

FUNDRAISING GUIDE

SCOTTISH
YOUTH
THEATRE

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SCOTTISH YOUTH THEATRE
SUMMER COURSES 2019

For ages 8 – 21. Starting 8th July.



A guide to assist you in securing financial support for your Summer Theatre Course.

Welcome

In this guide, you'll find practical information and ideas on how to help generate funds that can go towards the cost of travel and accommodation for your Summer Theatre Course.

It's unlikely that you'll obtain the full amount to cover your costs, but that shouldn't put you off trying - there is money out there! And the satisfaction of raising extra funds yourself will feel rewarding, no matter how big or small the amount. Just like the whole summer experience, from applying to performing, fundraising is an opportunity for you to develop your skills.

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.

We offer bursaries for participants from low income families so you check if you qualify in the first instance before raising money. More information can be found here

<https://tickets.scottishyouththeatre.org/sales/courses/out-of-hours-summer-club-2019>

Good luck!

Grants

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

The Princes Trust

The Prince's Trust is a youth charity that helps young people aged 13 to 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.buttuk.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

www.gemt.org.uk

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 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.

www.wssociety.co.uk/charities/jwt/

West Lothian Educational Trust

The Trust provides grants for various educational purposes for individuals and groups residing in West Lothian. Individuals must have originated in West Lothian or have lived there for the last three years.

www.scott-moncrieff.com/services/charities/charitable-trusts/west-lothian-educational-trust

Ian Wardlaw Drama Trust

The Ian Wardlaw Drama Trust exists to encourage and support people in Dumfries & Galloway to further their interest in theatre. They offer financial support to assist candidates to undertake training relating to the theatre and performing arts.

www.wardlawdramatrust.org

Potential Funding

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

Housing Association

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 parents / carer's employer

Does your mum, dad or 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 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 at your local authority as they 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.

Local Businesses

Although they may not be able to give you money, many local businesses may be able to give you goods which you can use to raffle in exchange for a mention or publicity. Try restaurants, supermarkets, newsagents etc.

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

Bloggging 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). Further on in this guide, we'll feature the blog of a participant from SF11 who raised £1,800 - aided by showcasing her fundraising efforts on her blog and then asking people to support these efforts by using the donate button.

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 to be very useful.

Private sponsorship from businesses

Have you heard of Corporate Social Responsibility (CSR)? Many commercial businesses nowadays believe that they have a responsibility towards supporting their local communities and will have policies in place to achieve this. Approaching good local businesses to sponsor you is a good way to begin. An example of the type of letter you should write is included further on in this guide.

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.

Before contacting the press, please get in touch with SYT's Marketing & Communications Manager, kathryn@scottishyouththeatre.org who will be able to assist you with contact etc.

Please note the following before you start fundraising:

Fundraising can be a fun and fulfilling way to reduce the cost of attending Summer Festival, BUT it is important to remember some important 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.

Fundraising Tools

Bloggging

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

A previous Summer Courses 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 Festival

- 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 the 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 guardian 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 your 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

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 Theatre 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.

- Bake sale: Go all *British Bake Off* and make some cakes or pastries to sell at your parent / carers 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 chocolate 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? Why 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 you have contributed yourself financially by donating some of your income to the cost.

Scottish Youth Theatre hopes you have an enriching and rewarding experience and if you have any questions or concerns, do not hesitate to get in touch

Good luck and we will see you soon!



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