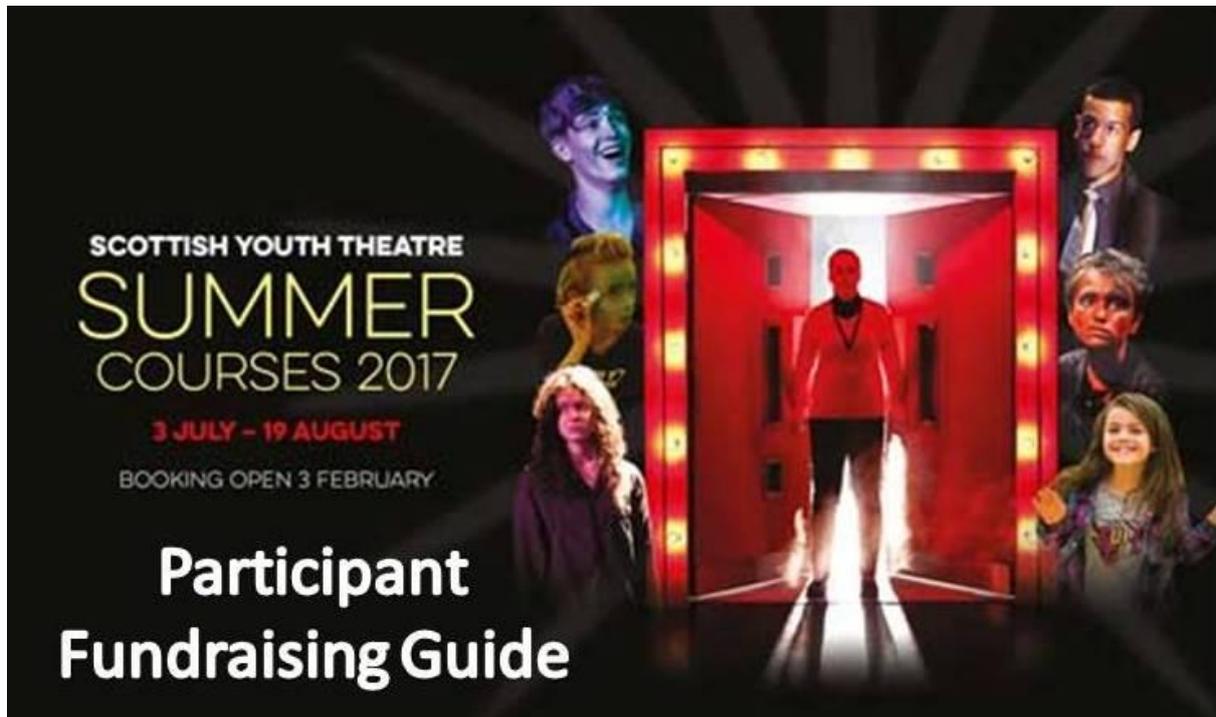




**SCOTTISH
YOUTH
THEATRE**



**A guide to assist you in securing financial support for your
Summer Courses experience.**

Scottish Youth Theatre
The Old Sheriff Court, 105 Brunswick Street, Glasgow, G1 1TF
www.scottishyouththeatre.org 0141 552 3988



Welcome

In this guide, you'll find practical information and ideas on how to help generate funds that can go towards the cost of taking part in Summer Courses 2017

It's unlikely that you'll obtain the full amount to cover your course and/or residential fees but that shouldn't put you off trying - there is money out there! The satisfaction of raising extra funds yourself will feel rewarding, no matter how big or small the amount. Just like the whole Summer Courses experience, from applying to performing, fundraising is an opportunity for you to develop your skills. If you're serious about taking part in Summer Courses 2017, then you'll be willing to put in the effort to start raising the funds to do so.

To give yourself the best chance, you need to be well informed and motivated and that's what this guide intends to do – inform and motivate you.

If the cost or any other part of the Summer Courses is proving a barrier to applying, then please contact Scottish Youth Theatre's Associate Director for Inclusion – Jenni Mason who can offer advice or any information you require. Her email is jennim@scottishyouththeatre.org or call her 0141 552 3988.

Also please note - we are more than willing to discuss a payment plan that suits you. If cost is an issue in attending, please contact Caroline Cosgrove or Laura Wright – contact details are on the back page.

Good luck!

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Grants

Please check out the following websites of organisations who may be able to provide some financial assistance.

If you would like to chat any of this over, please email our Associate Director for Inclusion, Jenni Mason jennim@scottishyouththeatre.org

The Prince's Trust

The Prince's Trust is a youth charity that helps young people aged 13 - 30 get into jobs, education and training.

www.princes-trust.org.uk 0800 842842

Buttle UK

Buttle UK provide financial help to young people who receive no support from their parents or guardians so that they can further their education or employment.

www.buttleuk.org 0141 778 2839

Dewar Arts Award

The Dewar Arts Award is a fund which aims to support talented young artists in Scotland, who do not have the financial means to pursue their ambitions.

www.dewarawards.org admin@dewarawards.org

The Glasgow Educational & Marshall Trust

The Glasgow Educational & Marshall Trust provides funding for the people of Glasgow to advance their academic or vocational qualifications

The Cross Trust

The Cross Trust is a charitable body which gives grants to young Scots who are of merit and in financial need in order, in the words of the Trust's founder Sir Alexander Cross (1880-1963), "to extend the boundaries of their knowledge of human life."

www.thecrosstrust.org.uk 01738 620451

John Watson's Trust

To award grants for educational purposes to children and young people under the age of 21 who have a physical or learning disability or who are socially disadvantaged.

Potential Funding

Some ideas and suggestions for organisations and companies who may offer partial funding for you to attend the courses.

Housing Associations

Some local housing associations offer tenants and their dependants funding for certain educational projects. If you live in a housing association property, why not give them a call?

Your parent's / carer's employer

Does your mum, dad, carer work for a big company like a bank or a supermarket? If so, ask them to check out if any funding is available.

Your school / college

Ask at your school to see if they are aware of any funding streams for holiday courses –there may even be a fund at your school, so get asking!

Young Scot

Young Scot provides information and opportunities for young people aged 11 – 26 in Scotland. Check out their website www.youngscot.net.

Your local authority

Contact the arts team or youth work team at your local authority who may know of funding and grants in your area.

Religious or Community Groups

If you have a relationship with a religious body or community group make them aware of what you are trying to achieve and ask for support.

Regeneration projects

If you live in an identified regeneration area or are aware of a local regeneration partnership, contact them and make a case for support. They may have funding available for personal development / skills training or know of other local initiatives to approach. To find out if you are in a regeneration area, call your local authority and ask for the details of the Local Strategic Partnership.

Rotary Clubs

Some local rotary clubs or similar associations give out grants to individuals to help them take life-changing trips or courses like the ones offered by SYT

Information on the Web:

www.studentcashpoint.co.uk

www.direct.gov.uk/en/DI1/Directories/DG_10011032

www.family-action.org.uk/section.aspx?id=1037

www.skill.org.uk (The National Bureau for Students with Disabilities)

www.fideliocharitabletrust.org.uk

www.egas-online.org.uk (The Education Grants Advisory Service)

www.acf.org.uk (Association of Charitable Foundations)

Fundraising and Sponsorship Ideas

Blog your progress

Blogging is a great, free and fun way to keep a live online journal of your progress. Using a blog as a fundraising tool itself will work well, ('click to donate' buttons can be easily added to most blogs).

General fundraising

There are lots of straightforward ideas that you can easily organise and implement yourself. If you promote your activity in good time and are well organised, you will be in a good position to raise funds. Later on we'll give examples of activities we believe could prove very useful.

Private sponsorship from businesses

Have you heard of Corporate Social Responsibility (CSR)? Many commercial businesses believe that they have a responsibility towards supporting their local communities and will have policies in place to achieve this. Approaching local businesses to sponsor you is a good way to begin. A guide to writing your letter can be found on page 9.

Scottish Youth Theatre will also be more than willing to provide proof that you have been accepted onto your course.

Local press campaigning

Talking to your local paper will help raise awareness of what it is you are fundraising for and let your community know how your efforts are progressing. Regular features in the local press will also appeal to any businesses you approach for sponsorship.

Please note the following before you start fundraising:

Fundraising can be a fun and fulfilling way to reduce the cost of attending Summer Courses, BUT it is important to remember some key points:

- This guide is to provide hints and tips to help you in your personal efforts to raise funds.
- If you are under 18, always check with an adult before making any decisions.
- Always ask for permission before organising activities, events etc.

Blogging

If you regularly use the internet, you will be familiar with the world of blogging. Sites like Blogger, Wordpress, Indiegogo and Crowdfunding are free and easy to use.

Summer Festival 2011 participant Kyrah Harder realised the importance of raising her own funds and used a blog to:

- highlight her cause – her need to raise funds to take part in Scottish Youth Theatre’s Summer Courses
- showcase her fundraising efforts by uploading ‘engaging content’ – video clips, eye-catching images and regular blog posts (nearly all mobile phones have a built in camera, and many also have video cameras ... put them to good use!)
- enable people to make donations easily
- publicly thank those who had made donations by adding their names to a prominent section of the blog
- clearly explain why she wanted to take part in Summer Courses, what she would gain from the experience and to talk about her passion for performing in general

“Click to donate” and Paypal

Firstly, you must be 18 or over to have a PayPal account and you need a PayPal account to add a donate button. If you are under 18, ask if a parent or care would be willing to set up a PayPal account on your behalf. The ‘click to donate’ button can be added to your blog as a widget. Both Blogger and Wordpress have step by step guides on how to add this feature to your blog.

Promote your blog!

If you have a Facebook and/or Twitter page, these are ideal places to post links to your blog every time you make a new post. By linking back to your blog in this way you are getting the word out to lots of people in a few easy clicks. Sending email updates to everyone in your address book when you update is also quick and effective. We will also be happy to share information via our social media.

Remember! You must be clear on your blog why you’re asking for donations. Explain exactly where it is that the money you raise will be going. And ALWAYS thank those

who donate. This is essential. Add names to your blog and post thank you's on Facebook, Twitter and send personal emails. Double-check with them first if they are happy for you to do so.

Useful Blogging and Fundraising sites:

Blogger www.blogger.com

WordPress www.wordpress.com

Paypal www.paypal.com/uk/home

Crowdfunder www.crowdfunder.co.uk/

Just Giving www.justgiving.com

Indiegogo www.indiegogo.com

Fundraising Ideas

Below are some suggestions of simple and effective ways that you can raise funds. These suggestions will also provide you with blog content. You can record your efforts by making video clips and taking pictures to make interesting posts for your blog. This way you can show the wider world how serious you are about taking part in Summer Courses and how hard you are prepared to work make it happen!

PLEASE REMEMBER: when organising any fundraiser, it is important to check legal constraints beforehand. Always ensure that everyone knows exactly what they are donating money for and how you will benefit. Not sure? Feel free to contact us - you can find our contact details on the last page of this guide.

- Bake sale: Go all *British Bake Off* and make some cakes or pastries to sell at your parent / carer's work, local group, etc.
- Sponsored events. Are you a wee chatterbox? Maybe do a sponsored silence for a day or if you're a chocoholic say you will go without it for a week
- Ask your school if you can hold a fundraising event
- Bag packing - Many of the larger supermarkets have Community Engagement Officers, members of staff who are happy to work with people in the local community, often relating to charity work and fundraising. Contact your nearest (large) supermarket's Community Engagement Officer and see if they would be willing to let you and a group of friends pack bags over a weekend.

- If you're feeling brave (or silly) do it in fancy dress – that way you'll have better images for your blog.
- Use your talent! Perform and take donations from the audience!

Who to ask

It will be easiest to raise money from:

- People you know personally.
- People who know you through somebody else you know.
- People who have something in common with you or your project.
- Does your town have a local celebrity? Drop them a line!

What to think about when asking:

- What makes you unique? Who should the person give money to - you over someone else?
- Pick people who are passionate about theatre and the arts
- Display personal commitment: When asking for money also mention how you have contributed yourself financially by donating some of your weekend / evening job earnings to the cost.

Write your letter / email

If you want to write to a local business, funding bodies, the press or your local council to gain funding for Summer Courses, but are having difficulty getting started, we have enclosed an example letter, overleaf. Before you write your letter, take the following on board

- Find out the name of the person you wish to contact rather than just addressing your letter to the business in general. This will mean it is much more likely to be opened
- If you have auditioned and secured a place, then include a photocopy of the acceptance letter
- Get someone else to check the letter for any mistakes

Sample Letter

Insert contact name

Insert job title

Insert name of company /organisation

Address 1

Address 2

Town

Postcode

Insert Date

Dear (Insert contact name)

Paragraph 1 – Who are you? Why is this course important to you? How will you benefit? Be clear about what your objectives are.

Paragraph 2 – What you have been accepted to do? What is Scottish Youth Theatre and what are its benefits? Mention SYT is a charity (number SCO 14283). Why are you seeking funding? How much? Be clear about what you are asking for and do not feel apologetic about asking for money as it's a fantastic opportunity!

Paragraph 3 – State when you will need an answer by giving them a deadline to respond. Conclude your letter succinctly e.g. 'Thank you for your time.'

Presentation - A well presented, clearly formatted, word processed letter is much more likely to be read. Most local libraries provide free PC and internet services if you do not have access to a PC.

Finishing Touches - Sign your letter by hand, print it on good quality paper and use an appropriate envelope.

Yours sincerely

Get in touch

We promise you a summer where you can 'unlock your creative potential'. We have a variety of participant testimonies on our YouTube channel so do take a look.

If you have any questions or need any help - here are our contact details

Scottish Youth Theatre

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