

Tapping into Funding Sources

Seeking funding for projects is something all museums have to do. There are many sources available. Which ones should you approach? How should you approach them? This guide aims to give you some practical help in the task.

Sources of funding for museums

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No funder wants a recipient who is entirely dependent on them for an indefinite period.

This guide describes various funds, foundations and trusts - based in this country and overseas - which are or might be open to applications for funding of museum projects. Only some of these will be worth considering as the benefactors of your next large project. Some of the international foundations will have never assisted a New Zealand museum. But check out the most likely prospects. You've got to be in to win!

What do funders look for?

Funders vary greatly in their approach to what they fund. Some are very cautious, others are more risk-taking. However, all funding officials will ask themselves these questions:

- Does the purpose of your project match the fund's interests and guidelines?
- Is your organisation well known in your community, and does it meet an existing need?
- Do you have a history of funding by other government or private sources - an indicator of credibility?
- Do you have a strong and involved board, committed volunteers, qualified staff?
- Is your budget realistic?

Bear these kinds of questions in mind as you make your approaches to funders and craft your applications.

The **application** *process*



PAY ATTENTION TO GUIDELINES. EVERY YEAR THE ROCKEFELLER FOUNDATION RECEIVES SOME 12,000 FUNDING PROPOSALS, MOST OF WHICH FALL OUTSIDE GUIDELINES.

Research, research, research

The response you get to any application for funding will depend on how closely your project matches the funder's guidelines. You will need to undertake thorough research into potential funding sources before you even put pen to any application paper.

Researching suitable funders takes time, and it is vital that you approach a funder who is suitable.

Approaching a funder is a highly individualised and time-consuming process. Mass mail-outs to funders don't work.

Check out the guidelines

Most large funding sources now have their own websites. View a fund's latest guidelines there, or send away for more information. You'll find that guidelines are often written in very general terms. But it is essential to ensure that your project meets the criteria stated in the guidelines.

Check out the history

Websites of major funding organisations usually give details of all projects they have supported in recent years.

Ask yourself:

- Has the funder recently funded projects with similarities to yours?
- Are its usual grants of suitable size for your project?
- Does it support projects in your locality?

BE REALISTIC. DON'T FOCUS ALL YOUR EFFORTS ON ONE IDEAL FUNDER. EVEN THE MOST EXPERIENCED PROPOSAL WRITER RECEIVES MANY MORE REJECTIONS THAN GRANTS.

Initial approach

If you think you may have a chance with a funder, it is often best to start with a letter asking if their present interests and funds would allow consideration of an application.

This letter should be brief - no more than three pages - but should cover:

- the purpose of the project
- problems and issues the project will address
- information about the organisation conducting the project
- the estimated overall budget for the project
- the period of time for which funds are requested
- the qualifications of those who will be engaged in the project.

Enclose few, if any, attachments.

A short shortlist of **New Zealand funders**

- Lottery Grants Board and Creative New Zealand support some museum and art gallery projects.
- Community trusts and Te Papa National Services support some regional museum and iwi projects.
- The Ministry of Education's Learning Experiences Outside the Classroom (LEOTC) funds a number of museum education programmes.



Crafting the full application

If the reply to your initial approach is positive, you may decide to proceed with a full application. It will take time to compile a detailed and rigorous application. Take this into account - you will need to consider the impact on your workload.

The proposal

Present first the details of the specific project you are seeking funding for.

- What the project is - give a clear description of no more than a page.
- Why you are doing it - give the rationale, the driving force, the underlying vision.
- Who will be engaged in it - profile the creative people, the project managers and their backgrounds.
- When it is happening - give a summary schedule.
- How much it will cost and what you are requesting - a 1-2 page budget, with budget notes.

**KEEP UP TO DATE. FUNDING SOURCES FREQUENTLY CHANGE,
AS DO THE CRITERIA AND PRIORITIES OF
INDIVIDUAL FUNDERS.**

Additional background material

At the back of your formal proposal, you should include the necessary background material as an appendix, for example:

- a list of members of your organisation's governing board
- a brief statement of its history, goals and accomplishments to date
- your organisation's budget for the current year
- your organisation's present means of support - a list of current funding sources and amounts contributed by them during the most recent year
- a list of applications to other funding sources and their status
- your visitor statistics
- your most recent independently audited financial statement
- a current annual report
- your organisation's legal and tax status.

Help for first-timers

If you are new to application writing, compare notes with another museum that has been successful. You could also look on the Creative New Zealand website (www.creativenz.govt.nz/funding/info/indexhtml) which offers informal advice, including budget templates, to applicants. Trust Waikato has a useful basic guide (*A Grant Seeker's Guide*) which you can download from its website: (www.trustwaikato.co.nz/grants.html).

Positive rejections

If an appeal for funds fails but has been well thought out and is within a funder's guidelines, a positive impression is left, and prospects may be better next time.

Types of funding

What type of funding are you after? This description of common categories may help.

Seed funding Assistance in the early establishment phase of a project, often before the total concept has been formulated

Partnership funding Two or more partners each make input into the project - for example, by joint private and government funding, or contribution in kind

Challenge funding 'If you achieve [this level of success], we will give you [this amount]' - often difficult to arrange in artistic or cultural fields

Conditional funding 'We will contribute [this amount] if you secure [this other amount] from elsewhere' - conditional funding from one source will assist in raising other funds or loans

Capital funding Funding of a major item of capital expenditure, such as a building

Pilot funding Funding of a preliminary trial, often for a limited period

Specific funding Funding of a specific item, such as a piece of equipment or travel cost, and tagged to that purpose

Evaluation funding Funding of a formal external evaluation, sometimes required after a pilot project, before support or sponsorship is sought

Loan funding A loan at a low or nominal interest rate, or with unusually flexible terms for repayment

Major New Zealand

funding sources

New Zealand Lottery Grants Board

The Board's Lottery Environment and Heritage Distribution Committee makes grants for the assistance of museums, whare taonga and art galleries. The Lottery General Committee assists one-off projects of regional and national significance. Distributions are made on a three-monthly cycle. Refer to the website for criteria of eligibility.

Types of projects considered include:

- capital works projects and feasibility studies for museums, art galleries and archival institutions
- conservation of movable cultural property
- science centres
- oral history projects
- historical publications and research
- heritage trails
- milestone reunion celebrations.

Contact

Lottery Environment and Heritage Distribution Committee

Community Development Group

Department of Internal Affairs

P O Box 805, Wellington

Phone: (04) 495 7200

Fax: (04) 495 7225

Website: www.dia.govt.nz

Learning Experiences Outside the Classroom (LEOTC)

This is a contestable pool of funding, administered by the Ministry of Education, tagged to education programmes in New Zealand. In the 2000/01 financial year, the allocation was \$5.144 million. It is an important source of funding for the education programmes and education staff of some 40 museums.

There is an annual funding round in which organisations submit proposals. Selections are made on the basis of established criteria,

including how the proposed programmes enhance the essential learning areas of the New Zealand curriculum and how they address the needs of students and teachers.

Full details can be found on the Ministry of Education's website - look under Schools: Curriculum, Teaching and NCEA. Alternatively, fax them to request the specifications for projects.

Contact

Ministry of Education

Fax: (04) 471 6193

Website: www.minedu.govt.nz

Community Employment Group (CEG)

The Community Employment Group is part of the Department of Labour, and targets community initiatives that focus on employment and economic development. They provide advice and planning support to identify resources, set up management structures for community groups, develop new skills and evaluate projects. They link people into networks and they do assist with funding.

In 2000 they established the Artworks initiative for arts-related projects, including marketing events, employment pathway development and collective artwork initiatives.

The Māori Organisational Development and Māori Local Partnership initiatives assist with building groups and partnerships with other local organisations.

CEG particularly targets groups that are more disadvantaged in the labour market in both rural and urban areas. They have more than 60 advisers spread through the country.

Contact

Tai Tokerau/Auckland (09) 279 5811

Waikato to East Coast (07) 349 5574

Taranaki to Nelson/Marlborough (04) 916 4662

Canterbury/West Coast (03) 963 2353

Otago/Southland (03) 955 6545

Te Puni Kōkiri

The capacity building and strong Māori communities programmes seek to strengthen the ability of whānau, hapū, iwi, Māori organisations and Māori communities to control their own development and achieve their own objectives.

Contact

For more information, phone **0800 94 99 97**, or call in and talk to staff in any Te Puni Kōkiri regional office.

Creative New Zealand

Creative New Zealand is the main arts development organisation in New Zealand and the only national organisation able to allocate funding to projects that span all the arts forms.

The Arts Board, Te Waka Toi (supporter of many arts-related projects of Māori for Māori), and the Pacific Islands Arts Committee each offer a range of funding programmes and awards. Each selectively supports the presentation of exhibitions and greater understanding of a variety of traditional and modern art forms. Advice for compiling an application can be found on the Creative New Zealand website.

Creative New Zealand receives about 1700 project applications each year, of which about a third receive funding. (For example, in 1999/00 there were 1671 applications and 617 were funded.)

Assistance is not usually available to projects or agencies that receive direct funding through the Ministry of Cultural Affairs or the New Zealand Lottery Grants Board.

Contact

Creative New Zealand
P O Box 3806, Wellington

Phone: (04) 473 0880

Fax: (04) 471 2865

Website: www.creativenz.govt.nz

Local authorities

Your district or city council, and possibly other local authorities, may make funds available for arts- and heritage-related projects. They receive Creative New Zealand funding (under the Creative Communities Scheme) to administer to local arts and heritage organisations.

Community trusts

Community trusts were set up by the former regional Trustbanks. The trusts support projects that are focused in their region. The community trusts in Canterbury, Otago and Southland are especially well endowed.

Contact

Bay of Plenty Community Trust - Tauranga
(07) 578 6546

The Community Trust - Christchurch
(03) 963 0048

Eastern and Central Community Trust - Hastings
(06) 878 7200

The Community Trust of Otago - Dunedin
(03) 479 0994

The Community Trust of Mid and South
Canterbury - Timaru (03) 688 9872

The Community Trust of Southland - Invercargill
(03) 218 2034

Trust Waikato - Hamilton (07) 838 2660

Trust Bank Wanganui Community Trust - Wanganui
(06) 348 8300

The Community Trust of Wellington - Wellington
(04) 499 7966

ASB Trust - Auckland (09) 378 9608

TSB Trust - Taranaki (06) 752 7644

West Coast Community Trust - P O Box 190,
Hokitika

Te Papa National Services

Te Papa National Services partner museums and iwi in training and development projects in their communities. There are five priority areas for regional partnership projects:

- bicultural development - improved relationships between museums and iwi, and increased capacity of iwi to deliver museum services
- museum standards - quality standards in all aspects of museum operations
- training - professional development of museum personnel
- marketing and promotion - increased visibility and relevance of museums in New Zealand
- revenue generation initiatives - increased capacity of museums to generate plural income sources.

Contact

National Services, Museum of New Zealand
Te Papa Tongarewa,

P O Box 467, Wellington

Phone: (04) 381 7114

Fax: (04) 381 7080.

Email: natserv@tepapa.govt.nz.

Website: www.tepapa.govt.nz

Look up these **sources**

Detailed listings of philanthropic trusts and other funding bodies can be found in the following two information sources.

Directory of Philanthropic Trusts in New Zealand

Published by the New Zealand Council for Educational Research, this directory provides a comprehensive listing of philanthropic trusts. Most public libraries have a copy.

Contact

NZCER

P O Box 3237, Wellington

Phone: (04) 384 7939

Fax: (04) 384 7933

Website: www.nzcer.org.nz

Funding Information Service Inc (New Zealand)

The Funding Information Service, a non-profit body, provides information on New Zealand institutions that offer funding to community organisations and individuals. Normally accessible only on subscription, the website's database of funding organisations can, however, be searched free of charge from most public libraries, many Citizens Advice Bureaus, and offices of the Department of Internal Affairs.

Contact

Funding Information Service Inc

P O Box 1521, Wellington

Phone: (04) 499 4090

Fax: (04) 472 5367

Website: www.fis.org.nz

CORPORATE PHILANTHROPISTS MAY FAVOUR YOU IF THEY HAVE OR SEEK A COMMERCIAL PRESENCE IN YOUR REGION.

Cultural agencies of other countries

If you are developing a project connected with a specific country, you could contact the cultural adviser in the embassy of that country. The embassies are located mostly in Wellington with a few based in Canberra.

Some countries operate separate cultural agencies here. These usually focus on exchanges (for example, of museum leaders and researchers) and on joint projects (for example, touring exhibitions).

Contact

The British Council

P O Box 1812, Wellington

Phone: (04) 472 6049

Fax: (04) 473 6261

Goethe-Institut

German Cultural Centre, Wellington

Phone: (04) 385 6924

New Zealand - United States Educational
Foundation (Fulbright)

P O Box 3465, Wellington

Phone: (04) 472 2065

Corporate and private sponsorship

Local companies and multinationals with a presence in this country are often keen to assist cultural and artistic projects. They will usually be looking for specific types of profile and will choose projects that fit their marketing and sponsorship goals.

Other New Zealand *funding sources*

New Zealand National Commission for UNESCO

The organisation administers UNESCO's biennial programme of assistance in a wide range of activities nationally and internationally. Officers will assist in development of project proposals that are appropriate for UNESCO funding. UNESCO prizes, fellowships and awards are also available. Interested museums should establish and maintain a relationship with Secretariat staff, in particular the officer responsible for the Culture and Communications Programmes.

Contact

Officer for Culture, Communications and Science Programmes

NZ National Commission for UNESCO

c/- Ministry of Education

P O Box 1666, Wellington

Phone: (04) 499 1004

Fax: (04) 499 1090

Website: www.unesco.org.nz

Royal Society of New Zealand - Marsden Fund

The Marsden Fund supports scientific research by creating opportunities to undertake research that is purely curiosity-driven and not subject to priorities set by government. The emphasis is on originality, high quality research, fostering the best researchers, and enhancing the international reputation of New Zealand science.

Contact

Administration Officer

Marsden Fund

Royal Society of New Zealand

P O Box 598, Wellington

Phone: (04) 472 8345

Website: www.rsnz.govt.nz

Te Māori Manaaki Taonga Trust

The trust distributes funds, generated by the Te Māori exhibition, to encourage and provide for education and training of Māori in skills required for care and display of taonga as, for example, curators and conservators. The trust may be broadening its approach to the use of its funds. Te Puni Kōkiri currently administers the trust.

Contact

Te Māori Manaaki Taonga Trust

c/- Te Puni Kōkiri

P O Box 3943, Wellington

New Zealand History Research Trust Fund

The fund, administered by the Ministry for Culture and Heritage, provides grants to researchers and writers of projects relating to New Zealand history. Priority is given to projects that significantly improve our understanding of New Zealand's past.

Contact

The Senior Historian, History Group

Ministry for Culture and Heritage

P O Box 5364, Wellington

Telephone: (04) 496 6334

Fax: (04) 496 6354

E-mail: bronwyn.dalley@mch.govt.nz

Ministry of Culture and Heritage

The Regional Museums Policy for Capital Construction Projects is a government fund administered by the Ministry of Culture and Heritage to support capital developments at regional museums.

Contact

Chief Executive

Ministry for Culture and Heritage Te Manatu

Taonga

P O Box 5364, Wellington

Phone: (04) 499 4229

Fax: (04) 499 4490

E-mail: info@mch.govt.nz

Website: www.mch.govt.nz

Pacific Development and Conservation Trust

The money for this Trust was received from France in recognition of events surrounding the destruction of the Rainbow Warrior. The trust is administered by the Department of Internal Affairs. The objectives of the Trust include the enhancement of the natural environment of the South Pacific and the development of the cultural heritage of the peoples of the South Pacific.

Contact

Pacific Development and Conservation Trust

PO Box 805, Wellington

Phone: (04) 495 9323

E-mail: trusts@dia.govt.nz

IN 1998, THE FORD FOUNDATION RECEIVED 35,000 GRANT

Andy Warhol Foundation for the Visual Arts

The Foundation is committed to the idea that 'arts are essential to an open, enlightened democracy', and seeks to foster innovative artistic expression and the creative process by encouraging and supporting cultural organisations that in turn, directly or indirectly, support artists and their work. Grants are made on a project basis to curatorial programs at museums, artists' organisations and other cultural institutions throughout the world to assist in innovative and scholarly presentations of contemporary visual arts. The creation of new work is also supported through 'regranting' initiatives and artist-in-residence programs.

Contact

The Director
Andy Warhol Foundation for the Visual Arts
65 Bleeker Street
New York, NY 10012
United States
Phone: (001) 212-387 7555
Website: www.warholfoundation.org

Ford Foundation

The Ford Foundation, an international philanthropic foundation founded in the United States in 1936, describes itself as 'a resource for innovative people and institutions worldwide'. The Foundation's programmes are directed primarily but not solely toward developing countries and the United States. Each year many museums receive grants under the Media, Arts and Culture programme. The Foundation concentrates on activities that are likely to have wide effect. Funding is rarely available for buildings.

New Zealand requests for funding should be directed to the Jakarta office.

Contact

The Director
Jakarta Ford Foundation
P O Box 2030, Jakarta
Indonesia
Phone: (0062) 21-2572 4073
Website: www.fordfound.org

J Paul Getty Trust

The Trust is dedicated to the visual arts and humanities. It administers a museum, five institutes and a grant programme. The grant programme funds exceptional projects throughout the world that promote research in the history of art and related fields, advancement of the understanding of art and conservation of cultural heritage. Grants may fund conceptual projects that take intellectual risks, or may support more basic resources and activities. Funded projects include a wide variety of methodologies and subject matters, ranging through all historical periods and geographic regions.

**REQUESTS AND MADE 2007 GRANTS.
OF THAT NUMBER, 20% WERE FIRST-TIME GRANT RECIPIENTS.**

Contact

The Director
Interpretive Projects Grants
Getty Grant Program
1200 Getty Center Drive
Los Angeles, California CA 90049-1679
United States
Phone: (001) 310-440 7320
Fax: (001) 310-440 7703
Website: www.getty.edu

Rockefeller Foundation

This large international philanthropic organisation with a United States head office has refocused on new themes. One is Creativity and Culture and, within this, grants are distributed through a programme entitled 'Recovering and Reinventing Cultures through Museums'. The Foundation prefers to actively seek out opportunities rather than react to unsolicited proposals, but will accept the latter.

Contact

Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018
United States
Phone: 1-212-852 8306
Website: www.rockfound.org

**Wenner-Gren Foundation for
Anthropological Research**

The Wenner-Gren Foundation is a private United States-based foundation which provides support for research in all branches of anthropology, including cultural/social anthropology, ethnology, biological/physical anthropology, archaeology, anthropological linguistics, and closely related disciplines concerned with human origins, development and variation. The Foundation's mission is to encourage significant and innovative research on the human species and to foster the development of an international community of anthropological scholars.

Contact

The Director
Wenner-Gren Foundation for Anthropological Research Inc
220 Fifth Avenue
New York, NY 10001-7708
United States
Phone: (001) 212-683 5000
Website: www.wennergren.org

Over 40,000 grant-making foundations distribute funds in, and sometimes from, the United States.

Other sources of information about international funding

Foundation Center (United States)

The website of this American organisation lets you search on-line through hundreds of listings of United States-based grant-makers, private and corporate. View their funding priorities, websites, and regions within which they are prepared to make grants. Click on individual websites to find out more. Only a few will consider applications from outside the United States.

Contact Website: <http://fdcenter.org>

Society of Research Administrators (United States)

The society maintains a large website with direct links to hundreds of large overseas-based philanthropic funds.

Contact Website: www.srainternational.org

Association of Charitable Foundations (United Kingdom)

The association's website contains links to and descriptions of over 50 grant-making trusts and foundations in the United Kingdom.

Contact Website: www.acf.org.uk

Philanthropy Australia

Philanthropy Australia is the umbrella body of Australian grant-making trusts and foundations. The website contains information about services for grant-makers and grant-seekers.

Contact Website: www.philanthropy.org.au

FundersOnline (Europe)

This is an online searchable database of Europe's philanthropic funders.

Contact Website: www.fundersonline.org

Te Papa National Services Resource Guides | He Rauemi are published by Te Papa National Services in support of its work with museums, galleries, iwi, and related organisations throughout New Zealand to enhance the museum services offered within communities.

For further information or to discuss training opportunities related to this topic, please contact:

National Services	Museum of New Zealand Te Papa Tongarewa	
	Cable Street, PO Box 467, Wellington	
	Phone (04) 381 7000	
	Fax (04) 381 7080	
	email natserv@tepapa.govt.nz	
	Website www.tepapa.govt.nz/National_Services/	
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