

you liable to pay the funding back, so make sure you are clear on what they are and how you will



Juliet Kelly

The first piece of advice I would offer anyone thinking of applying for funding would be to explore every avenue. The second – never be afraid to ask for help.

Last year I successfully applied to London Arts (now Arts Council England) for help with the production of my debut album *Aphrodite's Child* (33 Records). I believe that the primary reasons that I was successful were that I followed the guidelines carefully and most importantly, that I made use of their help-line to fill in the forms. In fact, their staff were extremely helpful – the Arts Councils actively encourage applicants to ask questions and will steer them in the right direction to give them the best chance of success.

I had a similar experience with Jazz Services who are supporting my UK tour to promote the album. They do all they can to help with applications.

Mailing letters to companies requesting sponsorship was less successful, mainly because they tend to support charities and groups rather than individuals. However, through various contacts, I did manage to get photographs, design, clothing and jewellery at cost or in return for a credit or a link on my website.

So, try every idea you can think of and ask everyone you can for help. Like me, you may end up with even more than you had hoped.

Whilst applying for funding, you should be applying for other sources of income to cover the costs of applying. For example, if you are applying for a grant, you should have a business plan in place, so it doesn't dampen your enthusiasm for the future. It's also important to be realistic about your chances of success. Don't let the failures of others discourage you. Remember that every applicant has their own strengths and weaknesses. Don't let those who are successful in securing funding discourage you.

Give your funding application a good chance. Don't let your application be weak.

Sadly, many applicants are discouraged by the high volume of applications. It's often impossible to read every application. You can't read every application, so you can't read every application. This, with the high volume of applications, is a relationship that is often difficult to maintain.

The Arts Councils and other funding bodies are often unable to fund every application. This is a reality that you do face. It's a reality that you do face.

Source

This list of funding sources is intended to illustrate the range of funding opportunities available to artists.

Government

The vast majority of funding for the arts is provided by the government.

Grants are often used to fund the production of new work. Grants are also used to fund the development of new work. Grants are also used to fund the marketing of new work.

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