

FUNDRAISING BASICS

GRANTS FOR NON-PROFIT ORGANIZATIONS

In order to be eligible for funding from most granting organizations (foundations, corporate foundations or government agencies) or for individuals to receive a tax-deduction when making a gift to your effort you need to create a non-profit corporation and obtain tax-exempt status from the IRS as a 501(c)(3) corporation. To do this you need to incorporate, develop a mission statement and appoint a board of directors. The process of incorporating and getting non-profit tax-exempt status may require professional assistance, and may take up to a year to complete the paperwork and receive a response from the IRS. Organizations like the Philadelphia Volunteer Lawyers for the Arts can help you do this. They may be reached at (215) 790-3836 or <http://www.artsandbusinessphila.org/pvla/>.

Another alternative is approaching an already established non-profit corporation with a specific project and a source of funding and asking them to act as a "fiscal sponsor" for your grant. One such organization that provides this service is Fractured Atlas (www.fracturedatlas.org). This means you would develop a project for funding and prepare the grant application but the funds would be granted to the fiscal sponsor, to be expended on your project's behalf. The granting entity and the IRS impose very specific responsibilities on both the fiscal sponsor and the project. The funding source and fiscal sponsor can provide more information about this.

Often a good place to apply for support for your organization is your state, regional, county and city arts councils. For artists based in Philadelphia these are:

Project Stream

A program of the Pennsylvania Partners in the Arts

Administered by Greater Philadelphia Cultural Alliance through PA Council on the Arts

Deadline: February 28, 2011

Call toll free 866-526-8689,

April Williamson: 215 399-3511

<http://www.philaculture.org/grants/5CAF.htm>

Philadelphia Cultural Fund

June O'Neill, Manager

Philadelphia Office of City Representative, Arts and Culture

City Hall, Room 116

(215) 686-4591

Deadline: September 1

june@philaculturalfund.org

For resources on other grant opportunities and grant writing we encourage you to visit the Philadelphia Foundation Center at the Free Library's Main Branch (215 686-5423 www.freelibrary.org/rfc/) where you can use online and print references for free; or visit the Foundation Center online at www.fdncenter.org. Please note there is a fee to search the online grants database through the website.

GRANTS FOR INDIVIDUAL ARTISTS

Grants are also available for individual artists, though they are typically very competitive. Some opportunities for Philadelphia-based artists include:

List of Resources for Independent Artists:

www.pacouncilonthearts.org

Craig Peterson, Director, LAB & Philly Fringe

craig@livearts-fringe.org · (215) 413 9006 x22 · 919 N 5th Street · Philadelphia PA 19123

THE FESTIVAL · SEPTEMBER 2–SEPTEMBER 17 · www.livearts-fringe.org/how-to-participate.cfm

Independence Foundation Fellowships (current cycle: visual arts)

(215) 985-4009

www.independencefoundation.org/fellow_art.html

Note: You must be nominated by a grantee

Deadline: Thursday, April 7, 2011

There are two grant cycles annually, one in the Visual Arts (spring) and one in the Performing Arts (fall).

Pew Fellowships in the Arts

Pew Center for Arts and Heritage

1608 Walnut Street, 18th floor

Philadelphia, PA 19103

Telephone 267.350.4920

Email pfa@pcah.us

www.pcah.us/fellowships/

PFA makes awards to artists working in twelve different discipline categories, which rotate on a four-year cycle. Applications are accepted annually for the three discipline categories under consideration in that year.

Leeway Foundation (Women /Transgender Artists Only)

The Philadelphia Building

1315 Walnut Street, Suite 832

Philadelphia, PA 19107

(215) 545-4078

info@leeway.org

www.leeway.org

Quarterly Applications accepted for Art and Change Grants,
Annual Applications accepted for Transformation Award (May)

Dance Advance (Dance Projects Only)

Philadelphia Theatre Initiative (Theater Projects Only)

Pew Center for Arts and Heritage

1608 Walnut Street, 18th Floor

Philadelphia, PA 19103

267-350-4970 (dance)

267-350-4940 (theater)

www.pcah.us/dance/

www.pcah.us/theatre/

Creative Capital

Creative Capital

65 Bleecker Street, 7th Floor

New York, NY 10012

(212) 598-9900

<http://www.creative-capital.org/>

Some grants to individuals.

Resources for individual artists include:

Creative Capital's Artist Toolbox

www.creative-capital.org

Craig Peterson, Director, LAB & Philly Fringe

craig@livearts-fringe.org · (215) 413 9006 x22 · 919 N 5th Street · Philadelphia PA 19123

THE FESTIVAL · SEPTEMBER 2–SEPTEMBER 17 · www.livearts-fringe.org/how-to-participate.cfm

Foundation Center Individual Artists Center Online

<http://gtionline.fdncenter.org/> (there is a monthly fee to use this)

Foundation Center at the Free Library's Main Branch

(215-686-5423) (<http://libwww.freelibrary.org/rfc/>)

For ways to operate your own fundraising campaign you can visit: www.kickstarter.com

SPONSORSHIPS/ADVERTISING

Another way to raise money for your show is to sell advertising in your program or sell sponsorships of your show. Sponsorship generally involves creating a package that includes placement of a sponsor's logo on your poster and postcards, mention in curtain speeches, product give-aways, free tickets, etc.

If you have corporate sponsors, please let the Festival office know in advance so we can avoid any conflicts that might come up between sponsors of your show and sponsors of the Festival overall (for example, Coke sponsors the Festival and Pepsi sponsors your show).

APPEALS TO INDIVIDUALS

If you have a mailing list of past ticket buyers, don't be afraid to write and ask them to make a contribution towards your next production. You don't have to be a 501(c)3 organization to accept cash gifts; they just won't be tax-deductible for the donor. We will provide, upon request, a list of email address of patrons to your show to you at the conclusion of the Festival.

Generally a letter that outlines who you are, what you are planning and a gift amount is a good approach to creating a solicitation. Be sure to include an easy mechanism for donors to respond, such as a donor card and a return address envelope.

Some good tips on writing individual donor letters can be found online with a simple search.

And of course, don't forget to send thank you letters and marketing materials to your funders.

REGULATIONS FOR SOLICITING CHARITABLE GIFTS

There are laws governing solicitation of charitable gifts in Pennsylvania and other states as well. Be sure you are in compliance and register if necessary. Generally if you are using a professional fundraiser or receiving \$25,000 or more in gifts you will be required to register with the state.

Regulations are listed at the Department of State's Bureau of Charitable Organizations: www.dos.state.pa.us or (717) 783-1720. If you are soliciting outside of Pennsylvania, be sure to check with your state for their registration requirements.

GENERAL RESOURCES IN ARTS MANAGEMENT

NATIONAL

The Field

www.thefield.org

Creative Capital's Artist Toolbox:

www.creative-capital.org

Foundation Center Learning Library:

www.foundationcenter.org/getstarted

Craig Peterson, Director, LAB & Philly Fringe

craig@livearts-fringe.org · (215) 413 9006 x22 · 919 N 5th Street · Philadelphia PA 19123

THE FESTIVAL · SEPTEMBER 2–SEPTEMBER 17 · www.livearts-fringe.org/how-to-participate.cfm

NYFA Interactive:

www.nyfa.org

National Arts Marketing Project

www.artsmarketing.org

LOCAL

The Arts and Business Council / Philadelphia Volunteer Lawyers for the Arts

www.artsandbusinessphila.org

The Fruition Coalition:

www.fruition.weebly.com/index.html

Greater Philadelphia Cultural Alliance:

www.philaculture.org

Theatre Alliance of Greater Philadelphia:

www.theateralliance.org