

# esc understanding through film:

Building up an organisation

and accessing funding

Dr Kirsten Kearney

Chief Executive ESC

[www.esc-film.com](http://www.esc-film.com)

# esc<sup>TM</sup>

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## Kirsten Kearney



Kirsten has recently been appointed the Chief Executive of ESC.

A video player interface with a dark background. The main video area shows a scene from a film with a person sitting on a couch in a dimly lit room. Below the video is a progress bar and playback controls including play/pause, stop, and volume icons. A playlist is visible at the bottom with two items: 'Showreel: A snapshot of ESC's films' and 'Showreel 2: ESC films by young people', each with a small thumbnail image and a play button icon.

Showreel: A snapshot of ESC's films

Showreel 2: ESC films by young people

# Introduce your partner...

- Who are you?
- Why are you here?
- What do you want to get out of this workshop?

# Get your ideas down...

- What products / services does your organisation offer?
- Who are the beneficiaries of your work?
- What is your role in this organisation?

[think big!]

# esc

understanding  
through film:

- education and training through drama and film
- Prisoners, ex-prisoners, addicts, youth at risk
- Chief Executive

# Get your ideas down...

- What products / services does your organisation offer?
- Who are the beneficiaries of your work?
- What is your role in this organisation?

[think big!]

# What problem is your organisation solving?

- Q 1 - Think of the products and services of your organisation
- Q 2 - What wider problem / issue are you trying to address through these products / services ?
- *EG. Products / services – education and training through drama and film*
- *EG. PROBLEMS - Crime, lack of education, illiteracy, addiction (all interrelated)*

Imagine the problem solved...



# Who benefits?

- For example – ESC
- Prisoners / addicts (direct beneficiaries)
- Family and friends of prisoners
- Public (potential victims)
- NI Prison Service / A&E staff / probation officers ....
- Etc etc.

# Questions to ponder...

- Identify short-term impacts for these groups
- Identify potential allies / opposition
- How would you make a pitch for help?

# ESC's pitch (Lloyds TSB – raised £100K)

- ESC was set up to provide educational opportunities for disadvantaged or socially-excluded people through drama and film.
- The overall aim of the organisation is to encourage marginalised people to understand and transform their lives by turning their unique experiences into films and documentaries.
- ESC is an accredited training organisation providing ASDAN Active Citizenship awards which promote life-skills and pave the way to employment.

# Next steps...

- Decide what type of organisation you are:
  - Company limited by guarantee
  - Charity
  - Social enterprise
- 
- Recruit like-minded individuals!
  - Establish a board – register with Companies House
  - Draw up Memorandum and Articles of Association

# Why do you exist?

- Define your mission, vision and values
- Watch out for mission drift / mission creep...

# The backbone of ESC

- **Our Vision:**

To create a global initiative using drama and film to tackle grassroots issues within local communities.

- **Our Mission:**

To use drama and film to: challenge perceptions, change lives, tackle social exclusion and encourage civic engagement through providing accredited training.

- **Our Values:**

- Courage
- Commitment
- Acceptance

# €€€€€€ Getting money ££££££

- Often organisations move from voluntary → project funded → core funded
- Multi-annual funding is the holy grail!
- Use searchable databases like:
- Grant Tracker – [www.grant-tracker.org](http://www.grant-tracker.org)
- The Funding Pot - [http://www.gcvts.org.uk/connect/support/the\\_funding\\_pot](http://www.gcvts.org.uk/connect/support/the_funding_pot)
- Funder Finder - <http://www.funderfinder.org.uk/>

# Sign up for e-newsletters

- SCVA – The Community Toolkit
- Voluntary Arts/VAScotland
- Creative Scotland website
- NICVA (NI)
- Community Arts Forum (NI)

# It's not just cash...

- Think about in kind provision:
- People – interns, volunteers, studentships
- Space – office space, rehearsal spaces, performance spaces
- Resources – office equipment, instruments etc
- Talents – talent pools, CSR
- Website and maintenance
- Publicity

# What else to consider...

- Keep an eye out for tenders in newspapers
- Get connected – Facebook, Twitter, Myspace etc
- Do some ‘old-fashioned’ fundraising
- Look into sponsorship
- Corporate Social Responsibility
- Get politicians on board (or on your board!)
- Make sure your infrastructure is sound, especially your financial procedures...

**Go for it!**

**“Power comes from risking  
ourselves in creation”**

**Paulo Freire**

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# Thank you

Dr Kirsten Kearney

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