



Community &  
Voluntary Services  
cheshire east

# Grant Writing – Take A Closer Look

# Welcome and Introductions



## Aim of the Session...

To look at important elements of grant writing to gain greater insight into key aspects of writing a successful bid.

## Objectives of the Session

- By the end of the session learners will be able to:
- Name the key areas of preparation for a bid
- Had practice writing and reviewing applications
- Explain the key elements of record keeping
- Name the benefits of maintaining a funder/organisation relationship

- Outline of the day
- Morning: **Preparing Your Funding Bids**
- Research
- Budgets
- Need
- Sustainability
- Outcomes/ Impacts
- **Writing A bid**
- Good vs Bad examples – activity
- Use of language
- Hints & Tips
- **Afternoon:** Practical – writing
- Peer review and support
- Maintaining records
- Maintaining a relationship
- Questions

## Activity

Discuss:

- In pairs - What steps you take before writing a bid?
- Rate these steps in priority order

## 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
- 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
<b>Running Costs:</b>			
Rental costs	£375.00 per calendar month x 12 = <b>£4,500</b>	4,500	Rent increase unlikely - landlord has reduced rental costs in previous years
Utilities: gas/ electricity	gas/ electricity £35 per week x 52 weeks = <b>£1,820</b>	1,820	Kept the same over 3 years based on Government Domestic Energy Price statistics
Broadband	£18 per month x 12 = <b>£216</b>	216	Kept the same based on ability to swap to best priced provider
Insurance	<b>£300</b> per year	300	Kept the same based on ability to swap to best priced provider
Stationary	£12 per month x 12 = <b>£144</b>	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
<b>Support Worker costs</b>			
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 = <b>£205.92</b>	205.92	Based on auto-enrolment and increase in pension rate
Employer NI contributions	(13.8% of eligible salary) = <b>£12</b>	1225.76	Based on employer NI calculator: <a href="http://www.icalculator.info/employer_NIC_calculator/10296.html">http://www.icalculator.info/employer_NIC_calculator/10296.html</a>
Travel expenses	HMRC Rate 45p per mile (approx. 500 miles) = <b>£225</b>	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/
<b>Volunteer costs</b>			
Travel expenses	HMRC Rate 45p per mile (approx. 300 miles) = <b>£135</b>	135	HMRC current rate at 2016
Training/ induction	Appropriate training to role	<b>£300</b>	Remains at same rate as turnover of volunteers may require more training
		<b>23,454</b>	

# Preparing A Bid

## Outcomes and Impact

What are outcomes?

- The effect the project has on the people/issues you are addressing .
- The change that occurs because of the project.

What is impact?

- The long term or indirect effect of outcomes

‘Impacts are what we hope for. Outcomes are what we work for.’ –  
Penna – author of Outcomes Management

# Preparing A Bid

## Outcomes and Impact

### Literacy Project

- Increased enrolment in English courses in the local college
- Impact
- Participants felt more confident about getting volunteer roles or even a job
- Outcome
- Felt enabled to help their children with their literacy needs
- Outcome
- Increase in number of volunteers in community
- Impact

## Putting people in the lead



## Break Time



# 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

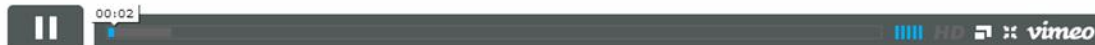
Funding rounds/ stages

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

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



# Applying to Esmée





## Writing Your Bid

Read this funding proposal and think about the video from Esmée Fairbairn. Discuss it with a partner.

Consider:

- Consider its strengths/weaknesses?
- How would you amend it and why?
- Feedback to the group

# 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

# 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

## Lunch



...and application read through opportunity

# Welcome Back



# Your Turn!



# Feedback

What were the key good points of your applications?

What areas could be improved?

Were there any common areas which you found difficult?



# 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





# Maintaining a Relationship

- Read, sign and return the acceptance letter
- Say 'Thank you'
- Marketing requirements
- Complete reports and monitoring
- Tell them about issues or successes



# Report Writing

- Use your information from your record keeping
- If you've had challenges – talk about them and how you've overcome them.
- If targets haven't been met, say why.
- Send a report in line with the funders guidelines.
- Don't waffle!



# Don't Forget.....

## Before Applying:

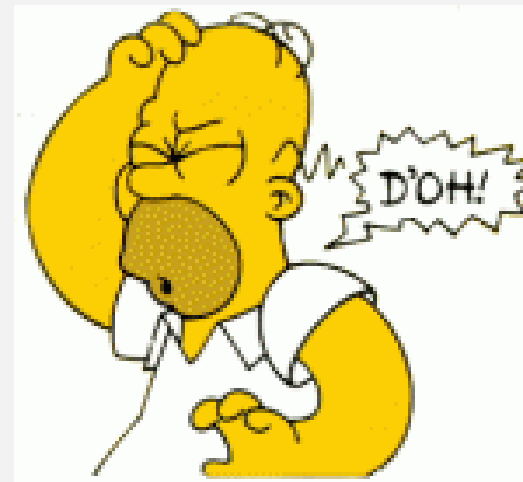
- Do your research
- Plan your budget
- Think about need and solution
- Think about outcomes/ impact



# Don't Forget.....

## When Applying:

- Research the funders
- Read the criteria first
- Answer the questions
- Be clear
- Get a 'critical friend' to read through



## What about if you are unsuccessful?

- Don't get too disheartened
- Contact the trust for feedback.
- Set a date to reapply
- Use the time to gather more evidence



# Questions



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