



Creative Scotland Alba Chruthachail

**CROWDFUNDING
CREATIVITY
GUIDANCE**

**A' SLUAGH-
MHAOINEACHADH
CRUTHACHALACHD:
STIÙIREADH**



ALBA | CHRUTHACHAIL



What is Crowdfunding Creativity?

Run by Creative Scotland in partnership with Paved With Gold, Crowdfunding Creativity is a pilot mentoring and match-funding scheme for those looking to embark on a crowdfunding campaign. It aims to provide people who are working in the creative industries in Scotland with the skills and knowledge to develop their own successful crowdfunding campaigns.

Over the course of the programme those selected to take part will learn not only how to develop their crowdfunding campaign but also gain key skills to help them support their creative practice. We are looking to select up to seven projects for the pilot, allowing us to focus on making each one a success.

Successful applicants will benefit from a programme of support including workshops and one-to-one sessions that complement key milestones through their project. In addition, they'll be able to access up to 25% match funding from Creative Scotland for their crowdfunding campaign.

Dè tha ann an Sluagh-mhaoineachadh Cruthachalachd?

Air a stiùireadh le Alba Chruthachail ann an com-pàirteachas le Paved With Gold, 's e sgeama pileat oideachais agus maoineachadh co-ionann a tha ann an Sluagh-mhaoineachadh Cruthachalachd dhaibhsan a tha ag iarraidh iomairt maoineachadh-sluaigh a thòiseachadh. Tha e ag amas air leigeil le daoine a tha ag obair anns na gnìomhachasan cruthachail ann an Alba agus aig a bheil na sgilean agus an t-eòlas gus na h-iomairtean soirbheachail maoineachadh-sluaigh aca fhèin a chur an sàs.

Thairis air ùine a' phrògram bidh an fheadhainn a tha air an taghadh gus pàirt a ghabhail ann ag ionnsachadh mar a chuireas iad an iomairt maoineachadh-sluaigh aca fhèin air dòigh agus cuideachd ionnsaichidh iad sgilean cudromach gus taic a chur ris na gnìomhan cruthachail aca. Tha sinn ag iarraidh suas ri seachd pròiseactan a thaghadh airson a' phileat, a' leigeil leinn fòcas a chur air a h-uile gin dhiubh gus dèanamh cinnteach gum bi iad uile soirbheachail.

Gheibh tagraichean a tha soirbheachail buannachd bho phrògram taic anns a bheil rudan leithid bùithean-obrach agus seiseanan fa leth a tha a' cur ri prìomh chomharrachaidhean tron phròiseact aca. A bharrachd air sin, thèid aca air suas ri 25% de mhaoineachadh co-ionann fhaighinn bho Alba Chruthachail airson an iomairt maoineachadh-sluaigh.

What is behind this pilot project?

Increasingly, individuals and businesses are looking to crowdfunding as a means to support product launches and the development of new ideas. For smaller creators, crowdfunding can be the difference between a project happening or not. As competition for funding increases and available funds are spread more thinly, crowdfunding is becoming a viable way to generate the early-days financial boost that projects need to get up and running.

The programme builds on work carried out by the Creative Industries team during 2017 in exploring alternative sources of finance for creative practitioners and businesses.

Following the **Access to Finance: More Than Money** event delivered in partnership with Creative Edinburgh, Creative Scotland worked with Kaye Symington from Paved With Gold to prepare and share knowledge and understanding about the potential of crowdfunding within Scotland's creative communities. The result of this work was The Next Generation of Crowdfunding Report, which we have recently published [on our website](#).

Dè tha air cùlaibh a' phròiseact pileat seo?

Tha e a' sìor fhàs nas bitheanta gu bheil daoine fa leth agus gnothachasan a' coimhead air maoinachadh-sluaigh mar dhòigh air stuthan ùra a chur air bhog agus gus beachd-smuaintean ùra a chruthachadh. Do luchd-cruthachaidh nas lugha, faodaidh maoinachadh-sluaigh an diofar a dhèanamh eadar an tachair pròiseact no nach tachair. Mar a tha barrachd farpaiseachd ann airson maoinachadh agus gu bheil na tha de dh'airgead ri fhaighinn air a roinn nas taine, tha maoinachadh-sluaigh air a dhol na dhòigh a ghabhas taic ionmhasail a thoirt do phròiseact aig ìre thràth gus a cur gu dol.

Tha am prògram a' togail air an obair a chaidh a dhèanamh le sgioba nan Gnìomhachasan Cruthachail ann an 2017 ann a bhith a' feòrachadh tùsan ionmhais de luchd-cruthachaidh agus do ghnòthachasan.

An dèidh an tachartais Inntigeadh **Ionmhais: Barrachd air Airgead** ann an com-pàirteachas ri Dùn Èideann Chruthachail, dh'obraich Alba Chruthachail le Kaye Symington bho Paved With Gold gus eòlas agus tuigse ullachadh agus a roinn air na cothroman an cois maoinachadh-sluaigh taobh a-staigh nan coimhearsnachdan cruthachail ann an Alba. B' e buil na h-obrach seo an aithis air An Ath-ghinealach de Mhaoineachadh-sluaigh, a tha sinn air a chur air an làraich-lìn [againn bho chionn ghoirid](#).

Who are Paved With Gold?

Paved With Gold is an agency that specialises in launching and building community-centric brands. They work closely with passionate designers, makers and do-ers who have great ideas they want to bring to life and grow. They are experts in delivering successful crowdfunding campaigns and to date have helped projects raise over £1.1m on Kickstarter. They are also endorsed by Kickstarter as crowdfunding experts.

If selected, what support do you receive?

If you are accepted onto the programme you will be invited to take part in a bespoke series of workshops and will benefit from one-to-one mentoring to help you develop your crowdfunding campaign. Once you have raised the first 75% of your budget via crowdfunding you will then receive match funding of up to 25% for your total project costs from Creative Scotland.

The minimum total crowdfunding target is £750 which would result in an award of up to £250 from Creative Scotland. The maximum cash award given out by Creative Scotland will be £5,000. We are looking to support a minimum of 5 projects and a maximum of 7 projects.

Cò iad Paved With Gold?

'S e buidheann a tha ann am Paved With Gold a bhios gu sònraichte a' cur air bhog agus a' togail branndan le sealladh coimhearsnachd. Bidh iad ag obair gu dlùth le dealbhadairan dealasach, feadhainn a bhios a' dèanamh agus a' cruthachadh agus aig a bheil deagh bheachd-smuaintean a tha iad ag iarraidh a thoirt gu bith agus fhàs. Tha iad nan sàr-eòlaichean air a bhith a' libhrigeadh iomairtean maoineachadh-sluaigh soirbheachail agus gu ruige seo tha iad air còrr agus £1.1m a thional air Kickstarter. Tha iad cuideachd air cùl-taic fhaighinn bho Kickstarter mar shàr-eòlaichean air maoineachadh-sluaigh.

Ma thèid do thaghadh, dè an taic a gheibh thu?

Ma thèid gabhail riut air a' phrògram gheibh thu cuireadh pàirt a ghabhail ann an sreath shònraichte de bhùithean-obrach agus gheibhear buannachd bho sgeama oideachaidh fa leth gus do chuideachadh ann a bhith a' leasachadh d' iomairt maoineachadh-sluaigh. Aon uair 's gu bheil thu air a' chiad 75% den bhuidseat agad a thional tro mhaoineachadh-sluaigh gheibh thu an uair sin maoineachadh co-ionann de suas ri 25% de chosgais iomlan na pròiseact agad bho Alba Chruthachail.

'S e £750 an targaid iomlan as ìsle airson maoineachadh-sluaigh agus gheibheadh seo tabhartas de suas ri £250 bho Alba Chruthachail. 'S e £5,000 an tabhartas as motha a bheir Alba Chruthachail seachad. Tha sinn an dùil taic a thoirt ri còig pròiseactan aig a' char as lugha agus 7 aig a' char as motha.

Who can apply?

This opportunity is open to creative individuals and businesses based in Scotland and working in the arts, screen and creative industries and who are looking to embark on a crowdfunding campaign. We are looking for applicants with limited or no previous experience of crowdfunding:

- **Individuals** — this includes, but is not restricted to, individual artists and creative practitioners who are writers, musicians, craft makers, fashion designers, dancers, visual artists, producers, curators, digital artists or those working in film, theatre, publishing or any of the creative industries.¹
- **Groups or Collaborations** — unconstituted creative groups such as bands, ensembles or any partnerships where two or more people usually work together on projects are eligible. Additionally, individuals can apply jointly, on an artistic collaboration for example, but one applicant will have to take the lead and assume responsibility for managing the application and any finance awarded.
- **Creative businesses** — you can apply to participate if you're a creative business based in Scotland and your work or project is related to any of the arts, screen or creative industries. In the application you'll be asked to tell us what type of creative business you are.

¹ As part of our [Creative Industries Strategy](#), we consider the creative industries to broadly cover the following areas: advertising, architecture, visual art, crafts, fashion and textiles, design, performing arts, music, photography, film and video, computer games, radio and TV, writing and publishing, heritage, software/electronic publishing, cultural education.

Who can apply?

Tha an cothrom seo fosgailte do luchd-cruthachalachd fa leth agus do ghnòthachasan a tha stèidhte ann an Alba agus a tha ag obair anns na h-ealainean, sgrìon agus gnìomhachasan cruthachail agus a tha ag iarraidh iomairt maoineachadh-sluaigh a thòiseachadh. Tha sinn a' sireadh thagraichean aig nach eil mòran eòlais no aig nach eil eòlas sam bith a thaobh maoineachadh-sluaigh a-cheana:

- **Daoine fa leth** — tha seo a' gabhail a-steach, ach chan eil e a' cuingealaichte ri, luchd-ealain agus luchd-cruthachalachd fa leth a tha nan sgrìobhaichean, luchd-ciùil, luchd-ciùird, dealbhadairean fasain, dannsairean, luchd-ealain lèirsinneach, riochdairean, luchd-cùraim, luchd-ealain didseatach no iadsan a tha ag obair ann am film, theàtar, foillseachadh no ann an gnìomhachasan cruthachail sam bith.¹
- **Buidhnean no Co-obrachaidhean** — tha e fosgailte do bhuidhnean cruthachail nach eil comh-shuidhichte leithid còmhlain-ciùil, buidhnean no com-pàirteachasan de dhithis no barrachd a bhios ag obair còmhla air pròiseactan. Cuideachd, faodaidh daine fa leth cur a-steach air a shon mar phàirt de cho-obrachadh ealain mar eisimpleir, ach feumaidh aon tagraiche a bhith os cionn gnothaich agus feumaidh e/i a bhith an urra ri bhith a' stiùireadh an tagraidh agus a' gabhail uallach airson maoineachadh sam bith a gheibhear.
- **Gnòthachasan cruthachail** — faodaidh tu cur a-steach air a shon ma 's e gnòthachas cruthachail a th' annad a tha stèidhte ann an Alba agus ma tha do chuid obrach no pròiseact a' buntainn ri gin de na gnìomhachasan ealain, sgrìon no cruthachail. Anns an tagradh, thèid iarraidh ort innse dhuinn dè an seòrsa gnòthachas cruthachail a tha annad.

¹ Mar phàirt de [Ro-innleachd nan Gnìomhachasan Cruthachailagainn](#), tha sinn den bheachd gu bheil na gnìomhachasan cruthachail a' gabhail a-steach nan raointean a leanas: sanasachd, ailtireachd, ealain lèirsinneach, ceàirdean, fasan is obair-aodaich, deilbh, ealain-chluiche, ceòl, togail-dheilbh, film is bhideo, geamannan coimpiutair, rèidio is telebhisean, sgrìobhadh is foillseachadh, dualchas, bathar bog is foillseachadh eileagtronaigeach, foghlam cultarail.

Who can't apply

- **Creative Scotland Regularly Funded Organisations.**
- **Students** Creative Scotland does not support current students for their studies, or for any funding related to any full time, long term, formal or accredited programmes of education in the UK or abroad (this includes both tuition fees and/or any living costs for the student whilst on their course, and also includes funding for any artistic or creative work, whether or not it is related to your studies). You can therefore only apply once you have fully completed your studies.
- **Individuals working in sectors outside the arts, screen and creative industries** and seeking funding for non-artistic or non-creative activity (this includes sectors like tourism, sports, and the museums and heritage sector).
- **Academic bodies (Schools, FE Colleges and/or HE Institutions).**
- **Academics or other education professionals** seeking funding related to their educational role.
- **Applicants based outside Scotland.**
- **Projects which have already begun crowdfunding before the programme is set to begin in September 2018.**

Cò nach fhaod tagradh a chur?

- **Buidhnean le Maoineachadh Cunbhalach bho Alba Chruthachail.**
- **Oileanaich** Chan eil Alba Chruthachail a' cur taic ri feadhainn a tha nan oileanaich an-dràsta len cuid chùrsaichean, no le maoineachadh sam bith co-cheangailte ri prògraman foghlaim làn-ùine, fad-ùine, foirmeil no le teisteanas anns an RA no thall thairis (agus tha sin a' gabhail a-steach chùisean teagaisg agus/no cosgaisean bith-beò dhan oileanach fhad 's a tha iad air a' chùrsa aca, agus tha e cuideachd a' gabhail a-steach maoineachadh airson obair ealain no cruthachail, ged a bhiodh no nach biodh e a' buntainn ris na cùrsaichean aca). Mar sin, faodaidh tu tagradh a chur a-steach an dèidh dhut crìoch a chur air a' chùrsa.
- **Daoine fa leth a tha ag obair ann an roinnean taobh a-muigh nan ealainean, sgrìon agus gnìomhachasan cruthachail** agus a tha a' sireadh maoineachadh airson gnìomhan neo-ealaineach no neo-chruthachail (tha seo a' gabhail a-steach roinnean leithid turasachd, spòrs, agus roinn nan taighean-tasgaidh agus dualchais).
- **Buidhnean acaideamaigeach (Sgoiltean, Colaistean FA agus/no Ionadan Foghlam Àrd-ìre).**
- **Luchd-acaideamaigeach no luchd-obrach foghlaim** eile a tha a' sireadh maoineachaidh co-cheangailte ris an dleastanas foghlaim aca.
- **Tagraichean a tha stèidhte air taobh a-muigh na h-Alba.**
- **Pròiseactan a tha air tòiseachadh air maoineachadh-sluaigh mus tòisich am prògram anns an t-Sultain 2018.** Buidhnean le Maoineachadh Cunbhalach bho Alba Chruthachail.

Programme criteria

To give those taking part the best chance of success as part of this programme, we will be looking for applicants to meet the following criteria:

KEY REQUIREMENTS

Project

- A fully formed idea that only requires funding to make a start and has not already begun.
- A project which is achievable by the creator within the timeframe of the programme.
- A compelling reason for their project to exist, and something that people can get behind.

Budget

- A good understanding of the total project budget aligned with a reachable crowdfunding goal.

Skills and capacity

- The applicant (and their project team, if applicable) has capacity to create and implement a crowdfunding campaign, including promoting, writing copy, creating a video and taking photography.

Time

- Applicants must be available for all programme workshop sessions taking place in September and October 2018.
- Applicants should be able to launch their crowdfunding campaigns between October 2018 and no later than 15 February 2019. (Please note - launching outwith these dates will result in the loss of the Creative Scotland 25% match funding support)

Slatan-tomhais a' phrògraim

Gus an cothrom as fheàrr as urrainn a thoirt dhaibhsan a tha an sàs anns a' phrògram seo a bhith soirbheachail, bidh sinn a' coimhead air tagraichean a choileanas na slatan-tomhais a leanas:

PRÌOMH RIATANASAN

Pròiseact

- Beachd-smuain a tha ullaichte aig nach eil feum ach air maoinachadh gus tòiseachadh agus nach eil air tòiseachadh mu thràth.
- Pròiseact as urrainn dhan neach-cruthachaidh a dhèanamh taobh a-staigh frèam-obrach a' phrògraim.

- Adhbhar làidir dhan phròiseact aca tighinn beò, agus rudeigin ris an urrainn do dhaoine taic a chur.

Buidseat

- Deagh thuigse air buidseat iomlan a' phròiseict agus suim maoinachadh-sluaigh a ghabhas coileanadh a tha a' dol a rèir sin.

Sgilean agus comasan

- Tha an comas aig an tagraiche (agus aig an sgioba-pròiseact, ma tha sin iomchaidh) gus iomairt maoinachadh-sluaigh a chruthachadh agus a chur an sàs, a' gabhail a-steach a bhith ga bhrosnachadh, a' sgrìobhadh earrainnean, a' cruthachadh bhidio agus a' togail dhealbhan.

Ùine

- Feumaidh tagraichean a bhith air chomas a dhol chun a h-uile gin de na seiseanan bùithean-obrach a tha mar phàirt den phrògram anns an t-Sultain agus san Dàmhair 2018.
- Bu chòir do thagraichean a bhith air chomas an iomairtean maoinachadh-sluaigh a chur air bhog eadar an Dàmhar 2018 agus ro 15 den Ghearran 2019 air a' char as fhaide. (Thoir an aire - ma thèid cur air bhog taobh a-muigh nan cinn-latha sin, caillear taic an 25% de mhaoineachadh co-ionann bho Alba Chruthachail)

Other things we will consider in determining the possible success of your campaign:

Rewards

- Ideas for crowdfunding rewards that can feasibly be delivered by the creator.

Community

- An existing following (ideally online) who would be interested in supporting the project.
- A strong personal network of friends, family and experts/influencers who could help endorse and support your project.

Story

- An association with other relevant communities or organisations.
- Relevant awards or notable previous projects.

Creative

- Skills and experience to help with video production, photography and design.

Rudan eile air am beachdaich sinn ann a bhith a' dearbhadh soirbheas d' iomairt:

Duaisean

- Beachd-smuaintean airson duaisean maoinachadh-sluaigh as urrainn a bhith air an solarachadh leis an neach-cruthachaidh.

Coimhearsnachd

- Luchd-leantainn stèidhichte (na b' fheàrr air-loidhne) aig am biodh ùidh ann a bhith a' cur taic ris a' phròiseact.
- Lìonra làidir de charaidean, teaghlach agus eòlaichean/luchd-buaidh a dh'fhaodadh taic agus cuideachadh a thoirt dhan pròiseact agad.

Sgeulachd

- Ceangal ri coimhearsnachdan no buidhnean iomchaidh eile.
- Duaisean buntainneach no pròiseactan iomraiteach eile anns an robhar an sàs.

Cruthachail

- Sgilean agus eòlas gus cuideachadh le riochdachadh bhidio, togail dhealbhan agus dealbhachadh.

Workshop Breakdown

Three group workshops are planned, allowing us to bring together all the projects and Creative Scotland officers working on the programme. These have been kept to a minimum in order to reduce travelling and time away for attendees. Sessions will be held in the most appropriate locations for the attendees, ensuring that they can be as accessible as possible. These sessions will be for both the creatives and the art form advisors.

These sessions will cover:

Session one

Discovering your audience

Session two

Your community

Session three

Running your campaign

One-to-one Sessions

To support each applicant/project through their campaign we recommend regular one-to-one catch ups throughout the pilot to move them through each milestone. These catch ups will be delivered via phone/skype or email to allow for maximum flexibility.

Mìneachadh air na Bùithean-obrach

Tha trì bùithean-obrach buidhne air am plànadh, a' leigeil leinn gach pròiseact agus oifigearan Alba Chruthachail a tha ag obair air a' phròiseact a thoirt còmhla. Tha an àireamh cho beag 's as urrainn dhiubh sin air a bhith air an cumail gus siubhal agus ùine air falbh a lùghdachadh do na daoine a bhios an làthair. Bidh seiseanan air an cumail anns na suidheachaidhean as iomchaidh dhan fheadainn a bhios an làthair, a' dèanamh cinnteach gu bheil iad cho ruigsinneach 's a ghabhas. Bidh na seiseanan seo an dà chuid dhan luchd-cruthachaidh agus do chomhairlichean nan raointean ealain.

Bidh na seiseanan a' gabhail a-steach:

Seisean a h-aon

A' faighinn an luchd-èisteachd agad

Seisean a dhà

Do choimhearsnachd

Seisean a trì

A' stiùireadh d' iomairt

Seiseanan fa leth

Gus taic a chur ri gach tagraiche/pròiseact tron iomairt aca tha sinn a' moladh coinneachadh fa leth gu tric tron phileat gus an gluasad tro gach clach-mhìle. Bidh na coinneachaidhean seo air an libhrigeadh tro fòn/skype no air post-dealain gus nas urrainn de shùbailteachd a thoirt.

Programme timeline

May 2018

Programme launched

2 July 2018

Application deadline

August 2018

Candidates will be notified of decisions **w/c 27 August 2018**

September 2018

Programme starts: 1st group session on Thursday 20 September

October 2018

2nd Group session (Thursday 11 October) and 3rd Group session (Thursday 1 November) and one-to-one sessions

November 2018–February 2019

4th, 5th and 6th one-to-one sessions. All projects launch (by no later than 15 February)

April 2019

Project documentation and write up. 7th one-to-one session and end of programme review.

Attendance expectation

Participants will be expected to attend all workshops and one-to-one sessions with full participation in the programme so please ensure you have the time, resource and capacity to undertake this development opportunity.

Loidhne-tìm a' phrògram

Cèitean 2018

Prògram air a chur air bhog

2 Luchar 2018

Ceann-là nan tagraidhean

Lùnastal 2018

Thèid buil nan co-dhùnaidhean innse do na tagraichean **s/c 27 Lùnastal 2018**

Sultain 2018

Am prògram a' tòiseachadh: 1d seisean buidhne air Diardaoin 20mh Sultain

Dàmhar 2018

2na seisean Buidhne (Diardaoin 11 Dàmhar) agus 3mh seisean Buidhne (Diardaoin 1 Samhain) agus seiseanan fa leth

Samhain 2018–Gearran 2019

4mh, 5mh agus 6mh seisean fa leth. Gach pròiseact gan cur air bhog (ro 15 Gearran air a' char as fhaide)

Giblean 2019

Ag ullachadh sgrìobhainnean mun phròiseact agus ag ullachadh aithisg air a' phròiseact. An 7mh seisean fa leth agus sgrùdadh deireadh a' phrògram.

Dùil Làthaireachd

Thathar an dùil gun tèid com-pàrtichean gu na bùithtean-obrach agus seiseanan fa leth uile agus gun gabh iad làn phàirt anns a' phrògram is mar sin, dèan cinnteach gu bheil an tìde, na goireasan agus an comas agad pàirt a ghabhail anns a' phròiseas leasachaidh seo.

Sharing your experiences

Sharing is an essential component of Crowdfunding Creativity and all applicants must be prepared to share their experiences with the other participants. You may also be asked to share your experiences via Creative Scotland channels at a future date.

Application requirements

For applications to be eligible:

- It is essential that you provide links to any previous examples of work you wish to be considered as part of your application. All supporting documentation must be submitted at the time of application. Please ensure that the application form makes clear where you have attached supporting material or provided a link to it.
- The budget information in the application form and the submitted budget must balance. For organisations: you must provide a copy of your constitutional documents and Equal Opportunities Policy.
- For sole traders: you must provide your Unique Tax Reference Number at the time of submission.
- You must both complete the budget summary section in the application form and provide a more detailed budget attachment. See the next section for more details.
- You must check or tick the disclaimer box on the application form to confirm that they have read and understood the Guidelines and standard Terms and Conditions.

A' co-roinn na dh'fhiosraich thu

Tha co-roinn na phàirt dheatamach de Shluagh-mhaoineachadh Cruthachalachd agus feumaidh gach tagraiche a bhith deiseil a bhith a' co-roinn na dh'fhiosraich iad leis na com-pàirtichean eile. Dh'fhaodte gun tèid iarraidh ort an t-eòlas a fhuair thu a cho-roinn tro sheanailean Alba Chruthachail san àm ri teachd.

Riathanasan airson Thagraidhean

Airson a bhith ion-roghnach, feumaidh tagraidhean a bhith mar a leanas:

- Feumaidh tu ceanglaichean a chur ann airson eisimpleirean de dh'obair a rinn thu roimhe ma 's e is gu bheil thu airson 's gun tèid beachdachadh orra mar phàirt den tagradh agad. Feumar na sgrìobhainnean taice uile a chur thugainn aig an aon àm ris an tagradh. Dèan cinnteach gu bheil e soilleir anns an fhoirm tagraidh nuair a tha thu air stuthan taic a chur ann no far a bheil ceangal ann ris.
- Airson buidhnean: feumaidh sibh lethbhreac de na sgrìobhainnean bun-reachdail a chur thugainn cho math ri lethbhreac den Phoileasaidh Cho-ionannachd Chothroman agaibh.
- Airson luchd-malairt aonair: feumaidh sibh an àireamh Reifreans Cise Àraidh (UTR) a thoirt dhuinn aig an aon àm ris an tagradh.
- Feumaidh tu an dà chuid an earrann le geàrr chunntas den bhuidseat a lìonadh agus a bhith cuideachd a' toirt dhuinn ceanglachan le fiosrachadh nas mionaidiche mun bhuidseat. Faic an ath earrann airson barrachd fiosrachaidh.
- Feumaidh tu diog a chur sa bhogsa air an fhoirm iarrais a tha a' dearbhadh gun do leugh thu agus gun do thuig thu an Stiùireadh agus na Teirmichean is Cumhaichean coitcheann againn.

Budget

In the application form you will be asked to outline how much match-funding you are applying for. You will therefore need to supply a provisional budget. In addition to the mandatory budget questions in the application form, you must also provide a separate spreadsheet to submit a more detailed budget. This should be submitted as an attachment to your application. You must still complete the budget summary section within the application form and both this and your attachment must be accurate and complete for your application to be considered eligible.

The budget information in the application form and the submitted budget must balance. When completing your budget please include all crowdfunding-related income and expenditure, any partnership income and, where applicable, any in-kind support. For in-kind support please include an approximate financial value. Please note that we are committed to ensuring that activities we fund are inclusive and accessible to a wide range of participants and therefore we encourage you to include relevant access costs. For example: British Sign Language interpretation; audio description and captioning; access assistants if required to support travel; or any costs relating to Gaelic/ Scots translation.

We would ask that you pay particularly close attention to the costs you allocate for paying the people involved in delivering your project. Creative Scotland is committed, through any activities we support, to ensure that artists, staff and other creative professionals are paid appropriately for their time and effort. We therefore expect applications to reference relevant industry standards on rates of remuneration where they exist.

Buidseat

Anns an fhoirm tagraidh, thèid iarraidh ort cunntas a chur ann den ìre maoineachadh co-ionann a tha thu ag iarraidh. Mar sin, bidh agad ri buidseat sealadach a thoirt dhuinn. A bharrachd air na ceistean buidseat riatanach anns an fhoirm tagraidh, feumaidh tu cliath-dhuilleag fa leth a chur thugainn cuideachd le buidseat nas mionaidiche. Bu chòir dhut seo a thoirt dhuinn mar cheanglachan dhan tagradh agad. Feumaidh tu an earrann anns an fhoirm iarrtais airson geàrr-chunntas mun bhuidseat a lìonadh cuideachd agus feumaidh seo agus an ceanglachan agad a bhith coileanta is ceart ma tha an t-iarrtas agad gu bhith ion-roghnach.

Feumaidh fiosrachadh mun bhuidseat air foirm an tagraidh agus am buidseat a thèid a chur a-steach a bhith a' co-chothromachadh. Nuair a thathar a' dèanamh a' bhuidseit agad, dèan cinnteach gu bheil an teachd a-steach is teachd a-mach uile a tha co-cheangailte ri maoineachadh-sluaigh ann cho math ri teachd a-steach com-pàirteachais, agus taic stuthail sam bith. Airson taic stuthail, bu chòir dhut luach ionmhasail tuairmseach a chur ann. Thoir an aire gu bheil e na rùn againn dèanamh cinnteach gu bheil na gnìomhan a mhaoinicheas sinn in-ghabhaltach is ruigsinneach do dh'fharsaingeachd de chom-pàirtichean agus mar sin, gu bheil sinn gur brosnachadh gus cosgaisean ruigsinneachd iomchaidh a chur ann. Mar eisimpleir: Eadar-mhìneachadh gu Cànan Soidhnidh Bhreatainn; mìneachadh claisneachd agus fo-thiotalan; luchd-taic ruigsinneachd ma tha seo a dhith airson taic a chumail ri daoine a tha a' siubhal; no cosgais sam bith a thaobh eadar-theangachadh dhan Ghàidhlig no dhan Bheurla Ghallda.

Dh'iarramaid oirbh sùil a thoirt gu sònraichte air na cosgaisean a tha sibh a' sònrachadh mar phàigheadh airson daoine a tha an sàs ann a bhith a' libhrigeadh a' phròiseict agaibh. Tha e na rùn aig Alba Chruthachail a bhith a' dèanamh cinnteach gun tèid luchd-ealain, luchd-obrach agus proifeiseantaich cruthachail eile a phàigheadh aig ìre iomchaidh airson an cuid obrach is tìde ann an gnìomh sam bith a gheibh taic bhuainn. Mar sin, tha sinn airson 's gum bi iarrtasan a' toirt iomradh air slatan-tomhais buntainneach a' ghnìomhachais air ìrean pàighidh, far a bheil na slatan-tomhais seo ann.

How to apply

Do you need this information in alternative formats or languages, or do you need any access support?

Creative Scotland is committed to offering clear and accessible application processes and programmes that are open to everyone. On request this information is available in alternative formats including translations.

We offer access support to disabled applicants, tailored to individual requests. Support includes Sign Language Interpreters for meetings and scribing support for dyslexic applicants. Officers can offer advice to new applicants and support them to make an application.

The Equalities Team can offer additional one-to-one support to applicants with access requirements. Please note we will accept applications and supporting materials which are written in English, Gaelic or Scots.

For more information, contact our Enquiries Service (see Page 9 for details)

Making an application

Applications must be made on the Crowdfunding Creativity Application Form, which can be found at

www.creativescotland.com/crowdfunding

Completed forms should be submitted along with all supporting materials to

crowdfunding@creativescotland.com

Application deadline: 2 July 2018

Mar a nithear tagradh

A bheil thu feumach air an fhiosrachadh seo ann an cruthan no cànanan eile, no a bheil taic ruigsinneachd eile a dhith ort?

Tha e na rùn aig Alba Chruthachail gum bi pròiseasan tagraidh ann a tha soilleir is ruigsinneach agus gum bi prògramanan againn a tha fosgailte do na h-uile. Tha am fiosrachadh seo ri fhaighinn ann an cruthan eile ma thèid seo iarraidh, a' gabhail a-steach eadar-theangachaidhean.

Tha sinn a' tairgsinn taic ruigsinneachd do dhaoine air a bheil ciorram, a tha a rèir feumalachdan gach neach a nì iarrtas. Tha taic a' gabhail a-steach Eadar-mhìneachairean Cànan Soidhnidh airson coinneamhan agus taic le sgrìobhadh airson daoine air a bheil dyslexia. Is urrainn do dh'oifigearan comhairle a thoirt do thagraichean ùra agus taic a thoirt dhaibh gus tagraidhean a dhèanamh.

Is urrainn do Sgioba na Co-ionannachd taic fa leth a thoirt do dhaoine aig a bheil feumalachdan ruigsinneachd. Thoir an aire gun gabh sinn ri tagraidhean agus stuthan taic a tha sgrìobhte anns a' Bheurla, sa Ghàidhlig no sa Bheurla Ghallda.

Airson barrachd fiosrachaidh, cuir fios chun na Seirbhis Fiosrachaidh againn (faic td 9 airson barrachd fiosrachaidh)

A' dèanamh tagradh

Feumar tagraidhean a dhèanamh air an fhoirm iarrais airson Sluagh-mhaoineachadh Cruthachalachd, a tha ri fhaighinn aig www.albachruthachail.com/crowdfunding

Bu chòir foirmean lìonnte agus na stuthan taic uile a chur gu

crowdfunding@albachruthachail.com

Ceann-là nan tagraidhean: 2 Luchar 2018

Our assessment and decision making process

What happens when we receive your application?

Once you have submitted your application we will review it for completeness and eligibility. If you have not provided all of the information required, or if you do not meet the eligibility criteria for Crowdfunding Creativity programme, your application will not be assessed. You will be notified of this, and of the reasons why, by email.

Complete and eligible applications will be assessed by Creative Scotland Officers in the Creative Industries Team, against the criteria and priorities set out in this guidance.

Assessments will be made on the basis of the information you provide in your application form and any supporting materials submitted. We may contact you during the assessment process to seek further information about your project or clarification on aspects of the information you provide.

How we will make our decisions?

All applications will be assessed by our officers from Creative Industries Team and Arts and Engagement Team, and decisions on final awards will be taken by a panel made up of these officers, supported by our partners in this project, **Paved With Gold**.

Once a decision is made

Once we have reached a decision, we will write to you to let you know the outcome of your application. If you are successful, we will send you further details on the programme and will issue you with a Funding Agreement. You must note and adhere to all the **terms and conditions** of the Funding Agreement.

An pròiseas measaidh is co-dhùnaidh againn

Dè thachras nuair a gheibh sinn an tagradh agad?

Às dèidh dhut an tagradh agad a chur a-steach, nì sinn lèirmheas air feuch a bheil e iomlan agus ion-roghnach. Mur eil thu air am fiosrachadh uile a tha a dhith a thoirt dhuinn, no mur eil thu a' coileanadh nan slatan-tomhais ion-roghnachd airson prògram Sluagh-mhaoineachadh na Cruthachalachd, cha tèid an t-iarrtas agad a mheasadh. Thèid fios a chur thugad mu dheidhinn seo agus air na h-adhbharan airson seo, tro phost-d.

Thèid iarrtasan coileanta is ion-roghnach a mheasadh le Oifigearan Alba Chruthachail anns an Sgioba nan Gnìomhachasan Cruthachail agus anns an Sgioba com-pàirteachaidh, a rèir nan slatan-tomhais is prìomhachasan a tha air an cur an cèill san stiùireadh seo.

Thèid measadh a dhèanamh stèidhichte air an fhiosrachadh a chuireas tu thugainn anns an fhoirm tagraidh agad agus ann an stuthan taic sam bith a chuireas tu thugainn. Dh'fhaodte gun cuir sinn fios thugad rè a' phròiseis measaidh gus barrachd fiosrachaidh iarraidh mun phròiseact agad no gus soillearachadh iarraidh a thaobh an fhiosrachaidh a chuireas tu thugainn.

Ciamar a nì sinn na co-dhùnaidhean againn?

Thèid gach iarrtas a mheasadh leis na h-oifigearan againn bho Sgioba nan Gnìomhachasan Cruthachail agus bhon Sgioba Com-pàirteachaidh againn, agus thèid co-dhùnaidhean a ghabhail air na tabhartasan mu dheireadh le pannal air a dhèanamh dhe na h-oifigearan seo, le taic bho na com-pàirtichean againn sa phròiseact seo, **Paved With Gold**.

Às dèidh co-dhùnadh a bhith air a dhèanamh

Nuair a tha sinn air co-dhùnadh a dhèanamh, sgrìobhaidh sinn thugad gus innse dhut mar a chaidh leis an tagradh agad. Ma 's e is gu bheil thu soirbheachail, cuiridh sinn fiosrachadh a bharrachd thugad mun phrògram agus bheir sinn Aonta Maoineachadh dhut. Feumaidh tu na **teirmichean is cumhaichean** uile anns an Aonta Maoineachaidh a thoirt fa-near is a leantainn.

Data Protection

Creative Scotland (CS) requires some personal information about you/your organisation to consider your application for funding. Without such CS will not be able to fund your project.

If you would like to see a breakdown of the personal information CS requires, why it is required, what CS does with that information and how long CS keeps it, please refer to CS's Funding Privacy Notice available online at

www.creativescotland.com/privacy-policy/funding-privacy-notice

CS may share your personal information with third parties to comply with the law and/or for the legitimate interests of CS and/or the third parties concerned.

Where the personal information you have provided to CS belongs to other individual(s), please refer to CS's Funding Privacy Notice. You are welcome to share this Funding Privacy Statement and CS' Funding Privacy Notice with the respective individual(s).

You have some rights in relation to the personal information that CS holds about you under the General Data Protection Regulation. Information on how to exercise these rights is contained in CS's Funding Privacy Notice or you can contact CS's Data Protection Officer.

If you have any concerns with how CS has processed your personal information, you should contact CS' Data Protection Officer in the first instance, as CS would welcome the opportunity to work with you to resolve any complaint. If you are still dissatisfied, you can submit a complaint to the Information Commissioners Office.

Dion Dàta

Feumaidh Alba Chruthachail beagan fiosrachaidh pearsanta mu do dheidhinn/mu dheidhinn do bhuidhne gus beachdachadh air an iarrtas agad airson maoinachadh. Às aonais seo, chan urrainn do dh'Alba Chruthachail maoinachadh a thoirt dhan phròiseact agad.

Ma tha thu airson aithris fhaicinn air an fhiosrachadh pearsanta a tha a dhith air Alba Chruthachail, carson a tha e a dhith, na nì Alba Chruthachail leis an fhiosrachadh sin agus dè cho fad 's a chumas Alba Chruthachail e, tha Aithris Priobhaideachd Alba Chruthachail ri fhaighinn air-loidhne aig www.albachruthachail.com/privacy-policy/funding-privacy-notice

Dh'fhaodte gun co-roinn Alba Chruthachail an dàta pearsanta agad le treas pàrtaidhean airson gèilleadh ris an lagh agus/no airson leas iomchaidh Alba Chruthachail agus/no treas pàrtaidhean a tha an sàs sa chùis.

Far a bheil am fiosrachadh pearsanta a tha thu air toirt do dh'Alba Chruthachail le duine/daoine eile, faic an Aithris Priobhaideachd aig Alba Chruthachail. Faodaidh tu an Aithris Priobhaideachd mu Mhaoineachadh agus an Aithris Priobhaideachd aig Alba Chruthachail mu Mhaoineachadh a cho-roinn leis an duine/na daoine seo.

Tha còraichean agad a thaobh an fhiosrachaidh phearsanta a bhios Alba Chruthachail a' cumail mu do dheidhinn fo Riaghailt Coitcheann an Dìon Dàta (GDPR). Tha fiosrachadh mu mar a chleachdas tu na còraichean seo ann am Poileasaidh Priobhaideachd a' Mhaoineachaidh aig Alba Chruthachail no faodaidh tu fios a chur dhan Oifigear Dìon Dàta aig Alba Chruthachail.

Ma tha dragh sam bith ort a thaobh mar a làimhsich Alba Chruthachail an dàta pearsanta agad, bu chòir dhut fios a chur dhan Oifigear Dìon Dàta aig Alba Chruthachail sa chiad dol a-mach oir bu toil le Alba Chruthachail cothrom a bhith aca obrachadh còmhla riut gus gearan sam bith fhuasgladh. Ma tha thu fhathast mì-riaraichte, faodaidh tu gearan a chur gu Oifis Coimiseanair an Fhiosrachaidh.

Help, further advice or feedback

If you require support, further information or have any general enquiries about this programme please contact:

Kristina Johansen-Seznec
kristina.johansen-Seznec@creativescotland.com

or **Jackie McNally**
jackie.mcnally@creativescotland.com

Alternately you can contact our Enquiries Service.

Email enquiries@creativescotland.com

Telephone 0345 603 6000*

Lines are open 10am-12pm and 2-4pm, Monday-Friday. Voicemail is available outwith these hours. If you want us to call you back, then leave a message with your number and we'll arrange a time to call you.

Web You can send us a message via the [Creative Scotland website](#)

Twitter Get in touch [@creativescots](#)

Facebook We are at www.facebook.com/CreativeScotland

If you are a D/deaf BSL user, you can access our services with the Contact Scotland-BSL programme. Go to www.contactscotland-bsl.org/public for more information.

* Please note: Calls to our 0345 number are charged at the same rate as calling national 01 or 02 numbers. Approximate charges are up to 9p per minute from landlines and between 3p-55p per minute from mobiles. However, calls to this number are also part of inclusive allowances. Please check with your phone line provider for exact charges

Taic, comhairle a bharrachd no fios air ais

Ma tha taic no fiosrachadh sam bith a bharrachd a dhìth ort no ma tha ceist sam bith agad mun phrògram seo san fharsaingeachd, cuir fios gu:

Kristina Johansen-Seznec
kristina.johansen-Seznec@albachruthachail.com

or **Jackie McNally**
jackie.mcnally@albachruthachail.com

No faodaidh tu fios a chur chun na Seirbhis Fiosrachaidh againn.

Post-d enquiries@albachruthachail.com

Fòn 0345 603 6000*

Bidh na loidhnichean fosgailte 10m-12f agus 2-4f, Diluain-Dihaoine. Faodar teachdaireachd fhàgail air fòn taobh a-muigh nan uairean sin. Ma tha thu airson 's gun cuir sinn fòn air ais thugad, fàg teachdaireachd leis an àireamh agad agus cuiridh sinn àm air dòigh gus fònadh thugad.

Làrach-lìn Is urrainn dhut teachdaireachd a chur thugainn tro [làrach-lìn Alba Chruthachail](#)

Twitter Cuir fios thugainn [@creativescots](#)

Facebook Tha sinn aig www.facebook.com/CreativeScotland

Ma tha thu B/bodhar agus nad chleachdaiche BSL, faodaidh tu cothrom fhaighinn air na seirbheisean tron phrògram Contact Scotland-BSL. Gheibhear barrachd fiosrachaidh aig www.contactscotland-bsl.org/public

* *Thoir an aire: Tha an aon chosgais airson a bhith a' fònadh dhan àireamh 0345 ri bhith a' fònadh gu àireamh nàiseanta 01 no 02. Tha na cosgaisgean tuairmseach suas ri 9sg gach mionaid bho loidhne-talmhainn agus eadar 3sg is 55sg gach mionaid bho fhònaichean-làimhe. Ach, tha gairmean fòn chun na h-àireimh seo nam pàirt de chuibhreannan in-ghabhalach cuideachd. Faigh a-mach na cosgaisgean ceart bho sholaraidhe na loidhne fòn agad.*