



Module Six

Fundraising

2024

Training
Resources

Why is it important?

Branches/Bands which have an aspiration to develop either its membership numbers or its range of activities will almost certainly require additional funding to support these aims and objectives.

Branches/bands financial requirements will include the normal day to day running costs. However, periodically, additional funding might be required to:

- Purchase musical instruments or expand the range of instruments available to members and people engaging with the branch to learn to play musical instruments
- If the branch/band has access to property or seeks to develop its own building/space it may require capital funding to support refurbishment or development of the building or space
- The branch or band may want to develop and promote events/festivals either on a one off basis or as an annual event or festival

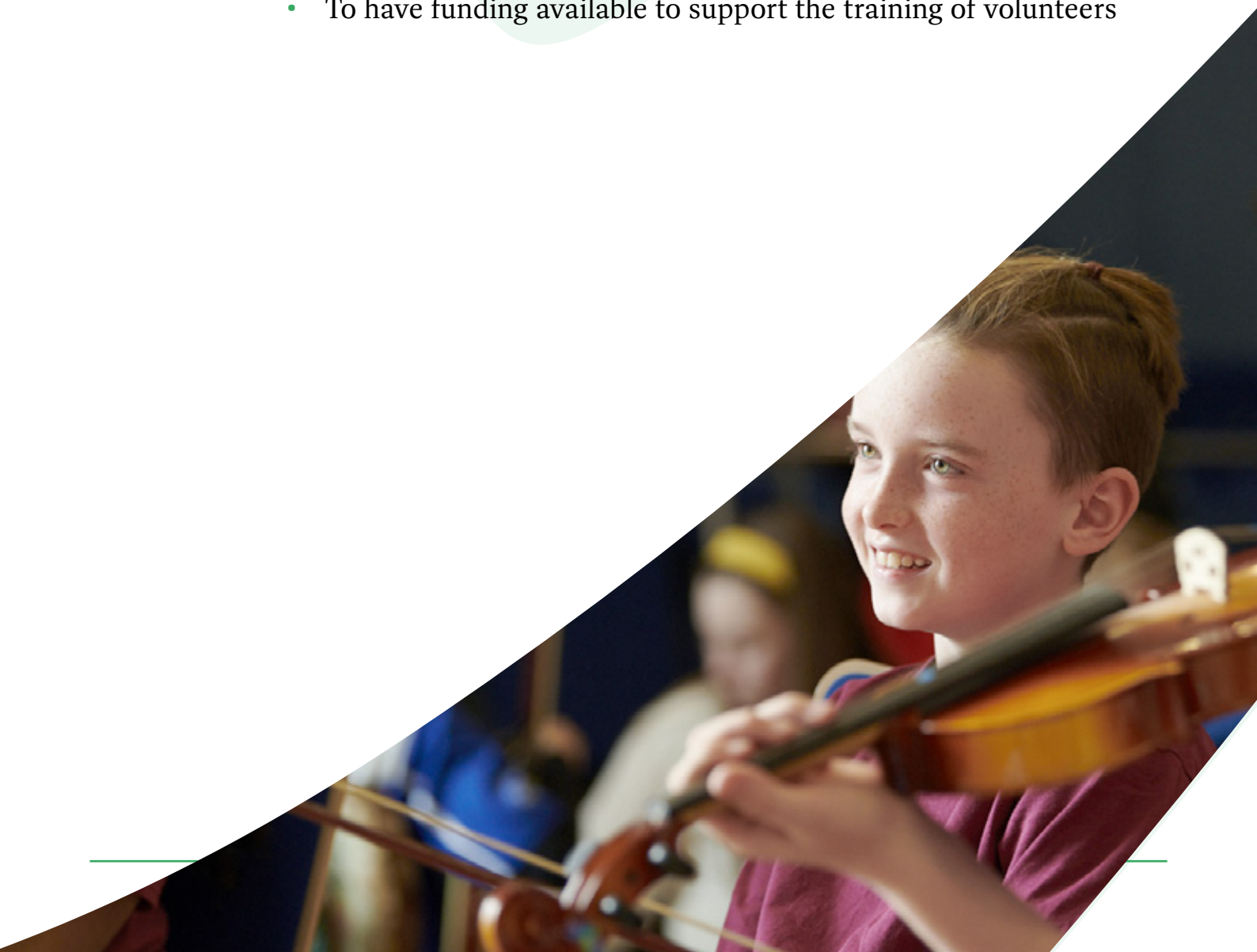
All of these activities require the branch or band to generate funding.



What will this achieve?

Adopting a focused approach to fundraising in a branch/band will help as follows:

- To ensure that sufficient funding is available, annually to meet the ongoing running costs of the branch or band
- To support branch development activities which could include increasing membership, increasing the range of instruments available and promoting cultural events
- To generate funding to support significant (in context of branch/band expenditure) capital investment e.g. in a building or space within a building to which the branch or band has access
- To have funding available to support the training of volunteers



Understanding Sources of Finance...

There are two key questions in relation to sources of finance:

- How much funding is required to meet annual running costs
 - What additional money do we need for investment over and above annual running costs e.g. the annual operating costs should be part of the annual budget for the branch/band
- The sources of finance for branches/bands are either internal or external as set out below:

Internal (club members and community)	External
Examples include: <ul style="list-style-type: none"> • Membership • Tuition fees • One Off Fundraising events (e.g. Concert/sessions) 	<ul style="list-style-type: none"> • Grant Aid (Local Council authority) • DFC/ACNI

In terms of external funding there are a number of key steps that branch volunteers should follow in order to be aware of and position the branch/band to avail of any external funding (grants) as follows:

- Appoint a funding officer
- Source training for the funding officer
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- Develop a network to identify funding opportunities (register with the funding unit of arts/community services section of the Council)

- Review potential funding opportunities and understand the funders criteria
- Review the submission process and develop the appropriate paperwork
- If successful review the 'letter of offer' and understand the responsibilities for the club on accepting the funding
- If unsuccessful – requires a debrief from the funder in order to capture lessons



Applying it to Your Branch/ Band...

The key to applying effective approaches to fundraising for your branch/band starts with developing an annual budget setting out the funding required to meet ongoing operating costs in addition to identifying any additional investment costs (particularly capital e.g. musical instruments) which are required in order for the branch or band to meet the requirements of its members, the local community and the vision set out in its branch/brand Development Plan

Responsibility for the financial management of the branch/band lies with the Committee. However, it is good practice for the branch to establish a funding sub-committee which retains an ongoing focus on delivering the funding requirement for the year as established in the annual branch/band budget. The branch/band funding sub-committees should lead Fundraising by:

- Developing a draft annual budget presenting to the full committee for challenge and sign off
- Identify which elements of the costs requirements set out in the Annual Financial Plan can be met from the existing internal club fundraising activities (e.g. membership, tuition fees or from regular sessions)
- Identify and confirm the requirement for external funding
- Develop linkages with funders and organisations which highlight funding opportunities for branches/bands/ cultural organisations and community and voluntary sector organisations (including the Rural Support Networks, Urban Networks, Community Development Officers in the local authority, website and websites for community support organisations ... linkages re-established in the resource section)

- Making the branch/band committee aware of the external funding opportunities
- Assess external funding opportunities (grants and loan finance) and developing branch/band led applications where an opportunity exists

