell LiveWIRE

Design Works Unit 15

William Street

Felling

Gateshead

Tyne & Wear

NE10 0JP

Tel: 0191 423 6229

Lo-call 0845 757 3252

Fax: +44 (0) 191 423 6201

Email: enquiries@shell-livewire.org

Web: www.shell-livewire.org

3.3 Arts Councils

Arts Council of England

14 Great Peter Street

London

SW1P 3NQ

Phone: 0845 300 6200

Website: www.artscouncil.org.uk

Arts Council of Northern Ireland

MacNeice House
77 Malone Road
Belfast
BT9 6AQ
Phone: 028 9038 5200
Email: info@artscouncil-ni.org
Website: www.artscouncil-ni.org

Arts Council of Wales

9 Bute Place
Cardiff
CF10 5AL
Phone: 0845 8734 900
Textphone: 029 2039 0027
Website: www.artswales.org.uk

Creative Scotland

Waverley Gate, 2-4 Waterloo Place
Edinburgh
EH1 3EG
Phone: 0845 603 6000
Textphone: 18001 0131 226 6051
Email: enquiries@creativescotland.com
Website: www.creativescotland.com

Arts Council Ireland

70 Merion Square
Dublin 2
Ireland
Phone: 00353 01618 0200
Website: www.artscouncil.ie

3.4 National Lottery Distributors

Awards for All

Phone: 0845 410 2030
Textphone: 0845 039 0204
Email: general.enquiries@awardsforall.org.uk
Website: www.awardsforall.org.uk

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

The Big Lottery Fund

1 Plough Place
London
EC4A 1DE
Phone: 0845 410 2030
Textphone: 0845 039 0204
Email: general.enquiries@biglotteryfund.org.uk
Website: www.biglotteryfund.org.uk

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

Chris Hodgkins (Director)
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