

Finding Funds

A view from below

Who's he?

- Director of the Graphic Science Unit at UWE, Bristol and Co-director, with Kathy Sykes, of the Cheltenham Festival of Science
- The GSU was launched in 1997, has to date run over 40 funded projects and attracted close to £1,000,000 from 19 different funders
- The CFS has to raise £200,000/annum

Who's she?

- ABL Consultant with ten years experience of working in nine museums and hands-on learning environments, including the Science Museum and the Natural History Museum
- Ex-Deputy Director of Discover, East London: contributed in raising the £6million required for the project

When fundraising, do:

- research the funder
- get the funder to visit
- make strategic alliances
- play to your strengths [start small]
- provide evidence of why the project is needed
- make it sound do-able [sound confident]

Do

- emphasise evaluation
- prepare compelling presentation material
- choose refs with care and brief them
- show humility, combined with absolute faith in your product
- keep trying

Where's the evidence?

- Community benefits: who's coming? What do they say about the place? Quote them.
- Learning benefits: prove that the learning is effective – cite research papers and on-site observations.
- Highlight community and learning as meeting local, regional and national agenda
- Children are a 'hit' – record their responses, build into presentation material and any quotes

Don't

- make it complicated
- claim absolute originality
- assume the refs will be experts
- end up with suspiciously round numbers
- include the cost of food, booze and laptop computers with twiddly bits on them
- give up