

South Devon Players Theatre & Film Company

Fundraising policy

Fundraising Policy and Procedures

Introduction

The South Devon Players Theatre & Film Company is an organization whose core objectives are

- To create historical/ classical theatre & film projects to a high professional standard.
- To help local (primarily, though not exclusively, based in South Devon, UK) people gain skills in theatre, film, & associated media, and to work together to create and develop careers in professional theatre based in the Southwest.
- To help local people develop and showcase skills to local audiences (through theatre) and worldwide (through films submitted to worldwide festivals and available online, as well as filmed/ streamed theatre shows available online), and to create employment in the arts or media.

The South Devon Players Theatre & Film Company applies the support it receives only for costs relating to its creative purposes. We welcome donations (financial and in kind) and other funding from individuals, companies, local and national government and other organisations. Any and all funds received are used specifically for the sole purpose of sustaining and furthering our creative work.

If funding cannot be used for the original purpose, due to an unforeseen change of circumstances, the funder will be contacted immediately with an alternative suggestion or the offer of a full return of the donation.

Legal issues

Where we have proven reason to believe that we have been passed the proceeds of any crime, or money/ possessions belonging to someone other than the donor, without the owners permission, we shall contact the police or other relevant authorities, and endeavour to return the property to the original owner if proof of ownership is verified.

Ethical fundraising

While we are most grateful for all funding, we may have occasion to refuse funding if we find it is from a source which we, our team, or audiences, may find unethical. We will not accept funding which is from any source, organisation or person, which we know promotes or supports negative discrimination on the basis of gender identity, race, religion, nationality, age, or disability; which has been involved in proven sexual misconduct, financial irregularity, animal abuse or testing; or which requires us to produce work of a discriminatory, political or religious bias.

Control

The provision or obtaining of funds, in person or in kind, does not grant the donor any authority or title to act on behalf of our company or any member thereof (like, but not limited to, "buying a way in" as a project "producer", or to become an owner of our intellectual property). Should that be a requirement of the donor or fundraiser, the donations thus offered will be refused.

External Fundraisers.

Occasionally, we will work with external fundraisers who may help on a voluntary or commission-basis. In any case, they are required to uphold the ideals, ethics and policies of our company, and act within the law, and Institute of Fundraising guidelines, at all times.

No part of our company's work, or assets must be misrepresented at any time.

Project funding (partial and in full) must include a minimum of Union-rate wages for all cast and crew in the project budget.

Funding for equipment or core costs must specify the specific cost / usage being applied for. Equipment will be retained by the South Devon Players, and used for future relevant projects, as long as the equipment remains in safe working conditions.

Any fundraiser working with us, on a voluntary basis, or on commission, must ensure that:

- 1) if being paid, that they work for us on 15% or less of successful fundraising located by them, as stated in contractual agreements and written discussions between themselves and the South Devon Players company directors (no claim shall be had by them against any funds not raised by the fundraiser.) This will be on a self-employed basis.
- 2) (if the external fundraiser is being paid,) they shall include this percentage fee as a clearly identified line in any such grant application, as an additional amount to the budget. No funds may be diverted "under the table" from the company as commission percentages, from amounts allocated by the funder for other purposes.
- 3) They shall clearly identify themselves by their name and/or their company, as a fundraiser assisting our company (they will not sign feigning to be one of our company members or directors).
- 4) That all budgets and applications, and terms therein, are checked and approved by company directors of The South Devon Players as registered with Companies House prior to application submission.
- 5) They uphold the policies, ethics, and mission of the South Devon Players; and that they act within British law, and Union (Equity, Bectu etc) best practice at all times.
- 6) They follow the Institute of Fundraising guidelines, and British law, at all times.
- 7) Full communication as to grant applications drafted for approval, monies received, rejections and feedback received, must be provided to The South Devon Players company directors as registered with Companies House, on a regular basis, and on demand if required.

Partial funding

Usually we apply for the minimum required for a specific purpose. If a funder offers less than the applied-for amount, the South Devon Players must look to see that we can fulfil the project/ brief at that lower cost (for example by buying needed items second hand instead of new), inclusive of maintaining project outcomes, and paying actors/ crew, as relevant, or we may need to look into the possibilities for locating match-funding. A pared-down version of the project or purpose may need to be offered to the funder. If this cannot be managed, or the revised version is not acceptable, we commit to returning the funds provided, unused, to the funder within 28 days. Reducing project funds offered with a request for actors and crew to work voluntarily or for less than NMW/ agreed commission, is not acceptable.

Gifts in kind

The South Devon Players Theatre & Film Company welcomes gifts in kind which will assist us in our work. Gifts to The South Devon Players Theatre & Film Company may take a variety of forms, like, but not limited to, equipment, materials for set building, vouchers for travel, costumes, props. Any that are not suitable for our work, will be disposed of, in a manner which will raise funds for our ongoing work (eg, by sale at a car-boot sale, on ebay, or similar) and/or to support creative work, with a preference to theatre and film, in the Devon area. (EG a piece of costume that is not of use to us, will be sold to raise funds, or given to another theatre or film company in the area).

Publicising support

We will acknowledge our sources of funding publicly, for instance, in social media, on our website, in production credits, in our annual report, and identify major donors unless the donor clearly states that they wish to remain anonymous.

Sponsorship

The South Devon Players Theatre & Film Company is happy to negotiate with any potential funders who may wish to promote their support of The South Devon Players Theatre & Film Company.

The South Devon Players Theatre & Film Company will then decide whether there is a net benefit to the work of accepting the support. This will require judgement, balancing these two issues:

-Any publicity which may be negatively construed, or associates us with an organisation who does not share our values; and

- The benefit of their potential support to the people we work with.

- ***For more information on sponsorship, please also see the Sponsorship Information Pack, available from our website under the Policies tab.***

Making fundraising applications

These will be coordinated by The South Devon Players Theatre & Film Company Directors as registered with Companies House, in administrative meetings on- or off-line. This may or may not include external fundraisers.

Financial procedures

All involved in fundraising or handling of money/ donations, must adhere to and comply with current legislation, our current financial procedures of the organisation and general principles of good ethical practice.

Sustainability

In preparing reports for approval, company directors must address the issue of what will happen with the work programme/activity at the end of the funding, namely finding ways to become self-sustaining, or re-funding, as relevant. In cases where fundraising has been to obtain equipment, the usage of that equipment is likely continue long term with the company, beyond any “report period” by the funder.

Other fundraising activities

Funds or donations in kind, shall be solicited in a respectful manner and without pressure. All third parties not directly affiliated with The South Devon Players Theatre & Film Company, who wish to solicit funds on behalf of the organization must obtain written permission from the South Devon Players Theatre & Film Company company directors, prior to beginning any fund-raising activities.

Written acknowledgement shall be issued for all donations. If the donor receives anything in exchange for their donation, such as a dinner or event admission, the acknowledgement shall clearly state this.

Crowdfunding

Fundraising projects like crowdfunding, will be clear as to what rewards are available in return for contributions, and as to what will happen with the money received if only partial funding is reached. Rewards like “buying an acting role” or “buying a credit as a project producer” or requests for sexual imagery of cast/ crew, will not be provided, as these are in direct contravention of safe & ethical theatre or film production practices, and of Equity/ BECTU guidelines.

At a minimum, text credit in programmes (online and printed), and/or video credits, are available. Clear information as to when specific rewards can be expected, will be provided upfront in crowdfunding details.

Donor Acknowledgements

Within 14 days of donation receipt, every donor to The South Devon Players Theatre & Film Company shall receive a formal acknowledgement/ thank you letter and donation receipt.

Every new donor will be included in informational mailings, unless they request otherwise.

Donor Privacy Policy

Any information supplied to The South Devon Players Theatre & Film Company by donors will be used solely to fulfil their donation and shall not be shared for any reason unless permission is granted by the donor to share such information. All requests to remain anonymous shall be honoured.

The South Devon Players Theatre & Film Company does not sell or share donor lists.

Donors who supply The South Devon Players Theatre & Film Company with their postal address or email address may be contacted periodically for solicitation purposes and/or with information regarding upcoming events. Donors may request to be permanently removed from the mailing list by contacting us via email, phone or postal mail, at any time.

All requests to be removed from the The South Devon Players Theatre & Film Company mailing list shall be honoured.

Reporting & accountability

All funders and sponsors are welcome to request project updates at any time, and if required, at the end of the project, a written PDF document produced by the Company Directors, of The South Devon Players Theatre & Film Company, showing how the funds/ items have been used, and links to images/ videos of the finished work. Feedback from audiences/ participants is also available. Any requests for specific information should be addressed to the company directors as early as possible.

All data provided will adhere to the regulations of GDPR.

Funders and sponsors are most welcome to visit rehearsals/ shows to see for themselves how their donations are being used. If they wish to do so, they are asked to contact the company directors for information on the venues, and times/dates, and will be provided with a variety of potential dates. They may also arrange to “sit in” a rehearsal or show setup, using the video-conferencing software of Zoom.

The Company Directors, of The South Devon Players Theatre & Film Company reserve the right to make and or all written reports public on the South Devon Players website (www.southdevonplayers.com) for transparency, and for the information of any future funders. All written reports will also be provided to all members of the project cast and crew.