

Unlocking Creative Potential

Your Guide to Funding Success





Our goal is to support you,
the people who create



Reality Check

- Average success rates: 15-20%
- Successful applicants were rejected multiple times
- Creative work contributes solutions to our troubled world



The Truth

- Most funders want to say yes
- Alignment with their goals
- Investment in real impact



Four Pillars

- Authentic Storytelling
- Strategic Alignment
- Bulletproof Budgets
- Powerful Partnerships



Authentic Storytelling

- Your story, your greatest asset
- Lead with impact, not activity
- How your art will make change
- Don't diminish your voice: Amplify it



Strategic Alignment

- Find the right funding partner
- Connect to bigger issues
- Reframe for different funders
- Match your vision to their priorities
- Stay true



Community Theatre Project

- For environmental funders:

Stories from the Land: Climate Narratives Through Community Theatre

- For mental health funders:

Healing Through Story: Community Theatre for Connection and Wellbeing

- For arts funders:

Voices of Place: Devised Community Theatre



Bulletproof Budgets

- Budgets prove viability
- Don't leave it as a last-minute chore
- Be realistic - know the true value
- Include in-kind contributions
- NAVA pay rates



Powerful Partnerships

- Joint applications - higher success rates
- Partners who complement
- Look beyond the arts sector
- Build relationships - before you need them
- Partners can provide funding eligibility



Assessor Reality

- Exciting projects that align with objectives
- Projects that create positive impacts
- Fixed funds vs projects that exceed available money
- Choosing which great projects to fund from a pool of great projects



Feasibility: Can you deliver?

- **What** - Be clear about your goals
- **Who** - Describe roles, skills, and target audience
- **How/Where/When** - Explain approach, timeline, and milestones
- Show realistic understanding of time, energy, and money required



Impact: Who benefits and how?

- What are you hoping to change?
- Who will be affected by the change?
- How will the change affect them?



Examples

For an individual artist project:

- Challenging audience perspectives
- Building professional confidence
- Pushing artistic boundaries

For a community/cultural development project:

- Creating deeper community connection
- Developing local champions
- Generating genuine belonging



Sustainability: What happens after funding ends?

- Clear start and finish
- Ongoing expectations managed
- Continuation and how it will be funded



Innovation: What's new or different?

- Explore social and political trends
- Address unmet needs and funder goals
- New ways of operating or delivering



The World Needs You

- Creativity builds bridges
- Art offers hope
- Creative experiences bring people together



‘Whether we are asking for money or giving money, we are about to do a new thing through our collaboration.’

Henri Nouwen,
Priest, Professor, Writer and Theologian



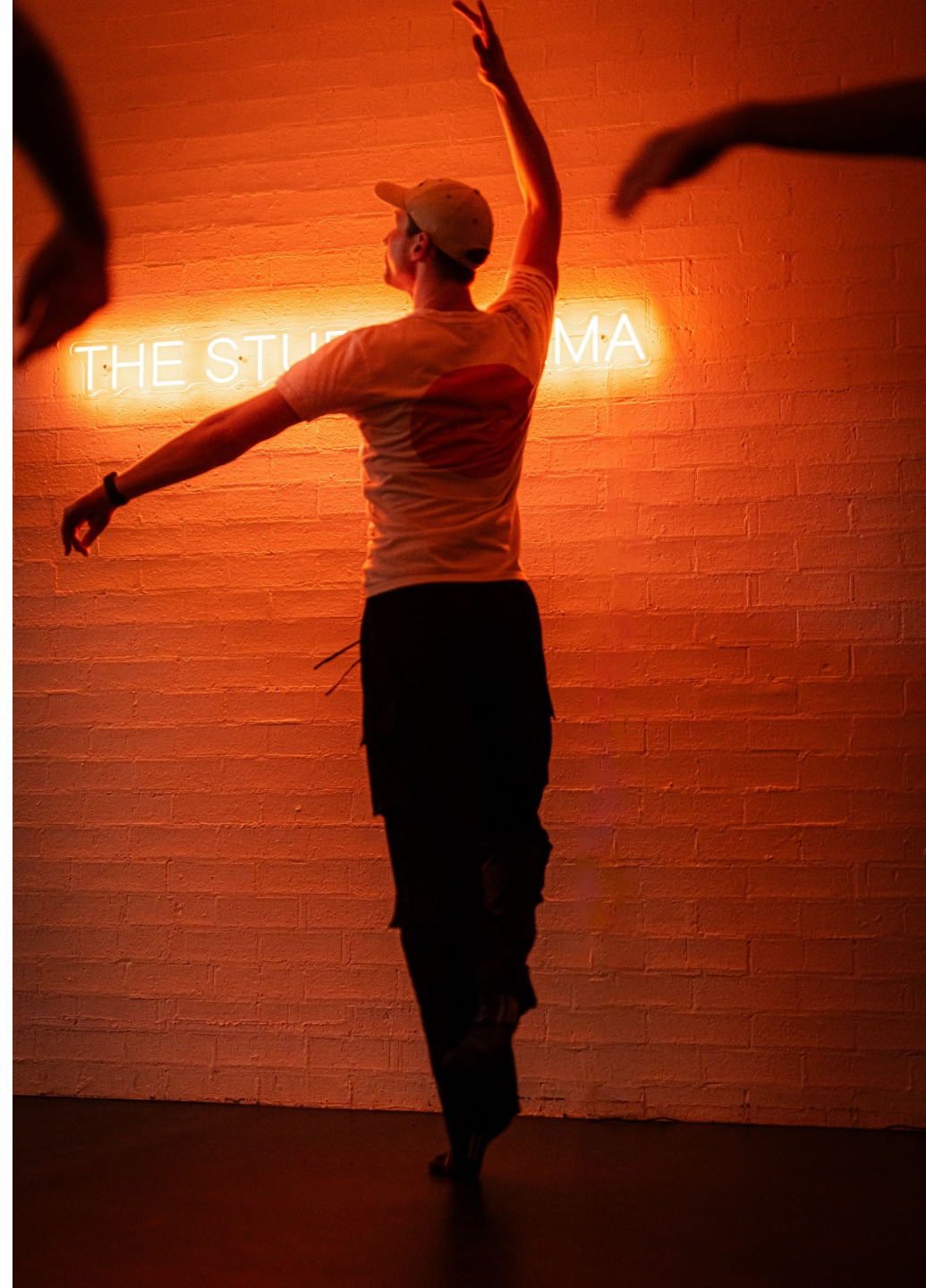
Action Steps

- Choose a funding opportunity to research
- Identify one potential partner to approach
- Start documenting your story and vision
- Stop apologising for the value of what you do



In Closing

- Your creativity is your gift to the world
- Funding is the vehicle that helps you deliver it
- Creative endeavours start with someone brave enough to ask
- Creative vision deserves investment



Thank you

