

2022 EDITION

FUNDRAISING TOOLKIT

As Part of the Mpumalanga Community Arts
Centre Support and Development Programme



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



culture, sport & recreation

MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA



MPUMALANGA
THE PLACE OF THE RISING SUN

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1. Executive Summary

The Cultural and Creative Economy plays an important role in building mindfulness, social cohesion, responsible living and generating revenue streams. The Mpumalanga provincial plan and project advocates for the Strengthening of the Arts and Culture ecosystem, to form an integral part of and benefit to the everyday life of its local communities.

This Fundraising Toolkit has been developed as part of the Mpumalanga Community Arts Centre Support and Development Programme. It is a first edition based on current gaps identified in the beneficiary Community Arts Centres in Mpumalanga. A first edition because more work is being done, and it will provide more areas to build on.

2. Brand Culture Identity, Funding and Legacy

Toolkits are handy and a good starting point to develop your own path. This Toolkit is not a blueprint on how to run your arts and culture organisation. Rather, it is a starting point to assist in three broad areas; **Brand Culture Identity (reputation), Funding and Legacy (what you want to leave behind through the organisation)**.

Each section has a series of questions drafted in a simple way. Take a moment and attend to each question. It is in attending to each question that the toolkit begins to be a self-help guide.

2.1. Brand Culture Identity

This funding toolkit is intended to share ways of funding AND funding resources available to the arts and culture sector. May it be a guide for you to determine how NOT to apply for funding calls poorly suited to where your organisation is of most value. To do this we will introduce you to some concepts to factor into your thinking about your organisation, when you are considering raising or sourcing funding. This section is merely an introduction to get you to start thinking and working on developing and or revising your own Brand Culture Identity. It is not a formula or quick fix but a summary of lessons from observing trends in local advertising and arts marketing work.

Each organisation, private or public, has a brand culture identity. A brand culture identity is a combination of branding and brand culture. Branding is part of an organisation's marketing strategy beyond being visible which includes logos and corporate colours. Brand culture is how people who come into contact with the organisation's products and services experience it.

An organisation's brand is its reputation; the sum of all its processes and human resource. The brand identity is often represented using a logo, but a logo in itself is not the full brand instead it is a doorway to the brand and as such it has a particular way of treatment, like a clan name. Thus, an organisation's name and symbols associated with it are important. Where the budget and collaboration networks allow,

please consult a professional in marketing, especially branding.

Usually, the founders of organisations hold a vision which is then shared internally, within the organisation, and externally with those outside of the organisation. To know the identity of an organisation, and to operate within that identity, will internally align the organisation, with all personnel, departments, creativity and energy flowing in the same direction. This allows your organisation to enjoy collaboration, growth and to exude a confidence and excellence that gives it a definite and unique place within its sector category resulting in its Brand Culture. In turn, this allows the CUSTOMER to be aware of and confident in the organisation and its products-services. Building a brand culture identity is an everyday activity.

What ways can help an organisation's vision be effectively shared internally and externally? This question is an invitation to always be mindful of the need to operate from a point of a shared vision.

DEFINING IDENTITY

What is the mission and vision of your organisation? What skills, talents and characteristics does it take to build and grow into a desired identity? Is there room for this identity to evolve and help those who work on it to also build their own identities at the same time? If culture is a way of life, what is the brand culture of your organisation

as influenced by main personalities in leadership roles and the context of South Africa, the wider global outlook?

These questions are an invitation to spell out your organisation's identity. Take a moment to answer each question and come up with your own Brand Culture Identity roadmap as reflected in the answers your team generates.

CATEGORY

A clearly defined category of what your organisation is about, where it is, and potential collaborations is important. Yes, there are moments where an organisation gets an opportunity outside of its main activities but aligns with its vision. Answer the following questions with your team and identify areas to build towards a shared vision:



What sector and field is your organisation best positioned for? **What** are your products and services? **What** is currently working well, if you are already operating? **What** can be done differently to improve on what is already there or to shift into a new direction? **Who** are your support system in the same sector and field?

TARGET MARKET

It is important to be clear about who the organisation is for, and what the organisation offers. While many organisations position themselves in the arts and culture sector, it is important to be specific about your organisation's product, services, target market and sector. Best business practice is to avoid over-diversification of products and focus on your speciality. Amazingly, doing so usually enlarges the diversity and size of your customer base. For example, by sticking to their basic product, McDonald's consistently attracts a large and diverse clientele. And equally importantly, this resolute focus has carved them out a unique and well-known place in the fast-food category.

Who is your organisation's primary target market? Are you simply doing too much for the sake of getting funding without meaningful impact in your community?

COPY

We often write messages digitally and by hand on paper to communicate to someone or many people. All written texts, either digitally or printed, published for an audience to consume is called copy. A person hired to write especially in Marketing and Public Relations is called a copywriter.

tone

We often listen to not only what others say but how they say it. This is called tone and it applies to how official communications are put across. Tone is about key phrases that guide the tone of copy (all written texts), engagements, images and artwork. The following are examples of a tone strategy:

- Business but leisure (Bleisure)
- Traditional but trendy
- Rural but sophisticated
- Conversational but authoritative and structured

style

Closely linked to tone is style which are key phrases that guide the tone of copy, engagement, images and artwork. The following are example of style: **Authentic. Democratic. Conservative. Honest. Non-cringy. Non-discriminatory.**

Tone and style apply to human capital how people within the organisation are treated, collaborations, and platforms of engagement which include WhatsApp groups.

At the heart of Brand Culture Identity is being aware of the location and community of your organisation, and giving sharp appropriate services/products. The world is becoming trendy even in tradition so always reflect and review where your organisation was, is currently at, and desired future outlook. All this is done while being mindful of both internal and external factors of your organisation.

2.2. Arts Funding

This section is dedicated to ways of funding for arts and culture organisations. The temptation is to apply for every call for funding. Do this and you waste time, energy and resources you critically need to focus in your areas of most value. The first section on Brand Culture has assisted you in thinking about your organisation, the services/products you offer, and your context. Take these and use them to narrow down the kind of collaborations and funders best suited to your arts organisation. Remember that a funder is approached by many applicants so stand out by going where your areas of most value align. Not every funding call is for you. You are not for every funding call.

As you prepare a proposal for funding, consider the following:

Diversify: Do not rely on one funding source and begin to consider approaching a number of potential funders over and above generating your own income through your products and services. The goal should be to become self-funding; growing your own food so to speak.

Budgets: Pay attention to detail and make sure that your budgets are realistic and in line with funders you wish to approach. It is pointless to approach a funder for operational costs, such as salaries, when they only fund programmes.

Planning: Your proposal should clearly demonstrate your goals, strategies, activities,

logistics, monitoring and evaluation (M&E), how money will be spent and every detail towards making your project feasible.

Partnerships: Consider collaborating with other organisations and or countries to access each other's areas of most value. Play to your strengths.

Outcomes: It is important to document and realise each result of the proposed project. Develop skills to ensure that initiatives have a sustainable effect on target groups and communities.

Skilled fundraisers: It is every member's responsibility to be part of the fundraising processes. Use your networks and relationships to represent the organisation well. Ask for advice when answering an application call. Put your best foot forward.

Community participation: Ensure there is community buy-in by embedding your initiatives within the community. Community ownership will partly ensure sustainability of your activities.

Evaluate: It is important to have M&E processes in play at each stage of your initiative. Evaluating will ensure that you collect data to back up your argument when approaching funders.

Leverage: Use everything that is at your disposal, and cultivate good relationships across the board.



information regarding the motivations and needs of potential funders will be included in the distributed call for application, it is recommended that you do your own background research for every funder that you might like to approach. Remember that not every funder is for you and that is okay.

As part of preparing to identify a potential funder, list some of the benefits anyone can get from funding your organisation. Remember to list the benefits according to whether the potential funder is an individual, a government agency, an international agency, a corporate, a foundation or a trust.

2.2.2. Responding to a Funder

When they say no: use the opportunity to learn about why your proposal was not successful this time around, and build a relationship with the funder. Once you receive communication from a funder notifying you that your proposal was not successful, reply thanking them for taking time to notify you and then inquire on what can be done differently for future applications. This only applies if the potential funder notifies you of whatever outcome. Also take every opportunity to build relationships and widen your organisation's network.

When they say yes: send a thank you communication signed by your organisation's director or board chairperson. Once you have received a contract, timely review it and then sign when in agreement with every aspect. Remember to only start the project once the contract is signed so that you are in agreement with deliverables, conditions

2.2.1. Choosing a Funder

Now that you have articulated what your organisation is about and what it does, why would anyone want to fund your organisation? As part of answering this question, consider how your organisation and projects meet the motivations and needs of potential funders. Be mindful of what motivates potential funding individuals, government or international agencies and trusts. While it is likely that

and timelines. Where possible, only start the project once the first tranche has been paid into your organisation's bank account. Be mindful of how your funder wants to be acknowledged at every stage of the project.

2.2.3. Sponsorship

Sponsorship is generally funding which is marketing related, and you attract such by offering value addition aligned to brand consideration. In short, can a business view your organisation as a good collaboration which will make their brand appear in good light because of your own brand or can they access a certain audience through your already established activities? If yes, the business is likely to sponsor you in return for marketing agreements as their funding will be justified as part of marketing expenditure.

2.2.4. Corporate Social Responsibility/Investment (CSI) and Sponsorship

Corporate Social Investment (CSI) also known as Corporate Social Responsibility is funding for social and community commitments as set out by a company. Thus, some businesses will have a set budget to invest in the communities they operate in so they identify organisations already doing work they consider as invaluable to the same community to fund. Here, the thinking is that by funding arts and culture organisations active in the communities the businesses operate in they are extending an investment or responsibility without necessarily a need for an aggressive marketing approach.

It is important to note the difference between sponsorship and CSI as it will assist with your arts and culture organisation funding proposals. Read each potential funder's open call for funding applications carefully as they will indicate if the funding falls within sponsorship and or CSI. Below are some organisations which fund arts and culture. See what aligns best with your arts and culture organisation and or individual professional careers then begin to prepare your applications:



2.2.4.1. Business and Arts South Africa (BASA)

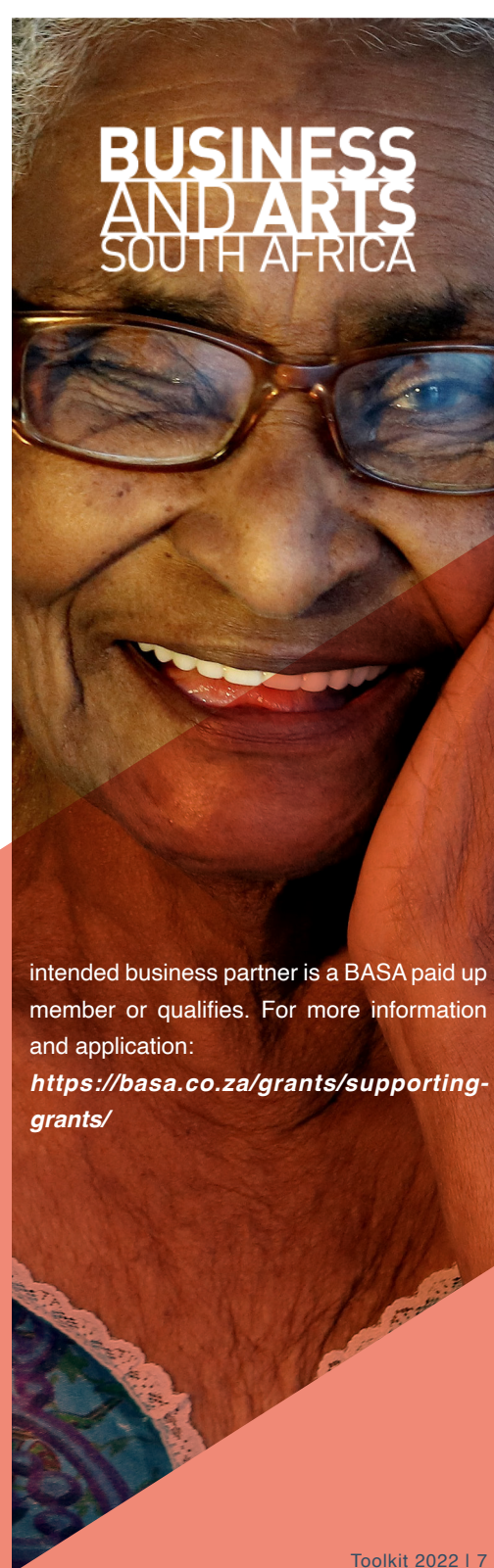
BASA has specific funding opportunities specifically aimed at partnerships between arts entities and a business entity. Below are the BASA funding opportunities and general information to get you started on your application consideration:

a. Business and Arts South Africa Supporting Grant Programme is designed for artists/arts organisations and businesses to assist in activating sponsorship for a cross-section of arts projects in different regions of the country. This is done by providing financial support to a project that is in an already existing relationship between a business and an arts organisation.

Who can apply: Please note that this funding is for partnership between an Arts Organisation and a Business Entity sponsoring the arts organisation. This is a Business Arts South Africa initiative aimed at 'topping up' what a business entity sponsors to an arts organisation. The BASA Supporting Grant ranges from R15,000.00 to R100,000.00.

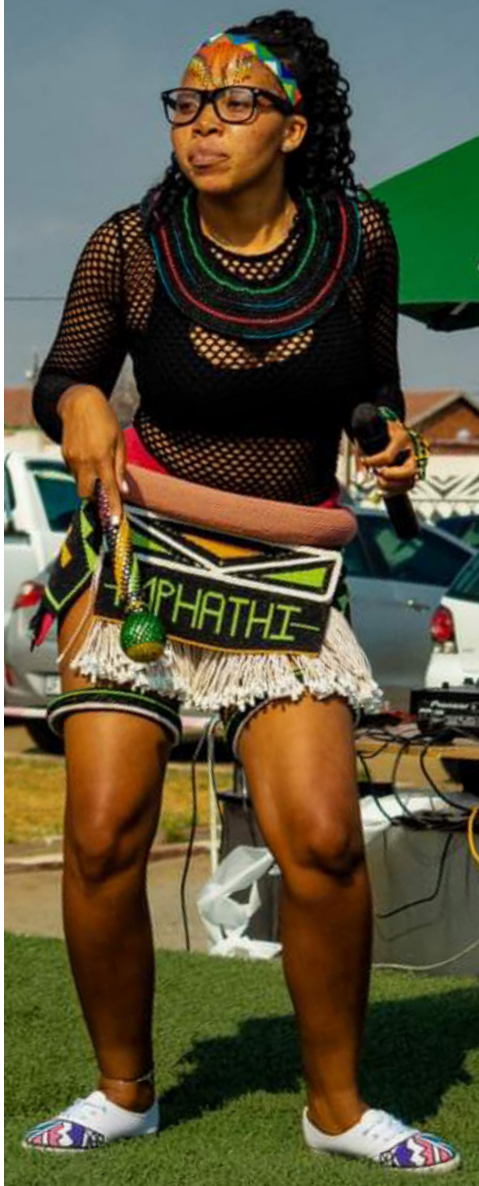
When to apply: BASA does not have dates for this funding so if you qualify do visit their website for application forms and submission.

How to apply: The arts organisation and business have to register to be BASA members. It is important to first confirm with BASA about being a member and if your



intended business partner is a BASA paid up member or qualifies. For more information and application:

<https://basa.co.za/grants/supporting-grants/>



2.2.4.2. The National Arts Council of South Africa (NAC)

The National Arts Council is a Department of Sports, Arts and Culture agency which has specific funding opportunities for individuals as well as entities that operate within the arts and culture industry. Funding opportunities are made available for projects that focus on:

- Social cohesion (community building) and nation building,
- Innovation (design and creation of work through digital media)
- Arts platforms/ showcase/ exhibitions/ festivals
- Strategic Initiatives
- Capacity building
- As well as unearthing marginalised and indigenous arts in rural areas.

Individuals and groups can apply if their projects and or research studies enable the NAC's vision of a vibrant, sustainable arts community that enriches lives through the free and creative expression of South Africa's cultures / through strengthening artistic and cultural creation. Please note that the arts and culture disciplines and genres through which the listed focus areas can be expressed are broader so email info@nac.org.za for further enquiries.

Who can apply: Individual art practitioners and formally registered institutions and organisations who are active in the discipline of craft, dance, literature, multidiscipline, music, theatre and visual arts

can apply for funding. All applicants must be South African citizens and over the age of 18 years. The minimum budget allocation for applications is R50 000 and the maximum amount applied should not be in excess of R350 000. The allocation will be in line with redress and transformation imperatives of the NAC.

When to apply: Applications for the 2021/2022 financial year were submitted on or before Monday, 20 September 2021. Applications for funding for the 2022/2023 financial year have not yet been announced on the National Arts Council website.

How to apply: All applications are done online through NAC Grant Management System on <https://nac.praxisgms.co.za/> Email info@nac.org.za to enquire about options for a manual form submission option.

2.2.3.3. Arts and Culture Trust

a. Do you want skills to enhance your organisation and or project? The ACT Building Blocks Programme is a capacity building programme with a focus on micro-businesses to mid-level organisations and arts practitioners in the form of Masterclasses focused on; Digital Skills, Marketing, Governance and Monitoring & Evaluation, and ABCD (Asset Based Community Development) in the arts | <https://act.org.za/programmes-act-building-blocks/>



How to apply: For more information please contact Palesa Molefe on: palesa@act.org.za or info@act.org.za.

b. Thuthukisani addresses the lack of capacity and opportunity for small to medium organisations and artists to develop new projects with mentorship, training and potential investment towards a sustained participation in the creative economy.

How to apply: Apply online: <https://act.org.za/thuthukisani/>

c. Nyoloha career accelerator programme. Scholarships for undergraduate studies at a local university, and Research Grant for postgraduate research.

<https://act.org.za/nyoloha/>

How to apply: For more information please contact Palesa Molefe on palesa@act.org.za or info@act.org.za.

2.2.4.4. The Prince Claus Fund

The Prince Claus Fund was established on 6 September 1996 as a tribute to HRH Prince Claus's dedication to culture and his belief in its role in the development of all societies. The fund is in the form of Seed, Mentorship and Cultural Emergency Response Awards | <https://princeclausfund.org/about>

a. Seed Awards for creatives in the first 5 years of their professional careers. The Prince Claus Fund Seed Awards recognise emerging artists and provide initial support to the career development, creativity, and

experimentation of cultural practitioners whose artistic work engages with pressing social and/or political issues within their own local context. "Recipients are free to invest the Award of 5,000 euro as they choose in the development of their artistic practice."

Who can apply: Creatives in the first 5 years of their professional careers.

When to apply: Open calls are released once a year under different themes and partner organisations. Keep an eye on The Prince Claus Fund website for calls.

How to apply: Applications are done via The Prince Claus Fund website | <https://princeclausfund.org/apply>

b. Mentorship Awards "are designed to strengthen the artistic responses of individuals to urgent social issues through mentoring programmes. In this way, the Fund is creating space for individuals to learn, grow, experiment and test out new ideas - both individually and with their peers".

Who can apply: 35 artists and cultural practitioners further along in their career. The Prince Claus Mentorship Awards are aimed at supporting emerging talent, accelerating socially engaged art practices and facilitating meaningful connections between creatives working on similar themes.

When to apply: Open calls are made once a year under different themes and partner organisations. Keep an eye on their website for calls.

How to apply: Applications are done via The Prince Claus Fund website | <https://princeclausfund.org/apply>

c. Cultural Emergency Response (CER)
CER provides 'first aid' to cultural heritage threatened, damaged or destroyed by conflict or disaster. CER seeks to implement its cultural relief actions in direct cooperation with local partners in the affected communities. It aims to create a strong and inclusive heritage protection sector and focuses on strengthening local capacities to protect and respond in emergencies. Besides supporting and coordinating first aid initiatives, CER trains and links local heritage stewards in disaster prevention, protection and rescue, establishing regional hubs for heritage expertise, and advocating for the importance of protecting heritage in crisis situations.

Who can apply: Artists and cultural practitioners | <https://princeclausfund.org/cultural-emergency-response>



When to apply: Applications for Cultural Emergency Response grants to rescue cultural heritage that is threatened, damaged or destroyed by conflict or disaster may be submitted at any time.

How to apply: Applications are done via The Prince Claus Fund website | <https://princeclausfund.org/apply>

2.2.4.5. Tshikululu Social Investment

Tshikululu Social Investment is South Africa's leading social investment / CSI fund manager and advisor, working alongside investors and other development partners to achieve sustainable social impact.

Who can apply: Each open call has specific criteria, please read carefully and apply where you qualify.

How to apply: Tshikululu advertises a call for applications on its website <https://tshikululu.org.za/apply-for-funding/>

2.2.4.6. The National Lotteries Commission South Africa (NLCSA)

The **NLC** promotes the preservation and development of arts, culture and heritage in order to empower communities to help themselves and enable artists to showcase their work internationally.



a. Arts-Culture organisation; the NLC funds the development of the arts and the preservation of South African culture and national heritage. The concept of national heritage is a broad one, which includes our natural environmental heritage as well as historical and architectural heritage:
<https://www.nlcsa.org.za/arts-and-culture/>

Who can apply: The NLC funding is targeted towards arts and culture organisations which:

- Enable people across the country to enjoy a range of arts activities.
- Make arts accessible to more people.
- Improve facilities so people get more enjoyment from the arts.
- Provide arts facilities to outside of major cultural centres.
- Promote art forms that are not adequately supported.
- Preserve and promote awareness of culture and our historical, natural and architectural heritage.

When to apply: Generally a new call with specific funding priorities is opened before or close to 1st April annually. Watch the NLC website, the print media and major radio stations for adverts calling for applications for grants in the sector that is relevant to your organisation. Look out for the Lotto draw date as the open call is made around the same date.

How to apply: The NLC puts out calls and organisations wishing to apply should read the wording of each call for applications carefully.

<https://www.nlcsa.org.za/how-to-apply/>

b. Charities which assist in eradicating poverty and reducing inequality in South Africa. For more information and application process visit the NLCSA website to download documents: <https://www.nlcsa.org.za/charity/>

Who can apply: Arts and culture organisations registered as charities and work towards the following deliverables:

- Improve the quality of life of the community as a whole.
- Assist disadvantaged or excluded groups, such as the elderly, people with disabilities and vulnerable children.
- Provide facilities or services for the underprivileged.

When to apply:

Watch the NLC website, the



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print media and major radio stations for adverts calling for applications for grants in the sector that is relevant to your organisation. Look out for the Lotto draw date as the open call is made around the same date.

How to apply: The NLC puts out calls and organisations wishing to apply should read the wording of each call for applications carefully.

<https://www.nlcsa.org.za/how-to-apply/>

2.2.4.7. The Department of Sport, Arts and Culture (DSAC) Mzansi Golden Economy (MGE).

This is a public fund administered at national government level. The Department sends out a call for proposals on key MGE work streams once a year that is made available on the website with all relevant information. Some of the areas funded in the past include: Cultural Events Programme, Touring Ventures Programme, and Public Art Programme. For further enquiries related to the MGE open call grant please contact: MGE call centre on **0800 724 278** or email: mge@dsac.gov.za

The overall impact of your proposed programme on the creative economy should be:

- Positioning the arts as a valuable contributor to economic growth and job creation.
- Stimulating economic development.
- Promote sustainability.
- Raising the profile of South Africa as a

destination for cultural consumers and increasing tourism (visitor) volume and spend.

- Building the professional capacity of the sector.
- Improving the production and dissemination of local content

Who can apply: Interested and eligible South African organisations, companies, and individual citizens.

When to apply: There is an annual open call for funding with specific deadlines and funding streams. Please watch the media, and the Department's social media pages. It is best to follow the DSAC on Facebook and or Twitter. For further enquiries related to the MGE open call grant please contact: MGE call centre on **0800 724 278** or email: mge@dsac.gov.za

How to apply: Application can ONLY be done online and can be accessed through www.eservices.gov.za. An Applicant must register on the e-services portal. Once registered the Applicant will receive a One Time Pin (OTP) to their cellphone number in order to verify the user. If the Applicant has an existing profile the Applicant must log into the portal with his/her existing credentials. Once logged in, the Applicant can access the DSAC MGE Grant Management system which is listed under the e-services menu. Applicants that require accessible free internet and Wi-Fi must visit their nearest community libraries. Library Directory per provinces;
<https://www.nlsa.ac.za/condgrant/>

2.2.4.8. The Mpumalanga Provincial Government - Department of Culture, Sport and Recreation (MPG - DCSR)

The **MPG - DCSR** seeks to reposition the arts, culture, and heritage sector as key players in the Provincial Government's programme of action for social cohesion, creation of sustainable jobs and ensuring social and economic development. Community Arts Centres (CACs) can apply for funding to assist the department to deliver on its mandate. The purpose of this funding is to make strategic investments to optimise the economic benefit of the Arts in Mpumalanga by improving investment in key areas of the creative economy. The focus areas are:

- Cultural Events
- Music Festivals
- Crafts and Visual Arts Exhibitions
- Film Projects
- Training and Skills Development
- Theatre

Funding is limited to a once off annual maximum of R500,000.00 per organisation and is determined by the Department

Who can apply: Applicants should be South African citizens, arts and culture organisations, registered enterprises (NPC, NGO, CBO and NPO), and individuals. Applicants are required to have a background in the chosen focus area from the listed ones and be rooted in community development. The following are compulsory supporting documents:

- NPO, Co –operatives, NPC registration certificate
- Proof of registration in the CSD
- Tax Clearance (applies to Individuals Applicants also)
- Proof of residence
- Project Profile
- Business proposal with budget breakdown
- The Constitution of the organisation
- The recent three months financial statements

When to apply: Once a year. Please contact the numbers below for open call dates.

How to apply: Hand delivered application form to the DCSR office in the three districts and Head Office:

Nkangala Region
Building no 2, Government Complex, KwaMhlanga 1022
☎ +27 (13) 766 8335

Ehlanzeni Region
Ikhamanga Building, Second Floor Government Boulevard, Mbombela
☎ +27 (13) 766 5131

Gert Sibande Region
20 A De Clerq Street, Mutual and Federal Buildings, Ermelo, 2350
☎ +27 (17) 881 3255/6196



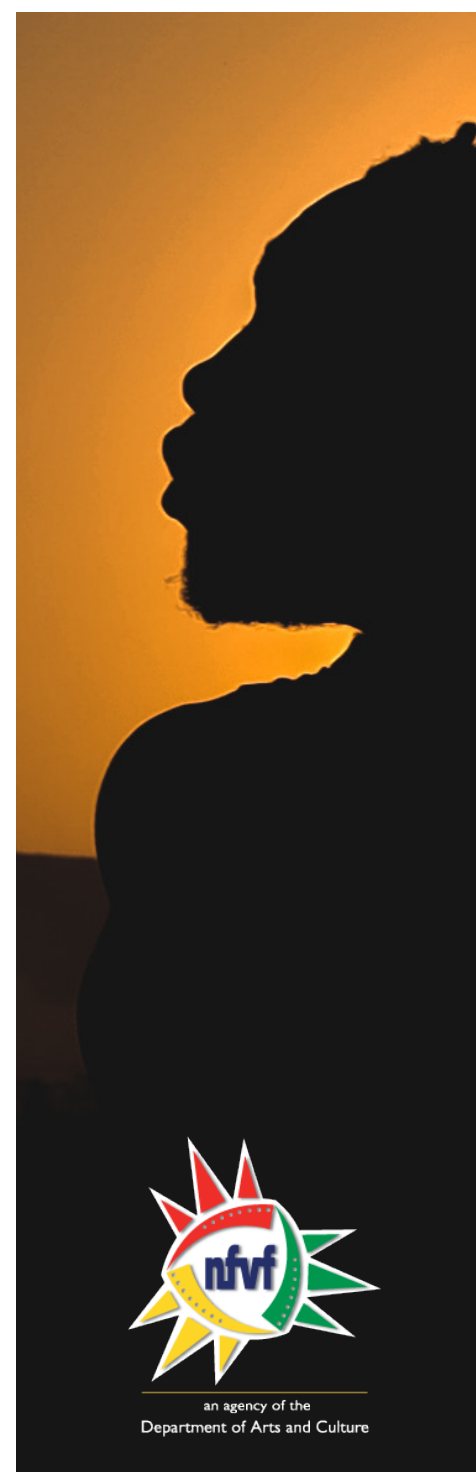
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2.2.4.9. The National Film and Video Foundation (NFVF)

The National Film and Video Foundation (NFVF) is an agency mandated by the Department of Sport, Arts, and Culture. It provides funding for the development, production, marketing, and distribution of films – including helping filmmakers represent and market their work internationally. The NFVF Council approves funding on a quarterly basis throughout the financial year of April to March 31st of the following year. All applicants are notified in writing of the outcome of their application <https://www.nfvf.co.za/funding-overview-criteria/>

Video and film funding is available in the broad categories of Education and Training; Development (of feature films, documentaries, and TV concepts); Production (of feature films and documentaries), and Marketing and Distribution. It may take the form of a grant, investment, or loan open to all individuals, companies, and organisations throughout the year.

Who can apply: South African filmmakers, in each category, only one application per organisation, individual, or company will be considered. Funding allocation to selected projects will vary according to the specific cash flow needs of the project.



When to apply: Apply throughout the current year for next year's consideration.

How to apply: Applicants need to register and complete the online application form using the following link:

<https://nfvf.praxisgms.co.za>

Please take note of the following disclaimers:

- Tier yourself accordingly
- Carefully read the definitions of the sub-categories before selecting
- It is advisable that the main applicant applies instead of using a 3rd party to apply on their behalf
- Only recently certified documents will be accepted. (NOT OLDER THAN 3 MONTHS, WITH A DATED STAMP)
- Only valid documents will be allowed (NOT EXPIRED)
- Applications which do not meet compliance will be disqualified

2.2.4.10. The National Heritage Council

The National Heritage Council of South Africa is a statutory body that is responsible for the preservation of the country's heritage. Since its inception on 26 February 2004, it has managed to place heritage as a priority for nation building and national identity. <https://www.nhc.org.za/about-us/>

The National Heritage Council has, as one of its key mandates, a responsibility of disbursing funds for approved heritage projects. In allocating these funds, the National Heritage Council aspires to expand the base of participation of heritage

organisations in the country. Applications are invited from individuals, organisations and institutions within the following sectors:

- Education and Heritage
- Liberation Heritage
- Heritage Research and Publication
- Indigenous Groups heritage initiatives in the country
- Women and Heritage
- Youth and Heritage

Who can apply: Applications are open for the following:

- Educational Institutions participating in heritage projects
- Non-Profit companies (NPCs)
- Community based organisations (CBOs)
- Non-governmental organisations (NGOs)
- Associations
- Foundations
- Community Trusts (NB: family trusts excluded)
- Section 21 companies not for gain
- Individuals who are involved in heritage research projects and have partnered with a qualifying entity/organisation

When to apply: Open call made on the NHC website I

<https://www.nhc.org.za/funding/>

How to apply: For more information, please visit the NHC website

<https://www.nhc.org.za/funding/> or send an email to funding@nhc.org.za.



2.2.4.11. Old Mutual Foundation

The Foundation aims to empower people and communities through skills development, education, socio-economic transformation and job creation I

<https://www.oldmutual.co.za/about/how-we-give-back/>

Your organisation can apply for funding towards Skills Capacity Development for the youth. The organisation needs to be a registered non-profit (NPO) or public benefit organisation (PBO) running accredited skills training programmes for youth that lead to permanent jobs. The emphasis is on job placement after graduation.

<https://www.oldmutual.co.za/about/skills-capacity-development/>

Who can apply: Non-profit organisations (NPO) or schools registered with the Department of Social Welfare. Preference is given to organisations that empower youth between the ages of 18 to 25 years with a matric qualification and people with disabilities.

When to apply: Open call where you approach with your proposal based on accredited skills training with a trades and

artisans focus; educational books and toys for early learning centres; people with disabilities; elderly, etc.

How to apply: Applications can be completed online through the Old Mutual Foundation website I

<https://www.oldmutual.co.za/about/how-we-give-back/>

For more information please contact the Portfolio Manager, Louise Jones on **021 509 4556**.



2.2.4.12. MTN South Africa Foundation

MTN SA Foundation is the corporate social investment arm of the MTN telecommunications company. The Foundation plays a key role in MTN's commitment to bringing about meaningful and measurable change in disadvantaged and rural communities across South Africa. The arts and culture portfolio of the MTN SA Foundation:

- Oversees programmes that provide schools with access to teaching skills and curriculum-aligned educational resources.
- Manages community arts programmes that build the capacity and skills necessary for people to access employment-creating opportunities in the cultural industries.
- Includes the management of the extensive exhibition programme of the MTN Art Collection, ensuring that MTN's pledge in 2001 to use its many artworks for educational purposes is fulfilled through travelling exhibitions, seminars, classroom mini-exhibitions and loans to high-profile galleries.

Who can apply: organisations bringing about meaningful and measurable change in disadvantaged and rural communities across South Africa.

When to apply: Open throughout the year, best to call first for guidelines and advice: **011 912 3000**.

Apply for MTN Sponsorship:

Open call for projects within the following sponsorship criteria before applying:

- Does the sponsorship offer a strategic fit with the MTN brand?
- Will it deliver the return on investment required?
- Would the MTN target market have an appetite for it?
- Can it generate media interest to reach a wide audience?

For more information, please contact MTN Foundation on **011 912 3000**. Applications can be done online at:

<https://www.mtn.co.za/Pages/About-MTN.aspx?section=4>



2.2.4.13. Distell

Distell is a global company with its roots in South Africa. Some of its brands include Amarula, Savanna, Hunter's Dry, Durbanville Hills and Nederburg. Distell Foundation is a social investment vehicle and performance efforts aimed at minimising and mitigating the possible harmful impact on society caused by the company's operations by investing in a variety of initiatives linked to prevention and the harmful impact of alcohol abuse. It invests in programmes focussing on the prevention of Fetal Alcohol Spectrum Disorder (FASD), Youth Development, Job Creation and Entrepreneurship supported by Arts and Culture initiatives.

<https://www.distell.co.za/corporate-responsibility/foundation/about/>

Distell's contribution to South Africa's cultural development is based on the belief that the arts are a catalyst for individual, social and environmental transformation. It currently supports various creative arts initiatives which focus mainly on growing the arts sector.

Who can apply: organisations with projects aligned to Distell Foundation's mission I

<https://www.distell.co.za/corporate-responsibility/foundation/focus-areas/>

When to apply: Please visit the Distell Foundation website for open calls.

<https://www.distell.co.za/corporate-responsibility/foundation/focus-areas/>

How to apply: Open calls are made through the Distell Foundation website:

<https://www.distell.co.za/corporate-responsibility/foundation/focus-areas/>

2.2.4.14. Cold calls

(A proposal for a potential funder who does not usually fund but you see an opportunity and alignment of goals). The funders' list is not exhaustive but only a starting point. In this section, we highlight some of the things to consider when approaching anyone or organisation for funding. Remember that funding is about alignment of goals, developing working relationships, identifying mutual beneficiaries and delivering agreed

outcomes.

Who can apply: Articulate what your organisation is about, name the intended beneficiaries of your project, and write a detailed project proposal.

When to apply: Dates and timelines are important. Make sure that you first research and consult about the identified potential funder to ensure that you work within their open call dates if they already fund arts and culture.

How to apply: It is important to know how your potential funder receives funding proposals. Some funders only accept proposals via their online platforms, while others may also require a hard copy of the application form. Make sure that you use an application form and or format as provided for by the potential funders. A good place to also keep an eye for open calls is the Visual Arts Network of South Africa (VANSA) website:
<https://vansa.co.za/arts-opportunities/funding/>

If you require free and accessible internet and WiFi, visit your nearest community library. Click the link for a directory of libraries per province:

<https://www.nlsa.ac.za/condgrant/>





3. Compliance

The act of obeying a request. Most funders and potential partners will have a list of requirements which they will request you to meet. Below are examples of such compliance requirements:

- Formal registration documents such as your organisation's constitution, company certificate, deed of trust among others.
- Registered organisations must submit annual financial and narrative reports to the CIPC to ensure their registration is maintained. The same is required from DSD for PBO registration.
- Certified copies means that documents copied from originals must have a stamp to certify that they are reproduced from an original as

witnessed by a public notary. You can certify documents through your nearest police station, bank manager, a lawyer (they will charge a fee), check with your local school if the principal/headmaster does, and check with religious marriage officers too.

- Ensure your organisation has a bank account. Please note that most funders require a 3 months bank statement as part of understanding the financial position of your organisation.
- Ensure that your organisation has an up to date TAX clearance from the South African Revenue Services (SARS). Please note that even if you are exempt for TAX as a Section 30 or 18A you will require a TAX CLEARANCE PIN or Certificate.
- Application forms, most funders will require you to complete their application form. Complete every section and ask for advice where it is not clear because an incomplete application form may result in an automatic rejection.
- Deadlines are important to keep. Remember that most funders have a lot of applications so it is wiser to submit your application well before deadlines.

4. Legacy and Succession

This section is an invitation to reflect and start coming up with ways to make a meaningful impact within your organisation. Part of a meaningful impact is to start planning for continuity and training new arts and culture

leaders to not only assist in managing your organisation, but effectively run successful arts and culture organisations anywhere in South Africa. It is sad to witness once successful arts and culture organisations shutting down after the demise of its founders and leaders. Part of good arts and culture leadership is about being mindful of both short and long term organisational goals. It can be difficult to focus on projects and chasing fundraising deadlines without planning for the general welfare of your arts and culture organisation. Below is a list of questions to assist you in preparing for a healthy leadership review process:

- a. Who is part of your leadership team?
- b. Who is being mentored by each member of your leadership team?
- c. Who in your organisation has potential to take on leadership roles?
- d. How are you developing potential leaders through your daily activities and projects?
- e. What small acts of kindness and appreciation is your leadership known for towards those in your organisation? (Write what you think and then invite what others know through a secret ballot)
- f. Are people in your organisation motivated or do they only work when the leadership team is around?
- g. Does the leadership team delegate tasks with authority to make decisions based on the tasks given?
- h. How are the working relationships within your organisations (Use a secret ballot to hear from everyone)?
- i. What have you learnt about your organisation's leadership capacity when it comes to compliance and reporting on a

funded project in the past? Name the project, year of start and end, 3 positive highlights and 2 areas needing to be addressed so you do things differently.

j. As a leader, what does the act of 'marking a members' and an audience's register' mean to you and why is it important?

k. As a leader, what does documenting your organisation's processes mean to you and why is it important to you?

l. When it comes to communicating your organisation's vision, how do you ensure that the same message is best understood by different audiences?

The above questions are an invitation to start thinking about capacity building with your organisation. One of the important things to invest in is skills development within your organisation. Skills development ranges from a day workshop on appreciation of basic administrative skills, which will come handy in how your organisation documents and generates reports, to complex technical trade skills based on your products/services. Tip, it is very useful to inquire with other organisations and identify areas of teaching and learning collaboratively.

5. Address Book:

The National Arts Council (NAC)

66 Wolhuter Street (cnr Pim Street).
Newtown,
P.O. Box 500
Newtown 2113

☎ +27 (11) 838 1383

✉ info@nac.org.za

🌐 nac.org.za

Business and Arts South Africa (BASA)

163 Jan Smuts Avenue, Parkwood
2193
P.O. Box 962, Parklands 2121

☎ +27 (11) 447 2295

✉ info@basa.co.za

🌐 basa.co.za

The Department of Sports, Arts and Culture (DSAC)

National Head Office
Sechaba House (VWL Building),
202 Madiba Street, Pretoria
Private Bag X 897 Pretoria 0001

☎ +27 (12) 441 3000

✉ info@dac.gov.za

🌐 dac.gov.za/contact-us

The Mpumalanga Department of Culture, Sport & Recreation (DCSR)

Nkangala Region

Building no 2, Government
Complex, KwaMhlanga 1022

☎ +27 (13) 766 8335

Ehlanzeni Region

Ikhamanga Building, Second
Floor Government Boulevard,
Mbombela

☎ +27 (13) 766 5131

Gert Sibande Region

20 A De Clerq Street, Mutual and
Federal Buildings, Ermelo, 2350

☎ +27 (17) 881 3255/6196

The National Heritage Council (NHC)

57 Kasteel Road, Lynwood Glen,
Pretoria 0081

☎ +27 (12) 348 1663

🌐 nhc.org.za

The National Film and Video Foundation

Private Bag x 04, Northlands 2116

☎ +27 (11) 483 0 880

✉ info@nfvf.co.za

🌐 nfvf.co.za



The Fundraising ToolKit brought to you by the Department of Sports, Arts and Culture and the Mpumalanga Department of Sports, Culture and Recreation ends here. Now, your work begins. May your arts and culture organisation be excellent at what you set out to do.

2022 EDITION

FUNDRAISING TOOLKIT

As Part of the Mpumalanga Community Arts
Centre Support and Development Programme



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



culture, sport & recreation

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