



Community &
Voluntary Services
cheshire east

Introduction to Grant Applications

Welcome & Introductions



Aim of the Session

To support voluntary and community groups to find funding opportunities and what to include in effective and successful grant funding applications.

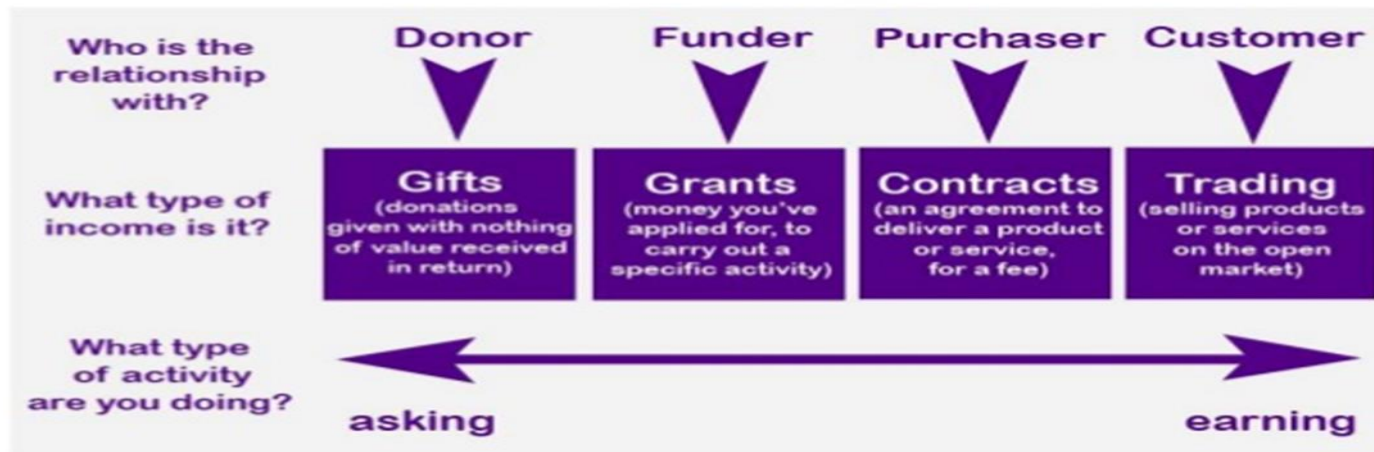
Objectives of the Session

By the end of the session all the learners will be able to:

- Identify other types of funding streams available.
- Explain best practice when planning for & completing grant applications.
- List the common mistakes to avoid when applying for grants.

Consider the Income Spectrum

The Income Spectrum Different streams of charity income



Are Grants the only way?

Other income streams:

- 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 additional 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 Checklist



First: Planning

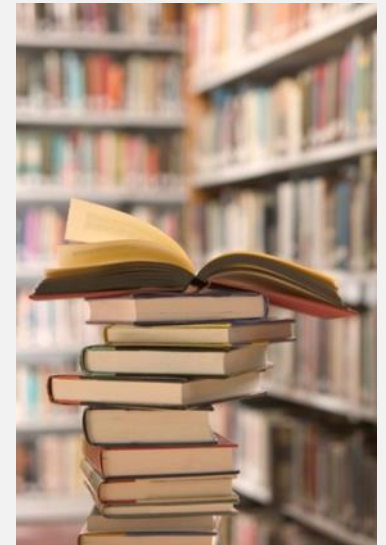
Ask yourselves the following questions

- What difference do you want to make?
- How will you do it?
- How will you know you've achieved it?
- Have you got the resources?



Second: Research & Consultation

- Do your research first.....
- How do you know there is a need for your project?
- You know your area
- Other groups doing the same?
- Use statistical data
- Use information from previous projects



Third: Budget

- Plan with your Treasurer or finance manager!
- Consider actual costs/ full cost recovery
- Don't under quote
- Get quotes for work (3 quotes best practice)
- Include in-kind support
- Include any match funding/ money already raised

Key Terms Quiz

Inputs?

- Resources used to run a service

Outputs?

- The numbers produced

Outcomes?

- The changes that are achieved as a result of efforts undertaken

Impact?

- The outcomes that could have an impact on an individual, organisational, neighbourhood or policy level.

Before applying

- Plan your project
- Do your research
- Identify what resources you need
- Plan your budget/ get quotes
- Plan how you will monitor and evaluate
- Identify any partners



Grant funders – Top Tips video

- *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.

Finding Grant Funders

Where can you find funders?

- Online research
- Through CVS Cheshire East
- Other groups that do the same
- Local knowledge
- Larger well known funders – such as Big Lottery
- Previous funders
- Failed applications



Find out more about the Funder

Before you apply to a grant funder do some research..

- What types of projects do they fund?
- Do they seem to prefer a certain geographical location?
- What does the application process involve?
- Is there a deadline?
- When will the decision be made?

Writing Your Bid

Best Practice....

- Use plain language
- Inject some heart – person testimony
- Include statistics – local and national
- Answer the question!
- Use short paragraphs
- Word count – take note
- Don't use acronyms or jargon



Other Considerations

- 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

What next?

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

Any Questions?



Useful Resources

- NCVO – Income Spectrum
- Institute of Fundraising
- Funding Central (free for organisations with income of £100,000 or less)

- Don't forget – we can help members with searches, bid read through and support!