

The Big Arts Give

Information for Arts Organisations

Introduction

What is The Big Arts Give?

The Big Arts Give is a new challenge fund scheme to help arts organisations build and develop the income they receive via individual giving. Arts & Business has devised this scheme in partnership with The Reed Foundation and The Big Give. Together, we aim to see at least £3million donated to the arts by Christmas 2010.

Challenge funds like The Big Arts Give are an innovative way to motivate donors and leverage donations by creating a matched funding pot to double online donations. This is the first time a dedicated online giving challenge for the arts sector has been established.

If you already know about Arts & Business and theBigGive.org.uk then you might prefer to continue reading this document from "How does it Work" at the top of page 3.

Arts & Business

Arts & Business connects companies and individuals to cultural organisations and provides expertise and insight for them to prosper. We are a leading source of learning resources, development opportunities and tailored cultural fundraising advice for organisations seeking partnerships with business and the private sector. We enable cultural philanthropy to make an impact through the knowledge, networking opportunities and support services that we bring to the business of individual giving. See artsandbusiness.org.uk to learn more.

The Reed Foundation and The Big Give

Alec Reed CBE launched theBigGive.org.uk in October 2007 to help proactive philanthropists donate intelligently. Reed is also the Founder of Reed Specialist Recruitment, one of the largest recruitment solution providers in the country with over 400 branches and reed.co.uk, Europe's largest commercial job website. A generous philanthropist and entrepreneur, Reed previously founded the Reed Foundation, which funds The Big Give, making it free to all users.

The Big Give is the intelligent way for proactive philanthropists to find and support charities and features over 6,000 charities working all over the world. Donors can find new projects to support, and

make their donations go further with *Double Your Donation* challenges. The Big Give also promotes legacy giving and encourages the next generation of philanthropists.

Why is Arts & Business offering this new initiative now?

Our annual *Private Investment in Culture Survey* shows that individual giving is a significant and vital source of private income for the arts in the UK. Furthermore, our recent *Have Your Say Survey* shows that over the next three years arts organisations will be prioritising individual giving over all other sources of private investment: 77% responded to say that it is expected to be more important to them.

Building on all the research and our experience of the sector, we have recently been consulting on our *Private Sector Policy for the Arts*. The policy, which is available to read on our website, contains five key recommendations and the establishment of a challenge fund to stimulate individual philanthropy was rated the second priority.

In addition to consulting on the idea of a challenge fund to stimulate philanthropy we think it important that we actually test the idea to see how it works in practice. It is for this reason that we are running The Big Arts Give as a pilot this year.

How has this approach worked for other charities?

In December 2009, The Big Give launched its Christmas Challenge and helped to raise an incredible £8.5million, smashing the original target of £6m. This fantastic result raised over four times more than the £2million it raised in the previous year, giving a much needed and welcome boost to the 175 charities involved.

This total was raised by creating a matched fund – generated through contributions from trustees, major donors and the charitable Reed Foundation – which was then used to double online donations.

Charities which benefitted from this fund, which is the world's largest online matched charity fund, included the Prince's Trust, Monteverdi Choir & Orchestra, Polka Theatre, Birmingham Royal Ballet, the National Film and Television School and the WWF.

Anna Kelly, development manager at the Open University, said: "*We thoroughly enjoyed taking part in The Big Give matched funding challenge and were delighted that so many members of our alumni community made their very first donation to the Open University through the campaign.*"

A dedicated challenge fund for arts and culture

In 2010 the Big Give Christmas Challenge will include a challenge fund of a minimum £500,000 specifically for arts and culture. This is the first time a dedicated arts challenge fund has been established. It is being funded via Arts & Business and the Reed Foundation. We are also grateful to the Arts Council of Northern Ireland and the Scottish Government for their contributions to the fund. In the interest of simplicity and clarity, this document refers to this fund as the "*Arts & Business Challenge Fund*", or the "*Arts & Business pot*".

We are calling this challenge The Big Arts Give and it is open to applications from UK registered arts charities and other charities undertaking arts projects in the UK.

How does it work?

Eligibility

- To register for The Big Arts Give you must be UK registered charity
- You must be undertaking an arts or cultural project in the UK
- Projects may be either revenue or capital

Basic Principles

The Big Arts Give is a pilot scheme in which we aim to involve between 80 and 140 charities running arts projects and competing to gain a share of the £500,000 Arts & Business Challenge Fund pot. The fund can be used to double online donations, so the charities that bring in the most online donations before the fund is exhausted will gain the largest share of the fund.

The online challenge will open on The Big Give website in early December 2010. By this time, participating charities will have:

1. Registered their charity on theBigGive.org.uk
2. Uploaded details of their project
3. Applied and had their application accepted to participate in The Big Arts Give
4. Secured pledges for their own *Charity Matching Fund*
5. Developed their fundraising campaign with donors ready to start giving online as soon as the online challenge opens

When an online donor gives to one of the charities participating in the challenge, the charity will effectively receive twice the amount donated, as follows:

The first online donations to the charity will be matched by the charity's own matching fund. Once the charity's own matching fund is exhausted any further donations have the potential to be matched by the *Arts & Business Challenge Fund*. We explain both the *Charity Matching Fund* and the *Arts & Business Challenge Fund* in more detail overleaf.

The online donor will know that their contribution is being doubled; this will increase the likelihood of them donating in the first place and may well encourage them to donate more than they would have done otherwise. In addition, of course, their donation may be eligible for **Gift Aid**.

Projects

The Big Give is a project-led initiative. Your fundraising campaign will be focussed on a particular project. For example, you might have a project to mount an exhibition of contemporary craft, commission a new choral work, employ an outreach worker or build a new performance space. Whether it's capital or revenue, this project will form the heart of your fundraising campaign.

Building your Fund

- 1 Each participating charity creates their own *Charity Matching Fund* by securing pledges from Trustees, Major Donors, Trusts & Foundations and Corporate Gifts (note: the latter must be corporate donations, not sponsorship). The minimum total you must secure in pledges is only £3,000 and the maximum is £50,000.
- 2 The *Arts & Business Challenge Fund* will be offered out of the £500,000 put together by Arts & Business and The Reed Foundation. The amount we offer will be potentially equal to your own Charity Matching Fund, outlined in point 1 above.

Note that you are not guaranteed to receive this money – it's a competitive scheme and the charities that secure the most online donations before our total fund of £500,000 is exhausted will gain the largest share. However, if you are quick, efficient and ahead of the competition you will receive a share of this money, up to the amount you have raised in part 1.

For example

You have secured £20,000 for your *Charity Matching Fund*. You have secured this money in *pledges* from major donors totalling £12,000, a corporate donation of £5,000 and your Trustees have pledged £3,000 between them.

When the online challenge goes live in December 2010 your online donors will be matched £1 for £1 with the money in your matching fund up to the £20,000 you have had pledged.

Now, if your campaign has got off to an efficient start, your online donors can continue to be matched £1 for £1 beyond this first £20,000 with a further £20,000 from the *Arts & Business Challenge Fund* providing this Arts & Business 'pot' still has money in it.

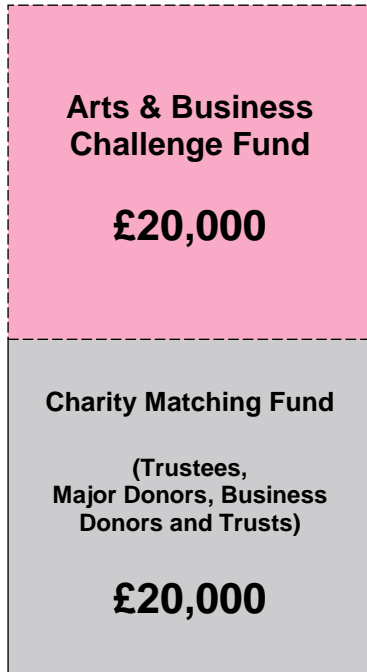
Remember, the Arts & Business pot starts out containing at least £500,000. It can only continue to match donors until it is exhausted. Other projects are competing for the money meaning your ability to secure a share of the money in the Arts & Business pot is not guaranteed and will depend on how quickly your online donations come in compared with those for the competition.

Looking at the same example graphically:

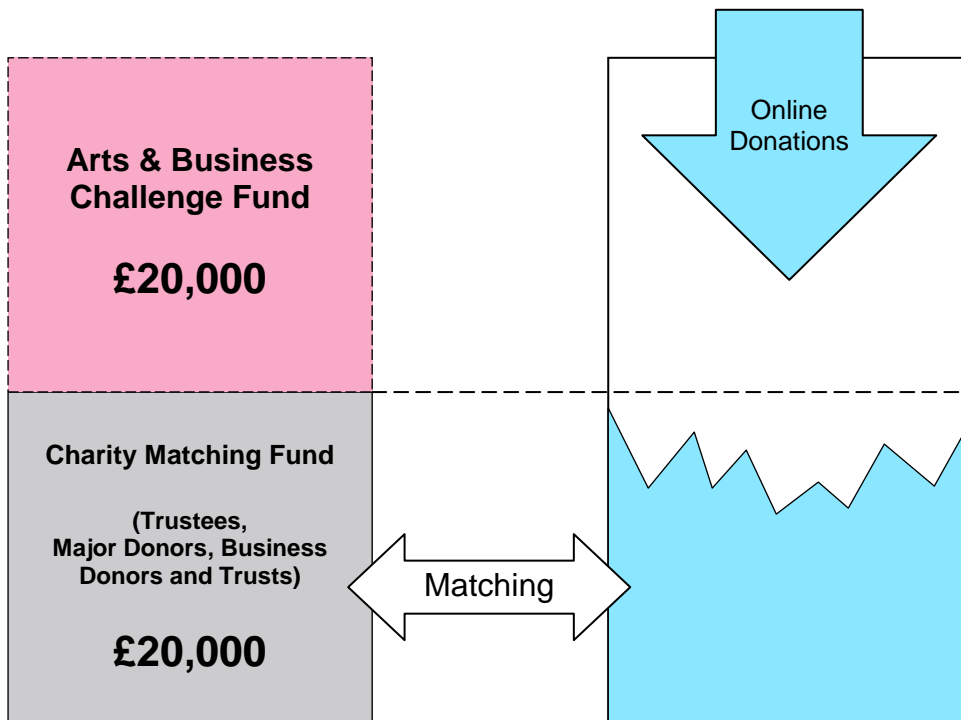


1. You secure *pledges* from your major donors, trustees and business donors totalling £20,000. This forms your *Charity Matching Fund*.

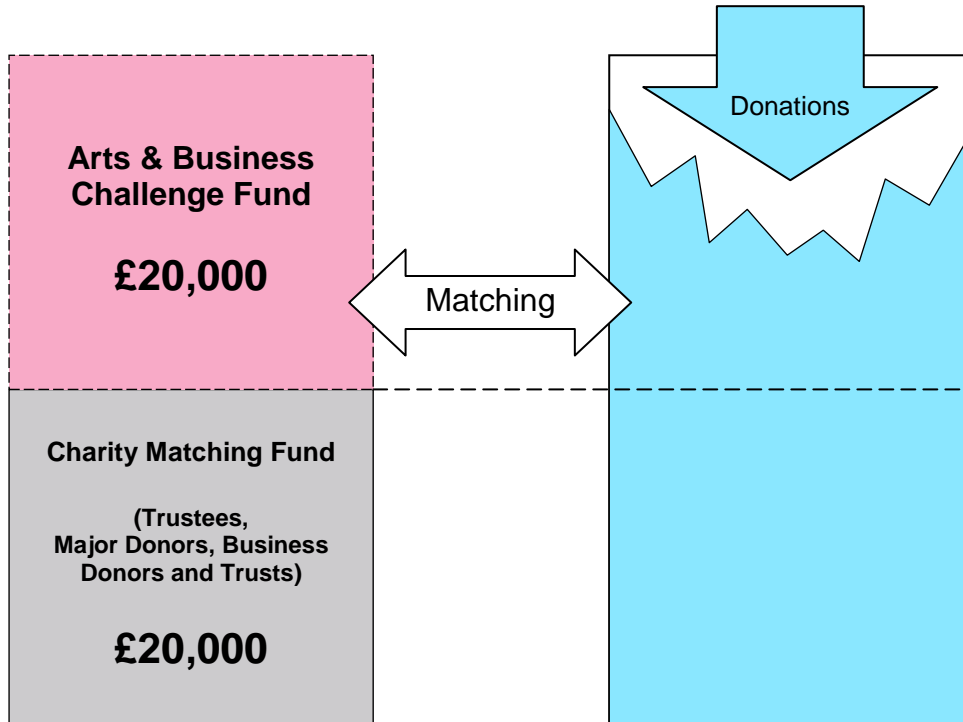
- Subject to being accepted onto the scheme you can add a further *potential* £20,000 to your fund from the Arts & Business challenge pot. But remember, this money is not guaranteed.



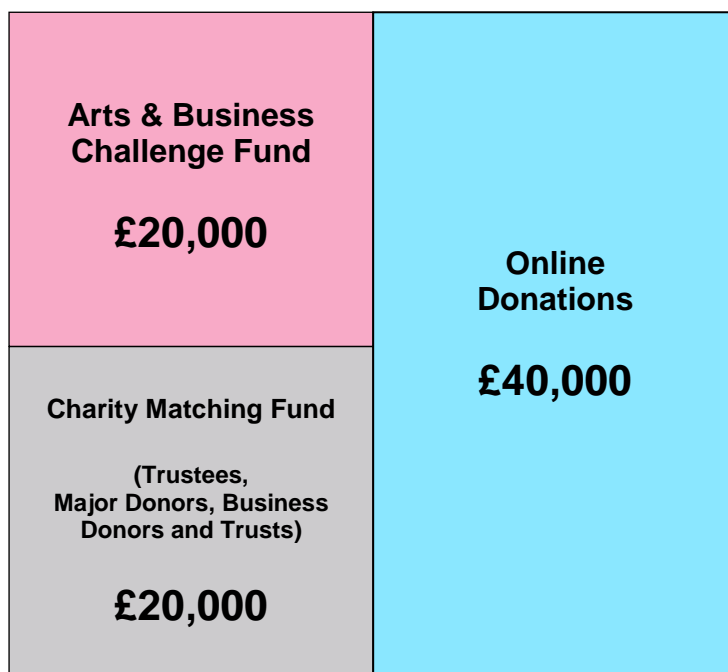
- The online challenge opens on theBigGive.org.uk in early December and your donations begin pouring in. In this example, these online donations are matched by the first £20,000 in your Charity Matching Fund.



4. Your Charity Matching Fund will be exhausted once online donations go above the dotted line (i.e. £20,000). If donations continue to pour in, they may start being matched by money in the Arts & Business pot. In this example, the additional match can be up to a further £20,000.



5. If the total Arts & Business fund of £500,000 doesn't run out and donations continue to come in filling the blue box on the right then the charity will raise a total of £80,000.



This example shows a **highly successful campaign** which has taken full advantage of the Arts & Business pot, raising a total of £80,000 for their project.

In addition, many of the online donations will also have been eligible for **Gift Aid**. Although not eligible for matching, the Gift Aid can make a substantial difference to the total raised. It will be collected by The Big Give website and will be forwarded to you once the campaign is over.

Result of very good campaign

A&B £10,000	Online Donations £30,000
Charity Matching Fund £20,000	

An organisation running a **very good campaign** might end up in the position shown here, whereby they raised £30,000 online before the overall A&B fund becomes exhausted. In this case, they would raise a total of **£60,000**.

Result of a good campaign

Charity Matching Fund £20,000	Online Donations £20,000

An organisation running a **good campaign**, might end up in the position shown here. Although they didn't access any of the Arts & Business money before it ran out this should still be considered a good result. Plus, of course, there is the Gift Aid.

They raised £20,000 online before the A&B fund becomes exhausted. In this case, they would raise a total of **£40,000**.

Result of an unsuccessful campaign

Charity Fund £10,000	Online £10,000

An organisation running an **unsuccessful campaign** might end up in the position shown here, whereby they only raised £10,000 online. This means that they were only able to realise £10,000 of the pledges made in their Charity Matching Fund. In this case, they would raise a total of **£20,000**.

We really don't want anyone end up in a position where their online donations haven't at least matched the pledges in their Charity Matching Fund. Charities are very much encouraged to be realistic about how much they believe they can raise online.

Getting Started

Registering your charity on The Big Give website

If you are not already registered on The Big Give website then you need to do this first. It should take no more than five minutes.

- Go to www.theBigGive.org.uk
- In the top right of the screen click on the “Charity Login / Register” button
- The “Charity Login & Registration” screen will be displayed
- To register your charity click where indicated under the first heading, “Not Yet Registered?”
- Provide answers to the questions as prompted and submit.
- You will be then be taken to a page detailing the next steps and you will be sent a welcome email confirming your login details.

What if I am already registered on The Big Give website?

That’s great, not least because you must already know about The Big Give and have perhaps already used it to support your fundraising. However, we recommend you log onto your account and double check your details are correct and complete.

Registering your bank details

In order to receive donations made through The Big Give, you'll need to have your charity's bank details registered with The Big Give’s donations management agency, Charities Trust (approved by HMRC). To do this, click on “Register you Bank Details” on your homepage and follow the instructions.

Uploading your project

Having registered your charity, you must now add details of your project. For your project to be considered for the Big Arts Give you must ensure it is fully loaded on the site by **9 July 2010**.

The form for adding your project is online and will take you through a series of questions. If you have all the details ready then it should take about 40 minutes or so to complete the form in its entirety. Alternatively, you may fill it in over time saving your progress and coming back to it as necessary.

The Big Give has developed a professionally designed template for your project details. They have worked with successful grant writers, professional designers and donor focus groups to create the perfect platform for your project. Using this template helps to bring your information to life and makes it simple for donors to find out more about your work.

Applying for The Big Arts Give

Once you have uploaded your project you are now ready to complete the simple online application form for The Big Arts Give. If you are logged on to your account you will be able to access the form within your charity profile. It will take you through all the steps necessary and should take between 15 to 25 minutes to complete.

Please ensure that you have completed this stage of the process by **Friday 9th July** at the latest.

Selection for the Big Arts Give

The Big Give and Arts & Business will select between 80 and 140 projects to participate in the Big Arts Give Challenge.

- The challenge is open to all UK registered charities undertaking arts / cultural projects in the UK. However, we will be giving priority to charities whose primary purpose is cultural.
- Museums, libraries, archives and heritage organisations are eligible to apply, provided they are UK registered charities.
- Projects may be either revenue or capital.
- The minimum contribution each applicant must make to their challenge fund (i.e. pledges from Trustees, Major Donors, Business Donors and Trusts) is only £3,000. The maximum is £50,000.
- We will consider only one project per charity.
- The proposed fundraising plan should be realistic and not over ambitious when looked at in context of previous fundraising performance.
- One off or 'quick fix' fundraising is not encouraged. Instead we are looking for organisations to use the Big Arts Give to help build potential for the future and develop lasting relationships with donors.
- We are particularly keen to see applications from charities where Trustees are pledging to support their challenge fund at an appropriate level.
- In this pilot year we are looking to select up to 140 projects, of various sizes, from across all English Regions, Scotland, Wales and Northern Ireland.

Note that theBigGive.org.uk is open to all UK registered charities regardless of whether or not you apply or are selected to participate in The Big Arts Give pilot.

Gift Aid, Charges and Key Dates

Gift Aid

Many of your online donations are likely to be eligible for Gift Aid. This will be collected on your behalf by the website at the point of donation and the money sent to you after the campaign is over.

Charges

The Big Give is funded entirely by the Reed Foundation and receives no income from charities or donors. However, all donations and Gift Aid are processed by The Charities Trust, which is approved by HMRC and is itself a charity. Please note that The Charities Trust charge 4% of the gross donation, including Gift Aid.

For example, on a donation of £10 *including* Gift Aid: The Charities Trust will charge 4% on this (40p) meaning you would receive £9.60.

Key Dates

Event	Date
Launch of The Big Arts Give	26 May
Briefings around the country (see website)	26 May to 17 June
Projects uploaded to theBigGive.org.uk and the application for The Big Arts Give completed.	Friday 9 July
Participants confirmed by the BigGive.org.uk	26 July
Successful participants confirm their pledges from Trustees, Major Donors, Business Donors, etc.	5 November
theBigGive.org.uk verify pledges and prepare website for campaign launch	From 6 November
Online challenge live on theBigGive.org.uk	Early December
Challenge completes	Five days later
Donations and Gift Aid sent to participants	Mid December to January 2011
Participants receive their share of the A&B Fund	January 2011

Building Relationships

It is well known that building lasting relationships is fundamental to long-term success when raising money from individuals. The Big Arts Give is designed to play its part in developing a charity's portfolio of sustained relationships with donors. It is not about 'quick fix fundraising'. Used correctly, the scheme can really help kick start new relationships with individual supporters and may be of particular help to organisations wishing to start building their capacity for fundraising via individual giving.

Glossary

In addition to this document there is a glossary of terms available to download from the Arts & Business website.

For more information

This document is designed for general guidance. It is a supplement to and not a replacement for the information on theBigGive.org.uk. There is more information on the website that we recommend you read, including the Privacy Policy and full Terms and Conditions.

If you still have questions, please contact: Ashley Bowe, Charity Manager, The Big Give

Email: ashley.bowe@theBigGive.org.uk