



Working with social projects

Guide for participants in Fair Saturday



Fair Saturday
Foundation

A close-up photograph of two hands, one larger and one smaller, gently holding a small white flower with multiple petals. The larger hand is on the left, wearing a black wristband with the text 'FILHA AM' in white capital letters. The background is blurred, showing a person's arm and a dark surface.

Linking events with social projects...

...is one of the things that makes the Fair Saturday Movement so unique.

Every event that takes part in Fair Saturday chooses a charity or social project to support.

The connection between the artists, the social project and the audience adds a special element to each event...

...which is why we ask that you promote a social project alongside your event, invite someone from the social project to attend your event and tell your audience about their work, and read our Fair Saturday text at the start of your event.

Social projects can be registered charities, community interest companies, or social enterprises. We're talking about projects or organisations that try to make the world a better, fairer or kinder place. If you're not sure whether the project you want to support qualifies, just give us a call. Many of the organisations that create events for Fair Saturday are social projects themselves, and it's fine if you want to use this opportunity to raise awareness or funds for your own work.



It's our way of showing
what culture can do...

...trying to create a fairer, more empathetic world, and saying thank you to all
those people and organisations who are working to create a better world too.

Share your culture and raise your voice for a good cause!

Fair Saturday is first and foremost a cultural movement: a celebration of every kind of culture and community.

All genres and disciplines; amateurs and professionals; all communities and all parts of Scotland are invited to take part, join in, and show what you can do!

Through the movement we show the value of culture in and of itself, and as a force for positive change. Support for social projects is part of our aim to promote empathy and create a positive social impact, but Fair Saturday is not, and never has been, a fundraising event.

Working out how to support a social project should never be a barrier to taking part, so if you aren't sure how this could work, then please do give us a call.



Recognising the work of social projects...

There are three main ways that we recognise the work of social projects through Fair Saturday (you might not do all three at one event)

Recognition

Showing how proud we are of the work they do.

Amplification

Helping them spread their message through their communication channels and giving them some time before the show to share it with the audience.

Fundraising

Generating funds for the chosen project by freely and voluntarily donating part of the value generated at the event, for example a percentage of ticket sales or audience donations.



It's up to you how to support social projects

It is up to the organisers of each event, who and how they choose to support social projects. We have provided some suggestions in this guide, but there are 3 main things to remember...

Culture is not just important: it's essential.

If you are a social project, you can choose to support yourself.

It's not all about the money.

Culture is at the very heart of Fair Saturday and we believe artists and their work must be properly valued by the audience. There is never any question that artists should be perform for free, or have to donate a percentage of their fee to charity. If an artist chooses to donate a percentage, of course that is allowed, but it's not expected. Donations to charity should be made after event costs are covered, and that includes the people working on the event. We also create our own Fair Saturday events and we pay artists fairly and make sure everyone is paid before donations are made.

Many of the organisations that create events for Fair Saturday are social projects themselves, and it's fine to use this opportunity to raise money for your own work. Even better if it's a specific project you can talk about. Why not invite some of the people who are involved with or benefit from your work to come and share their experience with the audience?

There are plenty of other, non-financial, ways that you can support social projects through your events. We have listed some later, but think outside the box and come up with your own ideas!

A crowd of people at night, silhouetted against a bright, warm light source (likely the sun or moon). Many people are holding up their hands, forming a large heart shape in the center of the frame. The background is filled with other people and lights, creating a bokeh effect.

Ideas for supporting social projects

There are lots of ways in which you can support a social project.
Here are just a few ideas, but come up with your own!



Promote your chosen social project alongside your event

Give them a shout out on social media, add their name and logo to your event poster and publicity, invite someone to come along to your event and talk about their work.

Team up with a social project to organise your event

Many hands make light work, and it's great to share resources and knowhow. Social projects can have huge followings and you might reach a whole new audience.

Donate a percentage of ticket sales

It's up to you how much, and make sure your costs are covered! Just let us know what you're planning.

Invite people from the social project to attend your event

Instead of donating a percentage of ticket sales to your social project, you could consider making a number of free tickets available for people from the social project (or group they support) to come along and enjoy watching your event.

Alternatively, depending on the type of project you are supporting, it might be appropriate to invite people from the project to get involved with putting on your event; whether performing or behind the scenes, it could be a great experience.

Sell something at your event that raises money for your social project

If the event itself isn't directly donating income to a social project, you could still raise money by selling a specific item in aid of your social cause. These items could even have been donated themselves, or created especially for the event.





If you're a social project yourself, use this opportunity to share and support your work

Perhaps consider using this chance to spread the word about a particular project or strand of work that you do. Invite someone involved with the project to share their experience with the audience - personal stories can inspire and engage a whole new set of supporters.

Ask the audience to make a free donation to your social project

This could be a collection bucket at an onsite event. It doesn't have to be money. Some events ask for donations in kind, such as contributions to a food bank.

The background image shows a warm, inviting interior space, likely a library or a community center. It features wooden bookshelves filled with books, hanging potted plants, and string lights. The walls are made of light-colored wood, and the overall atmosphere is cozy and welcoming.

A final word...

Supporting a social project is a special part of Fair Saturday, but we never want it to be a barrier to taking part, so if you want to chat through your ideas with us then we'd love to hear from you. The cultural sector has had an incredibly tough time, and we want to do everything we can to help you get back and stay on your feet, so making sure that you can support yourselves first is essential.

For any further information, just get in touch with Suzy Ensom at the Fair Saturday Foundation on 07704 449126 or email scotland@fairsaturday.org