



# The Guide

# Welcome to The Guide

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## 1. Introduction

### Welcome to Youth Music Theatre UK!

Since 2003, YMT has created over 60 brand new shows and worked with over 8,000 young people - we are thrilled to welcome you to the YMT family!

We know that your experience with us will be rewarding and that you'll have a great time learning lots from our experienced team of directors, musical directors, writers, choreographers and technicians as you work with us to create and perform brand new musical theatre.

We've created this handbook to answer any questions that you or your parents/carers may have and we've also included some helpful tips on how to raise the funds for your course fees. We hope you find this information useful.

**Signing the Acceptance Form means you've agreed to what is set out in this Guide – so it really is worth reading!**

We look forward to working with you and if you have any questions, we're always here to help:

Phone: 020 8563 7725

E-mail: [mail@ymtuk.org](mailto:mail@ymtuk.org)

Website: [www.youthmusictheatreuk.org](http://www.youthmusictheatreuk.org)

Facebook: [facebook.com/ymtuk](https://facebook.com/ymtuk)

Twitter: [@ymtuk](https://twitter.com/ymtuk)

Instagram: [instagram.com/ymtuk](https://instagram.com/ymtuk)

### Meet the YMT Team:

Jon Bromwich *Executive Producer*

Anna Jones *Assistant Producer*

Alison Woodward *Welfare Manager*

Hannah Kipling *Programmes Administrator (Young People and Parents)*

Clare Russell *Finance Officer*

Sean Brooks *Marketing Manager*

## 2. Guide for Young People

### Let's get started!

Whether this is your first project with us, or you're an old hand, you are now part of the UK's leading music theatre company for young people. Youth Music Theatre UK (or 'YMT' for short) produces more new work than any other youth organisation in the UK! This handbook will take you through what you can expect from us and, of course, what we expect from you!

### Get talking!

YMT is incredibly active on social media! Join in the conversation and follow us on Facebook, Twitter, Instagram and YouTube - plus, keep up to date with everything on the YMT Blog on our website. You'll also be put into your own official project-related Facebook group - this is where you can chat to other people taking part on your project! Our Social Media Acceptable Use Policy is available on our website and you can also visit [www.thinkuknow.co.uk/11\\_13/need-advice](http://www.thinkuknow.co.uk/11_13/need-advice) for guidance.

### It's all about respect

The key to living and working with YMT is mutual respect: respect for each other, respect for the staff and respect for the venue in which you are all working. Above all, you need to have respect for yourself – the more you put in, the more you get out.

### Frequently Asked Questions:

#### What will I be required to do?

It is your responsibility to turn up to rehearsals (on time), as and when called by your director, and sing/dance/act your socks off! The artistic team will then, with your input, give you a music theatre experience you will never forget. As you will be working with a professional artistic team, you will be expected to behave in a professional manner at all times. All YMT projects are very intense and you will be expected to work extremely hard over long hours. The results, however, make it worth every bit of effort.

#### What will I need to bring?

Here's a brief checklist of the essentials:

- Enough rehearsal clothes for the duration of your project. You must be able to sensibly work in them (e.g. tracksuit bottoms, loose fitting tops, trainers or jazz shoes. No tight jeans or skirts)
- Pyjamas/Overnight Clothes
- Toiletries and towels
- Notebook, ring binder, pencil case with lots of pens/pencils/rubbers
- A water bottle
- Any medication that you may need

Any specific requests from directors will be detailed in the Information Sheet about your project – you'll receive this about four weeks before rehearsals start. The venue will usually supply bedding (unless you are informed otherwise) but **don't forget to pack a towel!** If you play a musical instrument, bring it! We encourage people to bring musical instruments for both the project and for social music making. Please check that your instrument is covered by your own insurance – see the 'Guide for Parents & Carers' section for information about insurance.

#### How much cash should I bring?

We recommend not bringing too much. Remember all food and accommodation is covered by the course fee so any cash is just for extra snacks you think you'll need and (on longer projects) for your day off - about £40 or £50 should be plenty. However much you choose to bring, it can be looked after by the pastoral staff but your cash, like other valuables, is not covered by YMT's insurance.

#### Is there any insurance for my belongings?

YMT **does not** provide insurance for your personal items (including mobile phones). With this in mind, it's probably worth leaving anything of great value at home. Phones, money, musical instruments, train tickets and so on may be handed to a member of the Pastoral Team for safe keeping. If you won't need it – don't bring it. You will not be allowed to wear jewellery in any dance/movement-based rehearsal for safety reasons, so save the worry and leave it at home. See the 'Guide for Parents & Carers' section for information about insurance.

## Who will run the project?

YMT will have two adult teams of people looking after you:

- The **Artistic Team** usually consists of a Director and a Musical Director, plus at least one other, such as a Choreographer. There may also be some Assistants. Longer projects will have a **Technical Team**, consisting of a Stage Manager, Deputy Stage Manager, Designers and Technicians. They are responsible for all things **creative** in the project.
- The **Pastoral Team** is made up of adults who work with young people, like youth workers or teachers. They are responsible for your **welfare** whilst on the course.

Although their roles are very different, both teams work closely together to make your stay as enjoyable as possible. The Pastoral Team will make you aware of meal times/breaks etc. during the introductory session. Just to be warned though, the usual YMT rehearsal time is very intensive, but don't worry, there are lots of breaks throughout the day.

## Who are the Pastoral Team?

The Pastoral Team come from all walks of life and are experienced in working with young people. They act in *loco parentis* to all Company Members. In case your Latin isn't up to scratch, this means that they'll have the same rights as your parents whilst you are under the care of YMT. Licensing law requires chaperoning for under 16s, but all Company Members are considered to be under the care of the YMT Pastoral Team. You will find the Pastoral Team friendly and approachable so work with them to help keep you safe.

Whatever the problem, be it personal, medical or emotional, they are the people to talk to. They are there to ensure that your time with the company is as carefree as possible. A member of the Pastoral Team will oversee the rehearsals during the day, checking up on your welfare and, more importantly, have the first aid kit at the ready for those blistered feet caused by too much dancing! They will also be on hand throughout the break times and evenings and on any days off during a longer project.

## What happens when I arrive?

You will be met and registered by the Pastoral Team, who will show you to your room/dorm, make you familiar with the venue and show you all the relevant rooms including social areas. You will also be given the procedures to follow in the event of an emergency evacuation. You will usually be required to share a bedroom with other company members. When everybody else has arrived you will be introduced to the full Pastoral and Artistic Teams. In most cases projects start by 2.00pm (exact details will be on your Information Sheet, which you will receive nearer the time).

## What time do I have to go to bed?

Company members will be expected to adhere to different lights-out times according to their age. Don't forget that your primary reason for being with YMT is to rehearse and perform and late nights can affect your ability to do this.

## In room by and lights-out by:

'Lights-out' times, at a glance:

Age	In room by	Lights out by
11 - 15	10.30pm	11.00pm
16+	11.00pm	11.30pm

These times should be considered part of the normal YMT routine but can be relaxed at the discretion of the Pastoral Team providing that the performance of company members is not affected by late nights. If the Artistic or Pastoral Team feel that the project is suffering from too many people being tired, a curfew may be imposed on the **whole** company. This curfew can be called at any time and will cancel any previously agreed extension.

Those aged 18+ are free to have an early night but are also expected to show consideration to those who may already be asleep. Social areas are often cleared at 11.30pm to enable all buildings to be secured and for the venue to be considered 'quiet' by midnight. Liaise with your Pastoral Manager about this who will do their best to treat you as the young adults you are and accommodate you. However, do remember why you are there, be mindful that the Pastoral Team also need a good night's sleep and are only trying to make sure every company member is fit and healthy for the next day.

### Can I leave the venue at any time?

Under 16s will not be allowed off-site unless they are with their parents or a member of the Pastoral Team.

If you are 16 or 17 you will need to inform the Pastoral Team if you intend to go off-site and it is expected you will stay in a group. You will also be expected to inform them who you are going with, what time you expect to return and how you intend to travel. 16 – 17 year old company members may be allowed a late night extension off-site at the discretion of the Pastoral Manager.

Those aged 18+ can sign out in the evenings but must make specific arrangements with the Pastoral Team if they intend being out late, as they may need access to a secure building on their return.

A signing out book is held by the Pastoral Team and **must** be completed by **any young person** leaving the venue/site. We expect you to report back to the Pastoral Team upon your return. Those who are 18+ are also expected to pay the Pastoral Team the same courtesy. This system **must** be adhered to for your own safety and is also a requirement of the venues we stay in.

### Can I smoke?

YMT strongly advocates not smoking. Remember, you must be 18 before someone can legally sell you cigarettes, including allowing you to use a vending machine on their premises. If necessary, an outside smoking area will be allocated but you must never smoke in the company of younger YMT members and you must only smoke in the agreed area. Ask the Pastoral Team about this area. No one under 16 can smoke under any circumstances.

No smoking is allowed in costume or whilst wearing your YMT t-shirt. It is illegal to smoke inside any building used by the public.

### Can I drink alcohol?

During a project, those old enough to drink alcohol (18+) are not permitted to drink alcohol in any venue being used by YMT unless given permission by the Pastoral Manager in specific circumstances. This applies to any school venue or public rehearsal / performance space, such as a theatre.

There are occasions when under 18s may visit a licensed premise such as a pub, theatre bar or restaurant. This may be to eat between performances or for an event organised by YMT. Whilst regulations may differ slightly in parts of the UK, the following is what you agree to when attending a YMT project:

*Those aged 16 or 17 are allowed into licensed premises (provided they have sought and been given permission from the Pastoral Team) but can only consume beer, wine or cider **with a meal** as long as two conditions are met: they must be accompanied by a member of the Pastoral Team and the alcohol must be purchased by a member of the Pastoral Team. No other adult should purchase alcohol for someone aged 16 or 17 during a project under any circumstances. Remember it is illegal, not just YMT policy, for 16 and 17 year olds to drink any form of spirits in pubs even if they are eating a meal.*

Anybody under 18 is breaking the law if they buy or attempt to buy alcohol in a pub, off-licence or shop. This law extends to people under 18 drinking wine, beer or cider in a public place.

Children under 16 are allowed to enter pubs and other licensed premises that do not have age restricted entertainment (either over 18s only or over 21s only are the usual restrictions) as long as they are being supervised by a member of the Pastoral Team. No other adult (18+) can perform this role. Obviously, they are not allowed to have any alcohol.

If your project is abroad you will be made aware of the licensing laws of the country before the start of the project.

### Can I use my mobile phone?

You will be required to turn off your mobile in all rehearsals. Any exceptions to this have to be negotiated with the Artistic Team prior to the start of a rehearsal. You will be given an emergency contact number before the start of the project should your family need to contact you urgently. See your Information Sheet or ask a member of the Pastoral Team for this number. Save it to your phone as this number will be answered 24 hrs a day. (Emergencies only during the night as the Pastoral Team need their sleep too!)

### Can I bring a camera?

Yes, but remember to check whether people mind you taking pictures of them: your new friends may not be too keen on photos of them with bed-hair appearing all over Facebook and Instagram. You are not permitted to take pictures of actual performances. (Use #ymtuk on any Instagram post!)

### Can I go into other peoples' rooms?

Only if you are invited and it is before 'in own room' time! Remember that you will probably be sharing a room with other people. Therefore, if they want to go to bed early, it's no good inviting everyone else in to chat. Communal areas are usually available for socialising. Have respect for other people's privacy and always knock before entering a room.

### Can I have sex?

Easy one this. You are not allowed to engage in any form of sexual activity – whatever your age.

### Can I use drugs?

As easy as the last one. Possession and/or supply of drugs is a criminal offence and anyone engaged in such activities will be asked to leave the project and the Police will be notified.

### How do I get there?

We expect everyone to make their own travel arrangements and we will meet you at the venue of your project. If you're travelling alone we may be able to put you in touch with other young people travelling from your area so make sure you return your travel forms promptly. If your parents/carers are driving, there is normally parking available at the venue. Your project-related Facebook group is perfect for organising travel!

### Can I use my car/motorbike?

You can, but please inform the office if you intend to bring a car as some venues require advance notification. If you bring your car you will not be allowed to give lifts to under 18s during the course unless you have prior permission from their parents/carers and adequate insurance. YMT will provide transport for any travel required during the course.

### When should I be picked up?

Check your Information Sheet for where and when the project finishes. There may be parking at the school or performance venue.

### What if I'm being bullied?

YMT has a rigorous Child Protection Policy and discrimination in any form **will not be tolerated**. If you feel that you are being subjected to any form of bullying, please speak to a member of the Pastoral Team immediately. If there is an issue you feel you cannot talk to your Pastoral Team about then contact the Welfare Manager on 020 8563 7725.

### What if I'm feeling homesick?

This may be your first time away from home and it's perfectly normal to miss family and friends. If you feel homesick, speak to the Pastoral Team or other young people for support. You'll find that you'll make friends really quickly and those feelings should soon disappear. You can support others too: if you're aware that someone else is very quiet, try to include them at break and meal times.

## What if property gets damaged?

Accidents do happen, but it will come as no surprise to learn that deliberate damage to property is considered by YMT to be very serious. You can expect consequences and your parents/carers may well be billed for the cost of the repair.

## What if I misbehave?

Remember that you are ambassadors for YMT and should act accordingly. Should a situation arise where the Pastoral or Artistic Team consider your behavior to be inappropriate, action will be taken. Action can range from a polite reminder to being sent home but you will always be made aware of the options you have and the consequences of them. The Pastoral Team will always listen to you and talk about a situation so even if you have done something you regret it is best to be honest so a situation can be dealt with calmly and swiftly. The best advice is to make the right choices in order to make the most of this wonderful opportunity!

## However, YMT does not tolerate the following:

- Bullying or aggressive behaviour
- Offensive or discriminatory behaviour of any kind including racism, sexism, homophobia and rudeness
- Unauthorised smoking
- Drunkenness or encouraging under age people to drink
- Possession, use and/or supply of drugs
- Engaging in sexual activity
- Damaging premises or property
- Theft of property
- Arriving at rehearsals/workshops late, overtired or hungover
- Failure to observe the house rules set down at each venue
- Failure to comply with specific Artistic or Pastoral Team requests
- Deliberately setting off fire alarms and using fire escapes, other than in the case of an emergency

Any of these offences could lead to disciplinary action. Normal steps in any disciplinary procedure are:

1. **Informal** reminder of YMT rules you have agreed to.
2. **Formal verbal warning from the Pastoral Manager**, who will inform all Pastoral/Artistic staff on the project. If an informal reminder does not make you reconsider your behavior choices, a formal verbal warning will be given. A record will be kept of all formal warnings.
3. **Formal written warning and contract from the Pastoral Manager**, who will again inform all necessary staff members on the project, along with the Welfare Manager. Things are getting serious if your Pastoral Manager feels this is necessary because your behavior has not improved after verbal warnings. You will be given a written contract you must sign to remain on a project. Your parents/carers will also be notified at this stage.
4. **Dismissal from the YMT Company** and all future YMT projects is a possibility if you break the written contract. If you are involved in a very serious incident, YMT also reserves the right to move straight to the dismissal stage without warning. In cases involving committing a possible criminal offence (use of illegal drugs, serious assault etc.) YMT will also be obliged to inform the Police.

The above steps are **very rarely** needed but the procedure has been made clear to you so that everyone can be treated fairly and consistently. In reality, the Pastoral and Artistic Teams would much rather enjoy your company, attain the same goal as you and praise you for your hard work, your positive attitude and for helping them keep yourself and others safe and happy.



## 3. Guide for Parents & Carers

We are delighted that you are encouraging your child to take part in a YMT project. Our aim is to provide young people with the opportunity to experience all aspects of musical theatre. We are committed to ensuring that young people are able to do this in an environment where their safety and welfare are our primary concern. We hope you will find the information in this manual useful in addressing some of the questions you may have. Please read it carefully and do contact us if anything is unclear.

### How will I know my child is safe?

YMT has a robust Child Protection Policy, developed in conjunction with one of our Trustees. If you would like to read it in full, request a copy by post. Pastoral staff are all experienced in working with young people. Many are licensed to act as chaperones, and all have undergone Disclosure and Barring Service (DBS) checks (formerly CRB) in England and Wales, and similar checks have been made by Disclosure Scotland and Access NI in Northern Ireland. The same is true for all Artistic Staff. Pastoral Teams act in *loco parentis* and are expected to exercise the same care and control as a responsible parent would with a view to securing your child's health, comfort and kind treatment.

### What if my child needs a special diet?

YMT will cater for special diets on the basis of medical and religious need or lifestyle choice. This must be clearly indicated on the Medical Form. Please return these well in advance as venues request this information from us several weeks before the start of any project.

### What if my child is unwell?

It is your duty as a parent or guardian to fully complete and submit a Medical Form. Please make a full disclosure of any information regarding physical and mental health relevant to us. Please note that anything disclosed on the Medical Form will not affect any casting decision made by the Artistic Team. This form also gives us permission

to have 24-hour duty of care for the young person as failing to do so may hinder our ability to offer full support. Contact the office if you are not sure what to include. In addition, on the Medical Form you are requested to give consent enabling the Pastoral Team to agree to medical treatment on your behalf in the event of an emergency. You should also indicate if you give consent for the Pastoral Team to administer paracetamol or ibuprofen. No other routine medication would ever be provided by a member of the Pastoral Team without further consent from a parent/guardian. If your child takes prescribed medication, the Pastoral Team is happy to take responsibility for this if you supply them with clear instructions. Pastoral Teams are on call 24 hours a day to provide practical and emotional support in the event of any issues and you will be kept suitably informed.

### What does the YMT Insurance cover?

YMT has Employers' and Public Liability Insurance through Chubb Insurance Company of Europe SE. The company cannot cover insurance of personal items and assumes no responsibility for damage, loss or theft of personal property on any YMT premises. It is advisable to ensure that musical instruments or any other items of value, including mobile phones, are covered by your household insurance policy. Expensive jewellery, laptops, tablets, cameras etc. are better left at home!

### What if my child has to cancel or withdraw from the project?

YMT does not offer a refund in the event of cancellation or withdrawal from the project once you have signed and returned the Acceptance Form (Terms and Conditions are explained in full on the reverse of the form).

It is strongly recommended that full insurance be taken out, which includes cover against the loss of deposit or cancellation charges. Activity Holiday Insurance can be obtained from a variety of companies. Check with your own Travel/Home insurance providers to see if your current policy covers you already. Alternatively, you may wish to visit the following websites to seek a suitable quotation:

P J Hayman Company Ltd: [www.pjhayman.com](http://www.pjhayman.com)

Fogg Travel Insurance Services Ltd: [www.fogginsure.co.uk](http://www.fogginsure.co.uk)

Endsleigh: [www.endsleigh.co.uk](http://www.endsleigh.co.uk)

This list is not exhaustive and we strongly recommend that you research a range of providers.



## What if my child misbehaves?

All young people involved in YMT are ambassadors for the company and are expected to act accordingly. A list of unacceptable behaviour and how this is addressed is detailed in the Guide for Young People, Section 2. Experienced staff are on hand to provide support and will offer clear, consistent boundaries. Where behaviour endangers the safety and welfare of the young person or that of others they may be asked to leave the project. Where behaviour is potentially criminal the police will be notified. Beyond a verbal warning, you will be kept fully informed by telephone during any disciplinary process.

## What if I need to contact my child?

You will be given an emergency contact number to use for the duration of the project, shown on the Information Sheet. This mobile phone is staffed by a member of the Pastoral Team 24 hours a day. Your child will not be allowed to have their mobile phone switched on in the rehearsal room. On arrival at the venue young people are informed of break/meal/finish times, which they can pass onto you. We would request that you do not call their personal mobiles during rehearsal times. Pastoral phones will be switched on one week in advance of the start of the course.

## What if I have a Complaint/Compliment?

We welcome your feedback as this enables us to constantly review and improve the services that we provide to young people.

During the project, you should contact the Pastoral Manager using the mobile number provided.

After the project has ended, you can contact our office on 020 8563 7725.

## I have another question which is not answered here.

Please give us a call on 020 8563 7725 and we'll direct you to the most relevant member of our team for advice.

# 4. Guide for Fundraising

We are aware that the fees of YMT courses can seem expensive. We fundraise all year round to keep the course fees as low as possible, and the course fee represents only about half of the cost of taking part in a production. We expect you might need to think about fundraising for some or all of your course fee.

The good news: YMT members are BRILLIANT fundraisers! In 2015, they raised nearly £20,000 amongst them towards their course fees, ranging from those who raised the whole lot to those who managed to fundraise just the few hundred pounds they needed to make up to afford the course.

Here's a step-by-step guide, which should help you to be successful in your fundraising.

However, before we start you need to know **THE MOST IMPORTANT THING: If you are having trouble with your course fee, or even if you suspect that you might have trouble at some point in the future, GET IN TOUCH!**

For those on productions YMT operates a Bursary Scheme. This scheme is for young people who fall into the criteria referred to in **your offer letter**. More information about the scheme can also be found at [www.youthmusictheatreuk.org/bursary-scheme](http://www.youthmusictheatreuk.org/bursary-scheme)

If you would like to learn more about the scheme and think you may qualify please contact Hannah Kipling, her email address is [hannahkipling@ymtuk.org](mailto:hannahkipling@ymtuk.org)

## YMT's Guide to Successful Fundraising

### 1. Check if you are eligible for YMT's Bursary Scheme.

### 2. Start Early

Fundraising takes time. The people you write to will need time to come to a decision, and it could take two-three months from the time you write the letter to the time you hear about the result. If you're serious about fundraising for your course fee, you need to start NOW. Consider the first day of your project as your absolute deadline for hearing from your applications.

### 3. Make a budget

You know how much your course fee is, but have you thought about travel costs? Or spending money once you get there? Writing a budget really helps to give you a clear idea of how much money you really need to fundraise.

It will also help potential funders see that you're serious about your fundraising, and make them more likely to help.

See the example budget in Section 5 for more help.

### 4. Make a plan

Be realistic about how long it will take to get things done; don't expect to be running a major event within two weeks! Things you should include in your plan:

A clear timeline of your fundraising, including time for researching, writing and sending letters and following up. Important dates in your fundraising, such as the start of your project, dates on which your course fee payments are due and any exams or days out when you know you CAN'T be doing any fundraising.

A list of all the fundraising activities you are going to do, and how much you hope to raise from them.

**Remember:** not every approach you make will be successful, so your plan should include more approaches than you need to meet your budget. If you only ask for as much money as you need, then just one rejection will mean you miss your target!

**Remember:** Make sure that when you are fundraising you tell people that you have got into a national company.

Everyone will fundraise in different ways, but we've found that it's best to start your fundraising with these steps:

#### *i. Ask your school*

The first thing you should do, as soon as you get your place, is **go to see your form tutor, drama/music/dance teacher, School Secretary**, or someone else in your school. Ask if there are funds available for things like YMT (like Gifted & Talented). If you go to an extra-curricular drama, music or dance school ask them too. They'll probably be very proud that you're doing YMT and might want to help out!

#### *ii. Ask your local Councillor*

You can find out who your councillors are by visiting [www.writetothem.com](http://www.writetothem.com)

Each district councillor often has a budget for supporting local community members, so it's definitely worth writing to them and asking for their support.

#### *iii. Set up an online individual giving page*

Here are the best ones:

[www.gofundme.com](http://www.gofundme.com) — this website is the most straightforward place for individuals to raise money online. It is free to use and easy to set up, with helpful pointers on how to make your appeal stand out.

[www.crowdfunder.co.uk](http://www.crowdfunder.co.uk) — this involves offering those who support you different rewards for their money. For example, you may offer anyone who donates £5 a free signed programme from your project with a personal thank you and so on...

#### *iv. Trusts and Foundations*

There are hundreds of charitable Trusts and Foundations across the UK who may be willing to help fund your course. You just need to find one in your local area. Most have long lead times (the time between submitting an application and getting a decision) so don't leave it too late. Putting in some time now will get things underway.

There are far too many trusts and foundations for us to list here, but you could try looking at [www.fundfinder.org.uk](http://www.fundfinder.org.uk) (this one takes a lot of navigating through) or [www.youngscot.org](http://www.youngscot.org) (only for those who live in Scotland). You could also visit your local library and ask for books on “grant making trusts” – there are usually different directories for local and national trusts. Look for those whose funding policy includes Youth, Drama, Music, Theatre or Education and most importantly welcome applications from individuals. You can also try Googling ‘charitable trusts’ in your town as well as the Charity Commission.

Alternatively, just give the YMT office a call. We have a whole folder full of trusts and foundations we’ve identified, which might give funding to our young people, and we also have access to subscription only websites we can use to search for trusts for you.

You could also try your local council or Education Authority. Many have funds to support students working at this level of excellence in the arts. Or you could try your Mayor, or Parish Council.

The most important thing to do if you are thinking of making an application to a charitable trust is **contact the YMT office**. We can give you advice about how to make the application, and we even have sample letters that you might be able to use.

#### ***v. Lions, Rotary Club etc***

Young people in previous years have had great success approaching organisations like the local Round Table, Youth Forum, Lions Club ([www.lions.org.uk](http://www.lions.org.uk)) or Rotary Club ([www.rotary.org](http://www.rotary.org)). You need to contact the Chairperson. Search online to find your local club.

Offer to go in and give a talk when you return from your course and publicise their donation to the local papers, giving them some good PR and raising their profile in the community.

#### ***vi. Networking***

This might sound daunting, but networking is actually really simple – you’ve probably done a lot more of it than you know!

Think about your friends and family: do any of them work in local businesses that might be able to give you some money? Many of our young people have found that a parent’s workplace is able to help them – many have funds set aside for things just like YMT.

If you have a job why not ask your employer to contribute? Or would they let you organise an event at work?

#### ***vii. Local businesses***

It’s always worth approaching any local businesses or large businesses that have their headquarters in your area. Ask for the Marketing Department or the person who deals with community liaison, if they have one - or the managing director. If they are unable to donate money, maybe they will be willing to donate a raffle prize.

Businesses are usually quite willing to offer something that they sell – so why not try travel companies - your local train, bus or coach company may be willing to give you travel tickets instead of money, which will help keep travel costs down. In previous years, a number of young people have received ferry tickets, train tickets and coach trips for their course travel.

Be prepared to give something back to the company. This may include wearing their T-shirt for an event and taking your picture for their newsletters, or giving the company good publicity when you get home.

#### ***viii. Fundraising events***

This is where your imagination comes in! There are loads of ways to raise funds from your friends and family. You could get sponsored to do something, such as swimming lengths of your local pool, or staying silent for 24 hours! If you can get your friends to join in, even better! Don’t be shy about asking people to sponsor you – try your teachers and ask your parents if they will help collect sponsors. If you’re holding a larger event, get help! If your mates can’t give you money, get them to give out flyers, tell all their other friends, and help clear up after the event.

Some other event ideas could include:

- Plan a concert – that’s why you’re here! Host a performance.
- Record a CD – try asking your school or local community centre if they have any facilities for recording. You could even try asking local recording studios if they would give you time for free. Then make your own CD and sell it to friends and family!
- Charity discos – with a dress code and a prize for the best/worst dressed!

- Open Mic Night – try approaching your local community centre to host.
- 12 or 24 hour Music Jam – you and your mates just have to make music non-stop.
- Movie and Meal Night – just make sure you use a venue that has an appropriate license for showing films to a large group of people, and then ask for donations. You cannot directly ask for an entrance fee.
- Auction of promises – people make offers and you get paid for what they do.
- Battle of the Bands – get your friends involved and help discover the next big thing.
- Supper Quiz or Costume dinners – you cook and they pay what they might in a restaurant.
- Ebay auction/Car Boot Sale – Sell some clothes you don't wear anymore or other items that you might have lying around your house!
- Bag packing – see if your local shop or supermarket could let you help people pack their shopping, in exchange for a collection bucket for donations.

Get onto your project-related Facebook group for more ideas and advice. Please make sure you get permission to hold any kind of event – if it's outdoors, let the local police know too. You could try contacting your local paper for press coverage. If you do, please call the YMT Office for advice and remember we're always keen to see your press cuttings.

### **ix. Press, Radio and TV**

Finally, it's always a good idea to try to get your fundraising efforts publicised! Each year several of our young people appear in their local newspapers. Contact your local paper to see if they'll write an article about you being offered a place – local newspapers love to report about good news for a change, especially when it involves people from the local area.

If they want any further information please refer them to the YMT Office. We can also give you suggestions about how to contact the press, and materials such as photos and statistics for journalists to use.

If you get mentioned, you could then include your cuttings with any letters you write. Please remember to send us your cuttings if you get any press coverage!

### **4. Pay attention!**

If you're applying to a charitable trust or foundation, make absolutely sure that your course fee is the kind of thing they are likely to fund. Check this by reading their Guidelines. Things to pay particular attention to are: Does the charity support individuals, or will they only give grants to organisations? Usually charities will provide a list of things they won't fund ("Exclusions") – make sure "individuals" is not on that list. Does the charity only support people in a specific area? Make sure that the charity you apply to is relevant to where you live.

Once you're sure your cause is one a charity will consider, make sure your letter to them makes that really clear! The closer you fit their guidelines, the more likely they are to consider your application.

### **5. Make yourself unforgettable!**

#### ***Use the personal touch:***

- A phone call or a personal visit (if local) will prepare the way for your application. Even a simple phone-call to check if your cause is something that would be considered for funding will help, and you may pick up useful tips for your application in the process.
- Always find out who you need to write to, their name and job title. Make sure you spell their name correctly.

#### ***Stand out from the crowd:***

- Make sure your application is eye catching, and play to your strengths. You're part of the UK's biggest musical theatre company, for a start!
- Try to think about what the person reading the letter might find interesting, and what makes YOU more deserving of funding than anyone else.

### **Keep it brief:**

- There's nothing that puts off funders like letters that don't get to the point. Try to stick to one page.
- Check out our letter sample in Section 5 for guidance.

### **Follow up:**

- A quick call within two-three days of when you expect the letter to be received will never hurt and might give you the opportunity to get some more information across.
- If somebody does respond to your fundraising appeal, you should also make sure you follow up with them after your project. This is one of the most important things in fundraising.

If individuals, companies or trusts have contributed to your funding (and even if they haven't) it is always worth letting them know what you actually did and how incredible the project was. As a professional courtesy you should thank them for their contribution. This may also help you in future if you are fundraising again next year..

### **6. Be professional**

Asking for money is a serious business, and you need to make sure you are professional in your approach.

### **Writing Letters**

A sample letter is included in the following pages, but here are some helpful hints:

- Explain about yourself, why you want to do the project, why you want to be a part of YMT & how you will benefit.
- Explain that this is a fantastic opportunity.
- Tell them how much it's going to cost in total (your fundraising target – See Budget) and how else you are trying to raise the funds.
- Don't ask for all the money, but ask if they can help in some way.
- Let them know that if they help with these costs YMT will, wherever possible, offer credits in programmes and on our website.
- Get a friend or parent to read it through – a good way of checking for spelling mistakes!

### **Making phone calls**

It can be a bit daunting calling people you don't know, but once you've made the first call you'll see how easy it can be. You'll be surprised how supportive and interested some people are. In Section 5 we've put some ideas in italics of what to say, but try to put these into your own words.

### **7. Get help**

Here at YMT we are fundraising all year round, and have been helping young people raise course fees for over ten years! We have a great database of places you can try, and advice to give on how to fundraise so PLEASE give us a call if you are having any trouble.

### **8. Never, ever, ever, ever, ever give up!**

Fundraising is tough: we know! You're not always going to get a positive response from everyone you speak to. But the most important thing is to keep going, keep positive, and to let us help you if you're having trouble. The last thing we want is for you to be constantly worrying about your fundraising, so if you need some encouragement, email [fundraising@ymtuk.org](mailto:fundraising@ymtuk.org). We can only help you if you keep us informed!

### **Ambassadors**

When you decide to fundraise for your course fee, please remember that you are representing us as an ambassador for the company. Remember, even if organisations or individuals are not able to support you financially, you will have added to the profile of the company by describing the project to which you've been cast. As the face of the company, make sure we both look good!

### **Ethics, ethics, ethics**

Never lie to donors or make up facts. There are some charities that are unethical in practice and as a result the general public has become understandably wary of giving their money to people they don't know.

Learn as much as you can about the company and be up front and honest. YMT is a well-run charity registered with the [Charity Commission](#), our Charity number is 1103076 in England and Wales and SC039863 in Scotland. If potential donors want to know more about the company please refer them to our website: [www.youthmusictheatreuk.org](http://www.youthmusictheatreuk.org).

Anyone believed to be fundraising in YMT's name in ways that are deemed unethical or inappropriate will be reprimanded and may have their place on a project withdrawn. As a result, it is wise to clear any major fundraising ideas not found within this document with our team in the office first.

### **Stay calm!**

It's normal to have a few butterflies in your stomach before starting anything new. Fundraising takes patience and perseverance, so if you need a pep talk, give us a call. At YMT we constantly have to raise money for the company and the work we offer. This means we have staff who can help with your fundraising plans. Just think, if we didn't fundraise the courses would cost at least twice as much – so we do know what we're doing. If you're getting nervous or would like to talk through your ideas please call or email the YMT Office. Contact details are in Section 1.

It will be helpful if you have already created a basic plan and figured out who your network is before you contact us, this way we'll be able to give you the best advice.

### **Use YMT resources**

The YMT Facebook pages are a great place if you would like help with what to do next or have a great idea that you want to share. Follow YMT on Facebook and Twitter and then perhaps we'll mention your ideas next year!

### **What about the Bursary Scheme?**

**REMEMBER THE MOST IMPORTANT THING:** If you are having trouble with your course fee, or even if you suspect that you might have trouble at some point in the future, **GET IN TOUCH!** Just send an email to [hannahkipling@ymtuk.org](mailto:hannahkipling@ymtuk.org)

Good luck – and remember, we're here to help! Other useful sites:

[www.aliveandgiving.com](http://www.aliveandgiving.com) (allows you to search for funding in your area)  
[www.charityinsight.com](http://www.charityinsight.com)  
[www.opencharities.org](http://www.opencharities.org)  
[www.charitychoice.co.uk](http://www.charitychoice.co.uk)

## 5. Samples

Budget Planning – how much do you need to raise?

Use this table to calculate the amount of money that you need to raise for your project with YMT.

<b>Costs</b>	Course Fee	£
	Travel Costs	£
	Spending Money	£
	<b>Total A</b>	£
<b>Income</b>	Special Event Profit	£
	Donation from school/college	£
	Pocket Money	£
	Savings	£
	Money from a job	£
	Donations	£
	Any other income	£
<b>Total B</b>	£	
<b>Target</b>	Total A	£
	Minus Total B	- £
	<b>Fundraising Target</b>	£

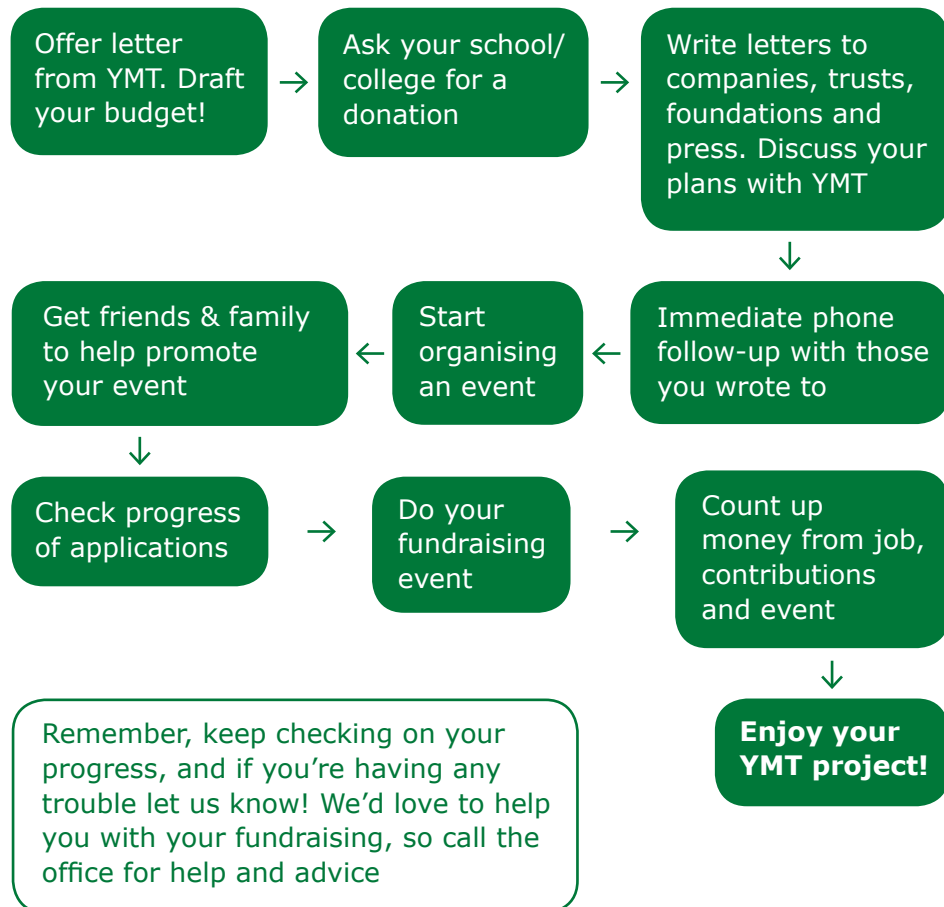


## Timeline

The Chart below gives you an idea of the different tasks you may need to include in your fundraising. The most important thing to remember is to allow plenty of time for answers to your letters, and similarly for the organising of any event you may choose to run.

This timeline does not include the schedule of payments to YMT. Consider these dates when you are working out where the funding will come from.

The obvious alternative to this timeline is to look through your diary and breakdown the tasks in a similar way.



## Sample letter

Charlie Brown  
65 The Green  
New Edlington  
South Yorkshire  
DN12 4DT

Mr Jones  
Managing Director  
The Firm  
Doncaster  
DN3 8QJ

17 March 2016

Dear Mr Jones,

I write to you in the hope that you may be able to help me realise one of my dreams, by making a donation towards the costs of my summer project. Since as long as I can remember I have really enjoyed drama, dance and music and have wanted a chance to explore, learn and participate in musical theatre.

Over the two past years I have been a performing member of the Edlington Youth Theatre and have taken part in productions at my school where my favourite subjects are English, Music and Drama. Recently, I was thrilled to be offered a place with Youth Music Theatre UK, a national theatre company for young people. They've asked me to join [name of project], a residential musical theatre course held in [name of city] from [dates]. The project covers all aspects of music theatre and we will work with an experienced artistic staff to develop skills in writing, composing and choreography as well as performance.

I am trying to raise the funds needed for my course fee of £xx. The costs cover all my accommodation, food and pastoral care. The only other expenses involved would be travel costs to and from the venue which will be in the region of £xx. My fundraising activities to date include a sponsored walk and a neighbourhood concert where I raised £100 towards my goal.

I am writing to local businesses and friends to ask if they will consider a donation towards my course fee. YMT is a registered charity (number 1103076 in England and Wales, SC039863 in Scotland) and they will be happy to recognise companies and individuals who make donations on their website, newsletter and programme.

If you have any queries or wish to discuss this request with a member of YMT staff please phone the YMT Office on 020 8563 7725.

Many thanks for taking time to read this letter, and I look forward to hearing from you.

Yours sincerely,

Charlie Brown  
Aged 15

## Phoning Technique

Once you have a list of people to contact, you can start to make the calls. It can be daunting calling people you don't know but after the first couple it will become easier as you settle into what best to say. Many people will be supportive and interested. If they are not, don't take it personally – just try the next on your list.

Think about when you are calling them:

- Mornings are generally best.
- By comparison, 5.30pm on a Friday is not great (it's home-time for most people!)

The script below is in italics – try putting this into your own words and make it relevant to you and your project. Practice what you're going to say beforehand, you can always write it out.

## Target the right person

*'Hello, please could I speak to the Managing Director/Marketing Dept/News Desk about fundraising/local press stories'*

## Give more detail

*'Hello, my name is ... and I've been selected by Youth Music Theatre UK to take part in a project called ...'*

*'I have to raise the course fee of £... and my travel expenses of £... and I wondered whether your company could help in any way?'*

*'Do you have a minute for me to describe more about the project and the fundraising I need to do?'*

## If they are busy ask

*'Is there someone else I could speak to or is there a better time to catch you?'*

Don't rush.

Take a deep breathe.

And **Smile**. People can actually hear you smile!

Some people may seem rude or busy - don't take it personally and, more importantly, you should not be rude back.

Keep a record of the all conversations you have had, good and bad. Include name of the person you spoke to, and any other names they recommended, the telephone number and the follow-up action (write, call again, not interested)

Where companies are unable to help, ask if they can suggest other places for you to try.

## And finally...

Working on any project with YMT will be great fun. It will also teach you a lot about yourself, about working with others and about the skills of the Theatre.

We know there is a lot of work involved to get everything organised – but we're here to help! If you have concerns about the project or the fundraising please get in touch with us. You can also find out more at our website.



**Youth Music Theatre UK**

[www.youthmusictheatreuk.org](http://www.youthmusictheatreuk.org)

**T:** 020 8563 7725

**E:** [mail@ymtuk.org](mailto:mail@ymtuk.org)