

AWAKE

Arts & Wellbeing
As a Creative Business
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WORKSHOP

SEEKING FUNDING FOR YOUR CULTURE AND HEALTH COOPERATION PROJECT

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SEEKING FUNDING FOR YOUR CULTURE AND HEALTH COOPERATION PROJECT

- Generic question: what do sponsorship and fundraising mean to you?

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- Generic question: what do sponsorship and fundraising mean to you?

Corporate philanthropy is a donation made by a company or an individual to an activity of general interest. This commitment can be made in money, in kind (donation of products) or in skills, and concerns a wide variety of fields: social, cultural, educational, health, sporting, environmental, research, etc. *

**definition source Admical*



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SEEKING FUNDING FOR YOUR CULTURE AND HEALTH COOPERATION PROJECT

MY ASSOCIATION AND/OR STRUCTURE PROJECT

- **My organisation's identity:** positioning, baseline, values, missions, objectives, concrete actions, etc.
- **Practical tools:** brochures, sponsorship brochures, activity reports, photos, videos, etc.
- **Positioning in the political, social and economic landscape**
- **Defending your project:** working on an effective and convincing pitch



SPONSORSHIP FILE

STETHOSCOPE CLOWNS



<<< Together, let's thumb our noses at disease. >>>

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www.lesclownsstethoscopes.fr



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Who are we?

Since 1999, professional clown.es actors have been working in healthcare facilities where they develop improvised and interactive performances with children, adolescents, adults with disabilities and the elderly.

The Clowns Stéthoscopes are 12 clown.es artists formés throughout the year to adapt their artistic practice to the hospital environment. Our non-profit association is recognized as being of General Interest. It is a member of the French Federation of Hospital Clown Associations.



Clown.es in healthcare settings, a project with a human focus

clown.es are neither therapists nor soignant.es, but rather artists, performing professionals who work in complementarity and respect with the healthcare teams with the same goal of caring for the hospitalized child, the elderly person and their family, and the healthcare staff.

Our playful approach allows us to build authentic and caring relationships, where each person's dignity and humanity are valued. clown.es stimulate life through sensitivity, emotion, and play.



Nos missions

- Improve the quality of life of hospitalized children and elderly people in nursing homes
- Support the work of healthcare and educational staff
- Supporting loved ones and aidant.es
- Contribute to a change in perspective on illness and old age
- Promoting the association and the profession of clown.es in healthcare settings
- Maintain our partnerships with establishments and healthcare teams in order to ensure our actions are sustainable over time
- Consolidate and develop technical and artistic skills in order to be able to offer the best possible support



Get involved with us

The observation

Every year in France, nearly one in two children is hospitalized before the age of 15.

For the child and their loved ones, hospitalization is a delicate time that can be a source of waiting, isolation and sometimes distress.

A stay in hospital generates many breaks with outside life and familiar landmarks: school, siblings, parental relationships (relationships change in hospital), the body (which can change in certain illnesses), the rhythms of life.



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Our concrete actions

Spontané.es and always in the moment, the clown.es offer unique and personalized artistic performances. They always improvise and perform in pairs, adapting to each situation, the context, and the unique characteristics of the people they encounter.

- For children: clown.es give children the opportunity to rediscover their power as actors, as creators of play, the part of themselves where they can recharge their batteries. They contribute to recreating a connection with the outside world and, ultimately, to the quality of the child's healing and subsequent development.
- For loved ones: the interventions allow a bond to be created outside the hospital context.
- For soignant.es: the presence of clown.es represents professional support during care, for example, but also joyful and offbeat moments where the clown can be a decompression fuse.
- For résident.es: visits from clown.es help to break social isolation or isolation due to illness.
- For aidant.es, it is about transmitting our relational and non-verbal communication tools in order to maintain a playful relationship with their loved ones, in addition to the care relationship.

What are the issues?

- Financial issues: Benefit from tax reductions under the patronage tax regime: 60% of the amount of the donation, taken within the limit of 0.5% of turnover excluding tax, is in fact deductible from the IS due (law of August 1, 2003).
- Image issues: Sponsorship represents a means of communication which generates positive repercussions in terms of image and which is part of an approach to promoting the company.
Supporting Les Clowns Stéthoscopes is a way for you to affirm your attachment to a strong social bond and to enrich your image thanks to the partnership established with the association.
- Societal and HR issues: Engage your company in a social responsibility that creates value for your stakeholders. Internally, with your employees, this partnership is a great opportunity to create a different bond, to motivate and unite teams through participation in sponsorship programs or actions.
- Territorial anchoring issues: Sponsorship with an association like ours, which is very well established at the regional level, contributes to the territorial anchoring of the company.



How to support us?

- Financial sponsorship: You can financially support a specific program linked to a hospital department: (Onco-hematology unit, Neurology department of the Bordeaux children's hospital, Cardiology unit, intensive care and resuscitation unit of Haut-Lévêque - Bordeaux University Hospital / Pediatric services of the Libourne hospital).
- Payroll Rounding: You offer your salarié.es the opportunity to donate directly, with a prélèvement from their paychecks, from a few cents to a few euros. You actively engage your employees in your corporate social responsibility (CSR) strategy.
- Sponsorship in kind or in products: You can offer us preferential rates or freebies on products or services that the association needs for its missions, its operation or its communication.
- Technological sponsorship: You mobilize the company's know-how and expertise for the benefit of the association.
- Skills sponsorship: You support the association by providing us with skills and human resources in specific areas of expertise (short- or long-term technical support or assistance).
- Shared product You donate to our association a percentage of the sale price of a product that you sell. This operation benefits the association and allows you, by promoting your support, significant visibility with the public. Between 1 and 20%, (to be defined) is donated to the benefit of the association.



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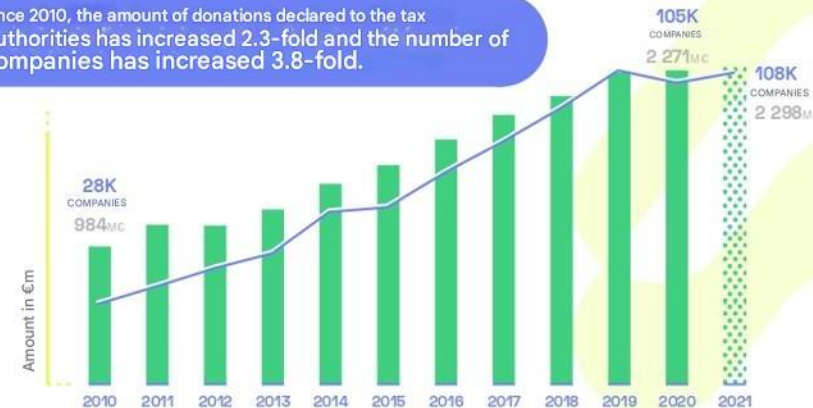
Some figures and data on sponsorship in France*.

**Admical sources*



In France Evolution of patronage

Since 2010, the amount of donations declared to the tax authorities has increased 2.3-fold and the number of companies has increased 3.8-fold.

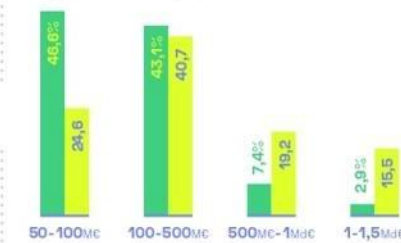


In 2020, VSEs and SMEs were the most numerous among the patrons but their contribution in value was modest.



The ETI category shows great potential for developing sponsorship projects.

ETI patron details by 2020 turnover



Share of sponsoring companies by company size



Distribution of donations 2020 in value



in 2027

The practices of patrons

The three priority areas remain unchanged

To support young people in the face of the crisis, companies have reallocated part of their budgets to actions in the field of education.

Part du budget mécénat



Public institutions benefit greatly from patronage

Part du budget mécénat



Greater structuring of sponsorship activities

Patrons act...



3 types of support



Why do companies engage in sponsorship?

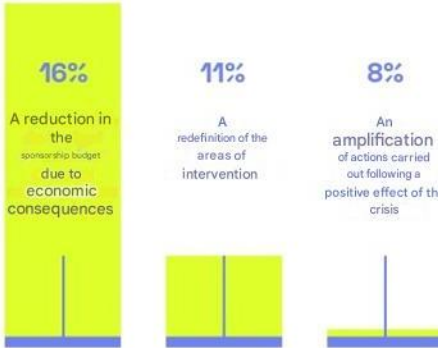


Encouraging prospects

The impacts of the reforms to the patronage law and the health crisis are beginning to be felt

Reform of the patronage law
A declining or stable patronage budget for 18% of patrons experiencing one of the reforms

Health crisis: 32% of corporate sponsors impacted



Despite this, the two-year outlook remains positive, regardless of the size of the company.

Budget en augmentation
19%
+9 pts vs. 2019

Budget a diminution
3%
-11 pts vs. 2019



Budget stable
74%

Sponsorship strategy: what priority?



Focus on skills sponsorship



The motivations



Focus on cultural patronage

In what sub-areas are cultural patrons involved?



Not all patrons use their rewards



Focus on Sports Sponsorship

46% of corporate sponsors operate in the sports sector



On average, a patron supports nearly 5 projects

41% of projects in the social, health or education sectors include sports or physical activities.



Patronage in

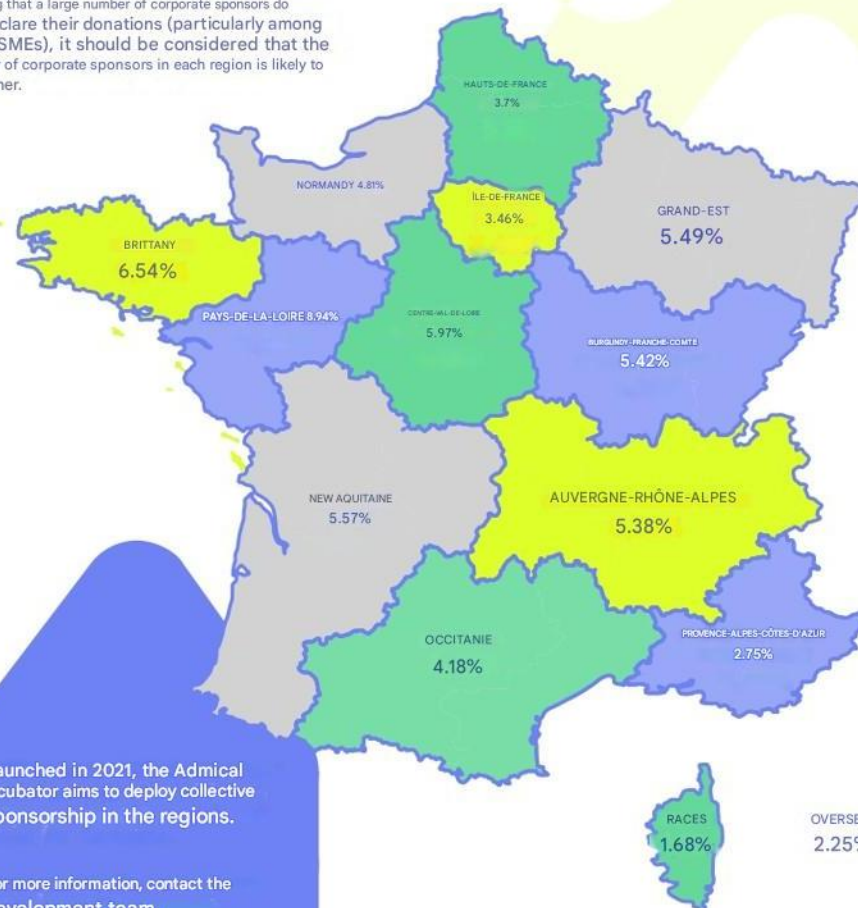
the territory

The share of corporate sponsors by region remains stable, despite a large disparity between regions

Reading note: the figures below represent the rate of corporate sponsors that declared their donations to the administration for the year 2020. Knowing that a large number of corporate sponsors do not declare their donations (particularly among VSEs/SMEs), it should be considered that the number of corporate sponsors in each region is likely to be higher.

9%

Overall, Admical estimates the number of corporate sponsors in France at 9%, with donations totaling around 3.6 billion euros.



Launched in 2021, the Admical incubator aims to deploy collective sponsorship in the regions.

For more information, contact the development team.

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Overview of different sources of financing



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Overview of different sources of financing

- **Public subsidies:** city, department, region, European funds, FONPEPS, FDVA, etc.
- **Private sponsors:** companies, individuals, service clubs, etc.
- **Solidarity initiatives:** information stands, volunteering, fairs, bingo, tombolas, etc.
- **Foundations, endowment funds, calls for projects**

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**What sponsorship and funding strategy is my
organisation putting in place in line with my
organisation's project, my values, my positioning...?**



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Many thanks for your attention!



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Open questions

