



Funding Pack

Introduction

The Shakespeare Schools Festival South Africa (SSF SA) is a charity

The registration fee to take part in the Festival is R 950

SSF SA covers the remaining cost of participation in the festival for you. In 2015 the average cost of participation per school was R 12 000.00.

"You can't put a price on seeing those children come on the stage. You can't put a price on it. It was worth every single penny, and twice as much." ACTING HEAD, PETERS HILL PRIMARY SCHOOL 2013

At SSF SA we believe that every school should have the opportunity to participate in our Festival. With this in mind we have produced the following pack to provide some ideas and suggestions of ways to raise all, or a portion of, the registration fee.

Many of these fundraising ideas have been tried and tested by previous SSF Teacher Directors. We are always looking for new ideas and ways to approach the issue of funding. If you have discovered something new please let us know at kseniya@educape.co.za or call the office on:

You can also tell us your fundraising stories via our social media pages ([Facebook](#), [Twitter](#), [YouTube](#)) using the hashtag #SSFfundraising.

This pack is constantly being updated so keep checking [our website](#) for the latest version and new fundraising ideas.

"Be not afraid of greatness"

What does the registration fee pay for?

Support

- Teacher Director Workshop: a day's training on how to introduce your students to Shakespeare, training on how to direct your play, a chance to meet other teachers in your region
- A Cast Workshop - working alongside another school
- 5 extra students (marketing, technical) can get involved in the Cast Workshops
- Technical resources
- Your Teacher Director and Cast Workshops are run by industry professionals with years of experience who are all SSF SA-trained
- Your Venue Managers are trained separately by SSF SA
- Lots of support from the SSF SA Team, including your own Regional Coordinator

Resources

- Teacher Director Handbook with all the information you need for the Festival process
- Access to 21 abridged Shakespeare scripts
- 9 Scripts specially abridged for Primary Schools
- Examples of scripts adapted by Special School teachers
- Notes from Teacher Workshops
- A marketing pack for Marketing Students
- Box office information
- Marketing tips/resources including: example press release, poster and flyer templates, MP invitation

The Performance Day

- The chance for your students to perform in a professional theatre to a paying audience
- A professional tech/dress rehearsal
- The chance to be included in a professional programme
- An appraisal from the Venue Director after the performances

The Experience

- Chance to work with other schools and integrate with your community
- A Certificate of Achievement for students

OK, that sounds great!

Have you thought about...

- **Sharing the fee between departments?**

This is a great way to make the festival cross-curricular. Here are some suggestions that have worked in the past:

- Education, Music and Dance departments, who both contribute to and benefit from from the performance
 - Art departments can get involved in creating props and costumes
 - There are roles for students interested in photography, poster design, journalism, press and marketing
 - History (and even Geography) students could research the play's context and provide information relating to the play for display in school and in the theatre foyer
- **Using a portion of your Teacher CPD budget to go towards the Teacher Director workshop day?**
 - **Working with your local primary or secondary school?**

This may open up avenues for funding as many schools have money budgeted for transition projects between secondary schools and their feeder primary schools.

- **Asking your PTA, Rotary, Lions Group (or similar) to contribute?**
- **Exploring the following learning development funds?**
 - Cognition and Learning
 - Raising Student Performance
 - Corporate sponsors among student parent body who work for multi-nationals to brand the performance.
- **Using Extended Schools or Specialist School budgets, if available?**

Are there any fundraising schemes I might not have heard about?

- **Your Local Trusts?**

Charitable trusts are dedicated to giving money to worthy causes. Each Charitable Trust has certain criteria for funding, depending on the interests of the trustees. You will need to find ones that support youth education/arts projects in your area.

Tracking down your local Trusts

Here are some useful websites for finding grant opportunities:

<http://www.hope.org.za/>

<http://www.saifundraising.org.za/index.php/faq>

A great idea is to have a look at your local theatre website too to see if they are supported by local trusts.

The application process

Most trusts will require you to fill in an application form. If you're not sure whether you fit into their criteria, just give the trust secretary or grants officer a call.

Some trusts may require you to write them a letter with your proposal. A template letter can be found at the end of this pack and may give you some ideas on how to go about explaining why you need funding for SSF SA.

Or try - www.thundafund.com –

How Does Thundafund Work?

Thundafund is South Africa's leading crowdfunding platform for creative and innovative projects; an online marketplace showcasing and crowd-converting entrepreneurs' ventures from ideas to reality... This is done directly through the mentorship of the Thundafund Team and the direct support of the crowd who think projects are great!

Thundafund operates a 'Rewards-Based', 'All-or-Nothing' crowdfunding model

“Be not afraid of greatness”

I want to fundraise in school, but I am worried about how much time it will take.

Don't worry; get your students to take the lead:

Fundraising is a great way to begin the process of collaboration and communication that is at the heart of any good show!

Fundraising provides the perfect starting point for your Marketing Students. Not only does it begin the process of creating that all important 'buzz' around your production, it can also be a way for students not involved as actors to get a real sense of ownership of their production.

Why not think about it like this?

If you have 10 cast members and each raises R 95.00 you will cover the registration fee.

Below are some tried and tested fundraising ideas to get you started:

- **A non-uniform day for SSF SA participation**
- **A School Auction**

Individuals pledge a service which can be bid on. E.g. "I pledge to bake a cake for the highest bidder"; "I pledge to perform a Shakespeare sonnet" etc.

- **Attempt to break a Guinness World Record**

This also offers a fantastic opportunity to drum up support from the local community and create a buzz around your school's performance.

- **Sports match**

Staff v students or crazy costume matches.

- **Sponsored activities**

Ask people to sponsor bike rides, dance-a-thons, car washing events.

- **Fundraising events**

Part of each person's ticket money goes directly to your fund. How about a charity gig, fashion show or themed party?

"Be not afraid of greatness"

- **Bake sale**

Alternatively, sell toasted sandwiches or smoothies and fruit kebabs over the summer

- **Quiz**

Get your students to create a short quiz (or use the template included). Some schools have used small prizes for 1st, 2nd and 3rd as an added incentive

- **Bag Packing**

Contact a local retail business (usually a supermarket) and arrange with them for the students to fundraise in store by offering to help pack shoppers bags. A bucket is usually placed at the end of the check out and shoppers donate as a thank you for the service

Usually the request to bag pack has to be sent in writing to the general manager with a specific date request and students then go in and do a set time of bag packing.

- **Sell your old/broken mobile phones**

Advertise in school and ask staff, students, friends and family to donate any old, broken or unused mobile phones. These can then be sold to any of the services below for cash. The phones are either used for parts or recycled - so you are not only helping to save the environment but making some

Resources

Sponsorship Form

Name	Contact Details	R / unit	Total Amount	Paid

“Be not afraid of greatness”

8. Longest running board game? (5,4)

9. Appendectomy or tonsillectomy (9) _____
10. "I am playing" said the Roman (4) _____
11. Brrrrr! (8) _____
12. Chance (4) _____
13. Stern ham (10) _____
14. A chase of small value (7,7) _____
15. Boas and damaged tights (6,3,7) _____
16. Tornado (7) _____
17. Startle with amazement (6) _____
18. Sound of a big stone hitting the water (8) _____
19. Brain Container (7) _____
20. Take a hint and act on it (6) _____

I'd love to get local businesses involved in our Performance.

Many local businesses have money available for projects involving young people or the arts. This section contains a step-by-step guide to approaching local businesses and these extra resources:

- **A template approach letter** - to help you make the perfect funding application
- **A template thank you letter** to send out if your application is successful.

Step 1: Decide on Your Campaign

- Work out what you want from the business. For example, do you want them to fund your registration fee, or just travel expenses?
- If you have already secured your registration fee but need non-monetary help, why not apply for in-kind support? This is a non-financial request, e.g. asking for printing services for your posters, or a spare meeting room for rehearsals.

Step 2: Make a List of Businesses to Contact

- Find out which businesses support your local theatre and use your school/ youth group's links with businesses. Do any of your university governors or school PTA members work in local companies?

"Be not afraid of greatness"

- Make a list of businesses on your local high street, e.g. Law Firms, Estate Agents, etc.

Step 3: Make Contact with Your Businesses

- You should direct your request for support to a specific person at each company before writing to them. This will make your approach more personal. Call your businesses and find out the name of the person who would deal with sponsorship applications; this may be the press/marketing person or manager.
- Include your company logo or photos on your approach letter (p.15) and involve your marketing team.

Step 4: Thank them for their support

- If they agree to help, remember to thank them – you could use our template thank you letter (p.16)

I have a business sponsor, how do I look after them?

Any business sponsors you gain should be recognised and thanked for their kind support during the Festival process. This can be done in a variety of ways:

Updates

Why not ask your marketing team to send sponsors a couple of monthly updates? It keeps donors in touch and it is another opportunity for sponsors to be recognised publicly.

Publicity

Send copies of the posters, flyers and other publicity produced by your marketing team to sponsors. Closer to the event, SSF SA will produce posters which you can get from your Regional organiser.

Perform

Offer to perform a scene or couple of excerpts for your business sponsors, for example at a company event. It would be a great opportunity to perform in front of a live audience after the Festival.

Invitations

Invite your sponsors to the performance, with detailed information about the evening. They will want to see the results of their donation and all your hard work.

A thank you from your students

A thank you letter put together by your students after the Festival can be really nice touch

“Be not afraid of greatness”

Resources

Template Letter to Businesses

[Insert business contact name]

[Insert business address]

[Insert date]

Dear [Insert business contact name],

[Insert School name] invite you and your business to support our participation in **Shakespeare Schools Festival South Africa (SSF SA)**. SSF is a charity and it is the largest youth drama festival in South Africa. In 2015, 1500 learners were afforded the chance to benefit from the Festival. The project will allow us to perform an abridged Shakespeare play at [Insert theatre name].

The Festival will help students at [name of School] to significantly develop their confidence, communication and teamwork skills; which will benefit them as they move from education into the workplace

The Shakespeare Schools Festival introduces young people to the excitement and discipline of live theatre. Through workshops and performance it enables them to aim high, challenge, support and inspire each other, and take pride in their achievements.

As a registered charity, SSF SA requires each group to contribute R 950.00 towards the cost of participation. We would like to invite [insert business name] to help support our registration fee for this unique project. The registration fee includes:

- Teacher Director training day
- Workshops for cast and crew
- Access to specially abridged scripts and resources.
- Theatre hire, staff, technicians and publicity

As well as investing in your community, by supporting [insert School name], you would receive the following business benefits:

- [Insert any benefits you would like to offer your local business as incentives]

We do hope that you can join us in this exciting venture. Please contact me on [Insert contact number and/or email] and I look forward to hearing from you soon.

Yours sincerely,

[Teacher Director name]

“Be not afraid of greatness”

Template Thank You Letter

[Insert business contact name]

[Insert business address]

[Insert date]

Dear **[insert business contact name]**,

On behalf of **[insert School name]**, can I offer our sincere thanks for your support of our participation in Shakespeare Schools Festival South Africa. We have chosen to perform **[Insert play choice]** at **[insert theatre name]**. We are now looking forward to starting work on our production, with rehearsals and theatre training commencing in **[insert month]** for a performance on **[insert performance dates- please contact us if they are not yet available]**.

In return for your support, **[insert School name]** would like to offer you the following business benefits:

- **[Insert here any business benefits you would like to offer your sponsor (e.g. free tickets to your performance)]**

If you have any further questions about business benefits or our participation in Shakespeare Schools Festival, please do not hesitate to get in contact.

With best wishes and thanks,

[Teacher Director name]