

Catalyst: Evolve

Frequently asked questions

What is Catalyst?

The Catalyst programme is one of the measures we are putting in place to help create a more sustainable, resilient and innovative arts sector (one of the five goals set out in our 10-year framework for the arts).

The first Catalyst programme was a £100 million private giving investment scheme aimed at helping cultural organisations diversify their income streams and access more funding from private sources. The scheme was made up of investment from Arts Council England, Heritage Lottery Fund and the Department for Culture, Media and Sport (DCMS). Arts Council England invested £70 million in the scheme.

In January we will be opening a new £17.5m funding programme, part of the £26million of strategic funding announced in July 2014, which will build on our Catalyst investments. Catalyst: Evolve will support organisations that have a limited track record in fundraising to enable them to attract more private giving.

I received a previous Catalyst grant. Am I eligible to apply for Catalyst: Evolve?

In the guidance on page 11, you can find the eligibility requirements. If you received support as part of capacity building consortium (tier 3) you will be eligible provided your organisation meets all of the other eligibility criteria.

If you received support as part of endowments (tier 1) or capacity building match funding (tier 2) you are not eligible to apply for Catalyst: Evolve as an individual organisation or as part of a consortium. This is because one of the aims of this fund is to build on the work of our first Catalyst programme and support more organisations to become resilient through diversifying their income sources.

As it states on page 9, we anticipate there will be further strategic funds announced in 2016 for which your organisation will be eligible to apply providing you meet all the other eligibility criteria.

Why is the fund is only open to registered charities and community interest companies?

In our experience registered charities or community interest companies are better positioned for raising private giving and maximising on those donations through other initiatives such as Gift Aid. We have to be confident the organisations we invest in will be able to raise the money in order to draw down the matched funding within the timeframe of the scheme.

The Catalyst: Evolve guidance says applicants must not apply for funding for this activity from other Arts Council programmes (such as Grants for the Arts) or do so within the timeframe of this grant. Does that mean I can't apply for any other for any other project?

You can apply for any funding programme where your organisation meets the eligibility criteria, but not for funding to cover the same activity that we have already financially invested in through Evolve or any other scheme. If you are a successful applicant to our Capital programme and Catalyst: Evolve, you will not be able to use Catalyst: Evolve match funding as Capital match funding.

The criteria states we have to have a ‘track record’ that is ‘established but limited’. What does this mean?

In the guidance on page 11, it states that we would consider an emerging track record as some level of fundraising activity being undertaken over the last two years that you can demonstrate and provide evidence as part of your application.

What do you mean by ‘activity’? Is this just the capacity building activity?

Yes. This refers to activity relating to the capacity building aspect of your application.

Does the match funding activity need to be additional to activity outlined in our NPO funding agreement?

Yes. As with all our programmes, you can’t use match funding received through Arts Council investment from another programme.

If we raise match funding that supports our artistic programme, does this mean we can't also apply for additional funding to support that programme through a scheme such as Ambition for Excellence?

Catalyst: Evolve is about diversifying income. There is no requirement to show additionality in artistic activity (which previously featured in the Catalyst Arts: capacity building and match funding programme). In other words, you don't have to say what the match funding income will be spent on and can still apply for Arts Council funding programmes where your organisation meets the eligibility criteria such as Ambition for Excellence.

Is 1:1 match funding in addition to baseline?

No, there is no baseline from which a 1:1 match would begin, but this is about creating a step change. If an organisation was raising £50,000 already we would expect them to be developing their targets to raise more than that during the three years of support. In the guidance it states that we will expect applicants to clearly identify their plans for raising that income within their application. No more than 70% of the total grant applied for can be assigned as match funding.

Is sponsorship eligible for match funding as income raised?

Yes. We define private giving as including philanthropic donations from individuals, trusts and foundations and businesses, as well as corporate sponsorship. See section 2 on page 8 of the guidance for more information on eligibility of match funding.

Do these need to be new relationships?

No, private giving can come from individuals, trusts and foundations and businesses who are already donors or sponsors but to be eligible for match funding, the income must be in addition to pre-existing arrangements. On page 8 of the guidance we state the aim of the fund is to enable more private giving to arts and culture. We want to support organisations to achieve a step change in their ability to earn philanthropic income. We also state the scheme is designed to support organisations to bring additional money into the arts sector and not simply replace existing sources of funding.