



*Supporting you to enable positive
change in our community*

Grant Applications



Community & Voluntary Services,
Cheshire East
www.cvsce.org.uk

Course Aim:

To support Greenbank Community Hub and GGO to plan, research and write effective and successful grant bids.

Course Outcomes:

By the end of the session learners should be able to:

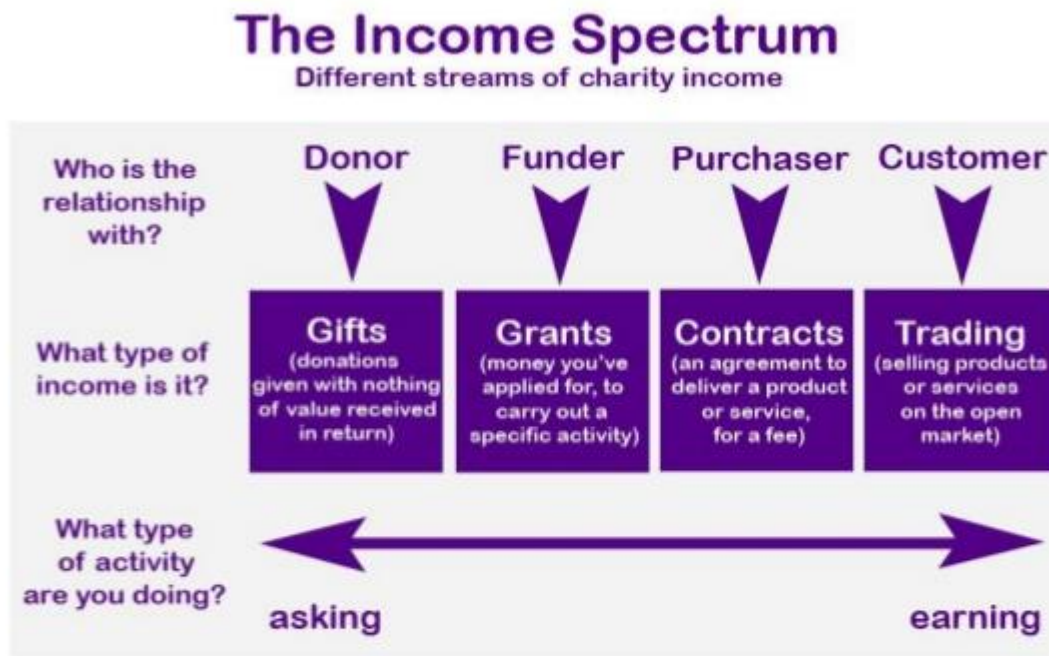
- Name the key areas of preparation for a bid
- Identify other types of funding streams available.
- List the common mistakes to avoid when applying for grants.
- Had practice writing and reviewing applications



In the beginning....

Ask yourselves – are grants the only way?

Consider the ‘Income Spectrum’ first:



Other Income Generation Ideas

- Events
- Tendering
- Working with Businesses
- Trading
- Individual Giving
- Online
- Gifts in Kind/Free Goods
- Investments
- Social Loans
- Gift Aid

Develop a Fundraising Strategy and consider 3 other income streams for your organisation!

Before Finding a Funder

- Plan your proposal
- Do your research/ consultation
- Plan your budget/ get quotes
- Health check your organisation (GRIPP):
 - Governance
 - Financial Procedures
 - Safeguarding
 - Equality & Diversity



Preparing A Bid

Planning

Think about:

- What difference do you want to make?
- How will you do it?
- How will you know if you've achieved what you set out to do?
- What resources do you need?



Preparing A Bid

Research

- Identify your stakeholders
- Identify your need – what is the issue?
- Identify your solution – what are you doing about it?
- Research other providers/ other local services
- Start to research funders



Preparing A Bid

Budget

'The amount of money needed or available for a purpose.'

- What do you need to deliver your project? *Be realistic!*
- List what you **need** and what would be **nice to have** (in and out of scope).
- Think about the main cost areas: people, equipment, communication, travel, venue, other expenses.
- Learn from previous project costs
- Include treasurer/ finance manager in your plans
- What have you raised so far? Regular income/ fundraising events / other Trusts
- Can you demonstrate sustainability?

Example budget

Item	Year 1 cost	Total 1 year cost (£)	Notes/ Assumptions
Running Costs:			
Rental costs	£375.00 per calendar month x 12 = £4,500	4,500	Rent increase unlikely - landlord has reduced rental costs in previous years
Utilities: gas/ electricity	gas/ electricity £35 per week x 52 weeks = £1,820	1,820	Kept the same over 3 years based on Government Domestic Energy Price statistics
Broadband	£18 per month x 12 = £216	216	Kept the same based on ability to swap to best priced provider
Insurance	£300 per year	300	Kept the same based on ability to swap to best priced provider
Stationary	£12 per month x 12 = £144	144	Kept the same based on ability to shop around for best deal
Marketing Materials	Leaflets/ banners	300	Year 1 marketing costs to buy new publicity info/ year 2 replenishment/ year 3 refresh
Support Worker costs			
Part-time (22 hours)	Payroll costs - £4.50 per month	54	Increase based on possible cost increases from payroll provider
Salary	£12.00 per hour = £264p/w x 52	13,728	Salary at fixed cost
Employer Pension contributions	1.5% of salary = £205.92	205.92	Based on auto-enrolment and increase in pension rate
Employer NI contributions	(13.8% of eligible salary) = £12	1225.76	Based on employer NI calculator: http://www.icalculator.info/employer_NIC_calculator/10296.html
Travel expenses	HMRC Rate 45p per mile (approx. 500 miles) = £225	225	HMRC current rate at 2016
Training costs	Appropriate training to role	300	year 1 includes training to carry out role and year2/3 refresher training/
Volunteer costs			
Travel expenses	HMRC Rate 45p per mile (approx. 300 miles) = £135	135	HMRC current rate at 2016
Training/ induction	Appropriate training to role	£300	Remains at same rate as turnover of volunteers may require more training
		23,454	

Preparing A Bid

Outcomes and Impact

What are outcomes?

'The way a thing turns out; a consequence'

What is impact?

*'Measure of the longer term tangible and intangible **effects** of an outcome'*



Preparing A Bid

Outcomes and Impact

What are the following?:

- Joanna completed the mindfulness course.

Outcome

- Joanna felt empowered and started a volunteer role

Impact

- Frank attended the support group every week.

Outcome

- Frank's gained confidence and his health was much improved.

Impact



Preparing A Bid

Finding Grants & Trusts

- Through CVS Cheshire East
- Local funders – such as town councils
- Other groups funders
- Web search
- Library
- Well known funders – such as Big Lottery or Children in Need



Preparing Your Bid

Researching funders

Look at:

Who they've funded before

Read their criteria thoroughly – what they do and don't fund?

Deadlines - pay attention

Funding rounds/ stages

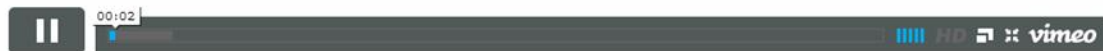
Type of application – online/letter/application form etc.



What do funders consider as the key elements of a bid?



Applying to Esmée



Grant funders – Top Tips

- *Look at your Trustees. Have they got the right skills?*
- *Make sure your governance is right?*
- *Don't underestimate the amount of work.*
- *Read the application process!*
- *Run it past a neighbour or someone who knows nothing about your organisation. Do they understand it?*
- *Is there a demand or evidence of need?*
- *Avoid jargon*
- *Plan*
- *Enthusiasm*
- *Don't Give up!*

*Taken from Funders Forum – Grants & Beyond
Leeds, 26th June 2013: funders from Big Lottery, Heritage Lottery Fund, Fit 4
Funding and Esmee Fairbairn Foundation.*

Writing Your Bid

- Using the right language
- No jargon
- Try not to use acronyms (or at least give them some context)
- Pay attention to word counts
- *Read* the application form first
- Complete with the criteria/ guidance alongside
- Answer all questions
- Try to inject some heart – person testimony



Activity

In pairs - using the example read the applications and list the areas in application one which could be improved to make it a successful bid.

What are the aspects of application two which make it better?

Discuss with partner and then feedback to group.



Best Practice

- Make sure it's signed by the appropriate person
- Use recorded delivery
- Keep records of applications
- Deadlines – check the dates
- Have you had funding from them before – make sure you say thanks
- Don't be afraid to contact the funder for advice



Writing Your Bid

Common Mistakes People Make

- Not answering the questions
- Missing or not paying attention to deadlines
- Writing negatively or underselling
- Making an application difficult to read
- Making unsubstantiated claims or vague claims
- Over exaggeration
- Grammar and spelling



Successful award

- Celebrate your success and give yourself a big pat on the back!
- Maintain a relationship with the funder
- Ensure any monitoring is completed on time
- Challenges? – keep the funder up to date
- Let the funder know about changes
- Make sure you monitor the budget

Not successful?

- Follow up and get feedback
- Make a note if you can reapply and when
- Don't lose heart and keep trying



Record keeping

Firstly – keep a track of applications and deadlines

Secondly - ongoing project monitoring

- Outputs – numbers
- Evaluation forms/ outcomes star
- Case studies
- Feedback
- Budgets - spending



Questions?



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