

Getting R.E.A.L.
About
Fundraising

A Financial Aid Resource Guide

Hello,

This guide is to give you some tools and examples about how to pursue funding to support you in attending the Urban Bush Women Summer Institute. As an alumna of the 2007 Institute, *We Are the Ones We've Been Waiting For*, I can assure you that the Summer Institute is challenging, interesting, wonderful, exciting and fun; it is my goal to support you in finding ways to get there in 2008. The ideas offered in this guide, *Getting R.E.A.L. About Fundraising*, are ones that I have used to fund my own experiences, and what I have learned by working in community-based organizations the last eight years. The R.E.A.L. approach to fundraising will give you some basic steps and examples to start you on your path with fundraising. You get R.E.A.L. about fundraising by:

- **Researching** – knowing what funding is out there
- **Evaluating** – deciding if the funding is right for you
- **Asking** – requesting the funding you need in a way that favors you getting it
- **Listening** – hearing the response you are given and responding accordingly

You will learn that the Urban Bush Women Summer Institute is all about demystifying processes so that we learn how we use our unique gifts, talents and abilities to creatively serve our communities. It is a time to affirm and build on what you already know to empower you to do the work that you are called to do. My prayer is that this guide does the same. If you have any questions or need further clarification or support, please feel free to email me at: cldraine@gmail.com. We will set up a few conference calls to serve as support to see how you are progressing as well as learn and grow together.

I hope that you see this as an exciting time to create avenues for the money you need to reach you! I look forward to taking this journey with you.

With joy,

Cathy Draine

UBW Summer Institute Participant, 2007

UBW Summer Institute Development Fellow, 2008

Research

1. Know what funding is out there.

When I think about researching for funding I think of it as a treasure hunt. Even though I may have a general idea of my destination (getting funding to attend UBW Summer Institute) there are soooooo many ways that I can get to that destination or get off track. In the resource section of this guide some sites are listed to get you started with research, but in general when you are thinking about funding you can think of the slogan Live Local, Think Global. So many resources are closer than you think. There is a tendency to believe that what we need is somewhere “out there,” but often, especially where smaller funding needs are concerned, the money tends to already be within or close to your circle of influence.

REAL: The money tends to already be within or close to your circle of influence. Smaller funding tends to have a more intimate relationship. So the money is probably where you work, live, study, play or pray.

Some suggestions for research are:

1. Find out what’s in your own circle.
 - a. Look at your own budget, how much money can you personally contribute to this experience. Look at your current spending habits and see where there are areas that you can cut back. When you really think about this, you probably have more resources than you think. (Tip: Now there are online savings accounts e.g. ING, etc. that you can easily set up to automatically deduct for little or no costs.)
 - i. Can you cut back on entertainment and recreation activities that cost?
 - ii. Can you cut back on eating out for breakfast, lunch or dinner.
 - iii. In general, what things that are “extras” can you give up to invest in your UBW experience?
 - b. Make a list of family, friends, and colleagues that may support your endeavors. (Breathe...we’re not asking yet.)
 - c. If you are a student, teaching artist or in some way associated with a college, university, or some other type of educational institutions then you research whether your institution funds travel, conference, or educational opportunities that contribute to your learning. (Tip: If you are at a college or university start with your department and then work your way out.)
 - d. If you are a working professional, especially in a community-based organization, see if you can receive support that comes out of your department’s or the organization’s training and professional development budget.
 - e. Talk to people who have done what you want to do. Ask them about their funding sources.
 - i. If you are connected to UBW alumnae, ask them how they funded their time at the UBW Summer Institute. Sometimes your best resources are closer than you think.
- Find out what opportunities are available through your faith community.

2. When you are researching grant providers remember that you are seeking individual funding and the multiple categories that potential funding might be located. Start local and specific and then more broadly and regionally, then nationally. (Tip: Your local library, usually the main branch, will have a comprehensive list of local grant providers.)
 - a. Check out the websites of your local art institutions that you like and frequent. See who gives them funding. Check out the websites of those funders and see if they fund individuals. Also, see if those same local art institutions provide some sort of funding for community engagement work.
 - b. Research local funders that fund individuals pursuing work in the arts, education, or community arts, community development, civic engagement.
 - i. Your local arts council is a great resource
 - c. Research regionally for funding (New England, Northeast, South East, Western, Midwest Southwest, etc.). Keep in mind as you begin to look at the broader sources there tends to be more and stricter guidelines to receive funding. See what they have to offer, but be mindful of the time that it will take to apply for the grant in comparison to the actual amount that you have the potential to get for this particular project.

“Researching” main points:

1. The money is closer than you think. Start looking for it.
2. Begin research with yourself. What can your personal contribution be to your UBW experience?
3. See funding possibilities everywhere that you live, work, study, play and pray!
4. Be willing to look and ask around about funding opportunities.

“Researching” Homework:

1. Create a personal financial contribution worksheet. Look at where you are and what you can set aside for a time to support funding your trip. Be able to answer the question, How much can I save per month to help me fund this trip? (Keep in mind, people are more willing to support you when they know you have invested in yourself!)
2. Create a list of friends, family and colleagues that you would go to. Be brave, you will not know until you ask and you have not asked yet.
3. Consider opening a savings account that automatically deducts a certain amount per month and will only allow you limited access to the money saved until a certain date.
4. Create a list of local funding opportunities based on the personal categories: live, work, study, pray and play! How much would you like to receive from each potential source? Include their contact information. Then start your funding research with each of these sources. For Example:

Cathy's Funding Research (SAMPLE)

Potential Sources	Specifics	Goal from each source*	Actual Amount Received
Personal	Savings/Writing Gig	\$200.00	
Live	Cambridge Arts Council, Massachusetts Art Alliance (Educational Grants)	\$300.00	
Work	Freedom House/Brandeis University (Training and Development)	\$150.00	
Study	Brandeis University Cultural Production Department Graduate School of Art and Sciences (Travel/Conference Grants)	\$500.00	
Pray	Cambridge Meeting Religious Society of Friends, Quaker (Leadings Stipends)	\$250.00	
Play/Socialize	Alpha Kappa Alpha Sorority Inc., Cultural Agents, By Any Media Necessary, Reflect and Strengthen(Sponsorships) (Friends and Family: April, Lois, Deborah, Dave, Kim, Sharon, Mark, Terra, Marian)	\$25/friend -\$225 \$50/organization-\$200.00 \$425.00-total	
Total		\$1,825.00	

Evaluating

2. *Decide if the funding is right for you.*

After you have found potential funding you must look at it carefully to decide if it really matches what you need and worth what ever stipulations that may be associated with receiving funding. This logic applies to both personal and public funding opportunities. In real terms, what do you have to do to get this money and is it really worth it?

REAL: What do you have to do to get this money and is it really worth it?

As an alumna of UBW Summer Institute, I must say that the investment that I made to come to the Summer Institute continues to prove to be worth all the costs that it took for me to get there. Yet, if I had to do it again, I would take more time with evaluating before I accept money to get me there. If you really want to do this step well you start early with your research so that you can spend some time looking for and at your funding options. For example, some grants have so much paperwork required, you begin to wonder if the value of the cash exceeds the value of your time.

Whether you are getting money from your own personal source or in the form of a grant, scholarship, or work stipend BEFORE you take the money:

1. Do I really qualify for this funding?
 - a. This is really a question if you are seeking public funding of some sort. Read over the funding requirements and see if you are really what the funder had in mind. (Age, Gender, Race, Experience, etc.) If it is acceptable, contact the funder directly for clarification.
2. Can I get this funding with relative ease?
 - a. The cost of attending the Summer Institute is relatively low. The paperwork required to apply for funding should match this. In general you should expect to have:
 - i. Application (Prefunding) 1-3pages
 - ii. Award Letter/Contract (Funding) # of pages varies, but should only require your signature
 - iii. Performance or Evaluation report (post funding) 1-3pages
3. Can I live up to the expectations of receiving this funding?
 - a. This is about follow through. Are you going to do what is required of you after you get this money? Dealing with your social network of friends and family is one thing, but you need to consider what would happen to your professional reputation if you didn't live up to your end of the deal in your community.
4. Are the expectations reasonable?
 - a. Don't agree to battle a whale for a tic-tac. When dealing with public funding sources, spend time looking at the memorandum of understanding or any stipulations associated with receiving the funding. If it is a private source make sure to know if the money is a gift or a loan. If it is a LOAN take the time to create a promissory note and set yourself up for success

with the repayment plan. Don't overpromise how soon you can pay back the loan if you know your living expenses require you to pay back a smaller amount over a longer period of time.

5. If there was no pressing need for this money would I take it?
 - a. Opportunity can be deceptive. As hard as it is, sometimes it is important to not give in to what seems like the urgency of the moment. If a funding opportunity presents itself but you know that the money being offered will be on your mind the entire time you are at the Summer Institute, or after the Institute have you regretting that you ever came, then it is not the funding source for you.

If you can say yes to these questions, then you have found an acceptable source to pursue funding! If you can't, remember to keep looking.

“Evaluating” Main Points

1. Make sure that you and the funding source are a good match.
2. Make sure that you are willing and able to comply with the requirements to receive the funding.
3. Start looking for funding early to give you options when considering funding possibilities.

“Evaluating” homework:

1. Evaluate each of the funding opportunities that you have researched with the five questions mentioned above. If you feel comfortable pursuing them, collect all the necessary information (application, phone numbers, email addresses, contact person, etc.) for you to pursue the funding.

Congratulations once you look for funding, and find some possibilities that work for you, then it's time to ask for what you need!

Asking

3. Request the funding you need in a way that favors you getting it.

Whether you choose to ask for money from within your social network or apply to other funding sources, how you conduct your “ask” will be a major factor in getting your funding. One of the benefits of looking for funding within your circle of influence is that you can get creative about asking for money. You are not limited to simply asking for a loan or gift or following the specific procedure that grants, stipends and other funding sources may require. The most important thing is *to ask* -you have to create the opportunities for your funding needs to be met. Whether it is writing the grant, sending out the emails, making phone calls, or asking over lunch, you have to ask for what you need. Remember the asking gets you closer to your goal of attending the Summer Institute.

REAL:
You will not get what you need
if you do not ask.

You can come up with cool ways for people to contribute to your cause. Just a quick list of ideas:

1. Throw an “I am an Urban Bush Woman” house party. Take donations.
2. If you are an artist, host showings and collect donations at the gathering.
3. If you are a cook, sell meals or your special desserts, etc. on the weekends.
4. Rent out your skills. Post an ad on craigslist or other free popular sites and market your clerical, organizing, craft, research, party planning and/or writing skills.
5. Start an online pledge drive using your social network pages. (Facebook, Myspace, Black Planet, etc.)

In the resource section of this guide, you will find a list of other ways that you might consider funding your experience. Just remember that you are only limited by your imagination when you think of ways to ask for the personal contributions that you need. (Tip: Make sure that you give people ample time to contribute to attendance at the UBW Summer Institute. Give a specific timeline for when you need to have funding. I suggest that you plan to have your funding three weeks before the Summer Institute begins.)

Grants

When you are seeking funding from grant providers there is typically a more formal process that you are required to complete to receive funding. During your research and evaluation process you will have found grants that match your needs. The grant will have an application but in general you will have to answer the following questions:

1. What do you want to do? (Project Description)
2. Why do you want to do it? (Need Statement)
3. How are you going to do it? (Objectives and Outcomes)
4. How much will it cost? (Project Budget)
5. What qualifications do you have to do this work? (Background)

If you spend time making yourself a template grant answering these questions, you will be able to simply cut and paste this information on specific grants. You can also use these points when you are conducting personal asks.

Grants typically require some supplemental information that verifies who you are. This tends to be:

1. Your resume
2. Confirmation of your acceptance to the UBW Summer Institute
3. Letters of support
4. Proof of income
5. Background information about Urban Bush Women

Asking for money regardless of the source can seem intimidating. **Just remember why you are asking for the money. The funding provided will allow you to learn and build skills to work in our communities.** If you stay clear about your goals and why you need the money, then your asking will be stronger and more likely to receive the necessary funding.

“Asking” Main Points

1. Communicate clearly that you are seeking funding. How you initiate a conversation about funding will affect the outcome. Remember you are asking for support for your work. Always keep the work in the conversation.
2. If you are planning to seek funding through grants, answer all questions and meet the deadlines for submissions.
3. Give people enough time to support your endeavors. Get the word out as soon as you know all of your potential funding sources.

“Asking” Homework

1. Develop your “ask” script. Make sure you can clearly but concisely communicate your funding needs. If someone asked you, “Why should I give you this money?” what would your response be? Write your 3-5 minute script from this question.
2. Plan your “asks” from your research. This will keep you on target.
3. Market yourself well! Share your excitement and enthusiasm about wanting to participate in the UBW Summer Institute.
4. When dealing with grants as well as personal asks, follow through and follow up accordingly.
5. **MEET ALL GRANT SUBMISSION DEADLINES!**

Listening

4. Hear the response you are given and respond accordingly.

Once you have started to make your asks, you must be prepared for the response. If you are selected for funding, then congratulations. If you are not selected for funding, there is still reason to celebrate! You followed through on going after the things you need to reach your goal! There is tremendous value in that. Whether you get the funding or not, there is something to learn from the experience. So evaluate what you did well and what could have been improved upon. Whether you get contributions or not, play the detective and ask for feedback. Over the years I have gotten the following responses:

- 1. The grant you wrote was clear. I could understand what you wanted to do and how you wanted to do it, that's the main thing that we look for when we fund a proposal.*
- 2. I am not sure that you have the experience yet to handle this type of endeavor you are proposing. Come back when you have some experience or are partnered with someone who does.*
- 3. What you want to do meets our interests this funding year.*
- 4. We no longer fund such projects.*
- 5. Girl, you got me wanting to go to UBW. It's right in line with what you want to do with yourself. I was happy to give it to you when you told me what it was all about.*
- 6. I just don't have it to give right now, but you should check with your Uncle Paul. He got paid yesterday.*

In the early years I rose and fell by the responses that I received about funding. Over time I came to understand that I had to distance myself from the responses in order to get the information that they provided. The most important lesson that I have learned is that I have to keep believing that my work has merit and meaning – even if that means that I revise, rethink, or restructure some things in my projects, I always seek to answer, What is my work all about? What would having the money allow me to do with my work? How can I help people see my vision? What will make this type of person fund my kind of work? If you listen to the responses, always believing in yourself and your project, you will begin to craft a real approach to getting the money that you need to transform our world!

“Listening” Main Points

1. Take all feedback constructively. Let it inform how you go about funding.
2. Be open to developing several approaches when you are seeking funding.
3. Whether you receive funding from someone or not, keep the lines of communication open. A “no” does not have to be permanent.

“Listening” Homework

1. Send a thank you note to every place and person that you asked for funding whether you received it or not. If someone is available to offer you some feedback, get it.
2. If you submit a grant and it is not funded, try to read it or get someone else to read it from the funder's perspective. How does it read and resonate from different eyes?

Celebrate! You followed through, that is worth a party!

Resources to help you get started

Sample Letters/EMAIL

Sample Personal Letter

Dear Family and Friends,

As you know, I am committed to using the arts as a way to transform our communities, especially those that are traditionally underserved. I now have the opportunity to spend ten days learning how to be better equipped to do this work through participation in the Urban Bush Women Summer Institute, July 25-August 3, 2008 in Brooklyn, New York. The purpose of the Summer Institute is “to connect concert professionals and community-based artists together in a learning experience to better maximize the possibilities of the arts as a vehicle for social activism and civic engagement.” I am writing to ask for your financial support to attend this year’s UBW Summer Institute. I have looked at my budget and if I can raise _____, then I will be able to attend. I am asking you to donate a minimum of _____ to help me get there.

The theme of this year’s Summer Institute is, “Are We Democracy?” I am so excited about the possibility to learn from Urban Bush Women and other women and men that share my interest in this vital work. Please send your contribution to me at: _____ by July 11, 2008. I will call you at least a week before to remind you of my due date. To reach me by phone or email please contact me at _____.

Thank you in advance for supporting me in this endeavor.

Best Wishes,

P.S. There is a culminating performance on August 2, 2008. I hope that you can come see me in the show.

Sample Letter of Inquiry

To Whom It May Concern:

I am writing to inquire about funding opportunities provided by your organization for individual artists. I am a dancer/writer/cultural organizer/visual artist seeking funding in order to attend this year’s Urban Bush Women Summer Institute, July 25-August 3, 2008 in Brooklyn, New York. The purpose of the Summer Institute is “to connect concert professionals and community-based artists together in a learning experience to better maximize the possibilities of the arts as a vehicle for social activism and civic engagement.” The goal of the Institute matches my professional goal to use my art as a tool for community development and revitalization.

I noticed on your website that you share this interest as well. Please forward me the application and any other relevant information that I will need to apply for the next cycle of funding. If you require any further information, I can be reached at _____. I look forward to hearing from you soon.

Thank You,

Funding Resources

Foundation Grants to Individuals

The Foundation Center also provides the best website for grants research, including an online grant-writing course. They publish numerous resources for grant seekers, including this guide to grants for individuals (2006, \$65) and FC Search, a CD-ROM of foundations.

The Foundation Center
79 Fifth Avenue
New York, NY 10003-3076
Phone: (212) 620-4230
Fax: (212) 691-1828
Website: **www.foundationcenter.org**

The Fund for Women Artists

3739 Balboa Street #181
San Francisco, CA 94121
Phone: (415) 751-2202
Website: **www.womenarts.org**
Email: **info@womenarts.org**

www.nyfa.org/source. The NYFA Source has an extensive list of arts funders and arts opportunities that can be searched by genre, type of assistance (including emergency grants), and geographic area, including international. Though the website belongs to the New York Foundation for the Arts, the information is free and available to all.

Cathy L. Draine **cldraine@gmail.com**

Cathy is a writer and activist for youth from Memphis, TN. Most recently she has been a Social Action Social Witness scholar at Pendle Hill Quaker Center in Wallingford, PA. Additionally she serves as a consultant for the Children's Defense Funds Freedom School Program. Cathy is currently enrolled in the graduate Cultural Production Program at Brandeis University. She will be attending Urban Bush Women's 2008 Facilitation Training and Summer Institute in Brooklyn as the Institute's first Development Fellow.