



How to write a Funding Application

Training and Guidance session

Monday, 28th February 2022



Agenda for today:



- 18:30 Welcome and Overview**
- Purpose
 - Introductions
 - Participation guidelines

18:50 Anatomy of an application

19:00 What do funders look for...

19:15 Community Need

19:30 Organisational Need

19:45 Financial Need

20:00 BREAK

20:15 Delivery Model and Outputs

20:30 Outcomes and Impact

20:45 Project Concept

21:00 Advice and Things to remember

21:15 Questions and evaluations

21:30 FINISH

Purpose of the workshop:

To explore how you can develop the best funding applications to support your work and the needs of those who you engage.

We will look at:

- How you “build” a strong project to make it attractive to funders.
- What do funders look for.
- How do you currently “describe” what you do.
- Some tips and advice for future applications.

Who are we:



Sam Bull

**Fundraising Director
Competitive Solutions Ltd**

Experience:

- 4 years with CSL
- 11 years as WFA National Development Manager
- Interesting fact??

David Price

**Fundraising Consultant
Competitive Solutions Ltd**

Experience:

- Joined CSL June 2021
- 20 years working within community and voluntary sector including fundraising responsibilities
- Interesting Fact???

Who are you:

1. Name and organisation
2. Experience of fundraising and completing applications
3. One current funding “need”
4. Expectations of the workshop
5. *Interesting fact??*



Participation Guidelines:

This is an “interactive” workshop and we are here meet YOUR needs!

Please:

- Share your thoughts and experiences
- Ask questions
- Take part

Note:

- There is no such thing as a “silly question”
- There is no “wrong” answers

Remember:

- Be respectful
- Listen to others
- Allow everyone to engage

Anatomy of an application:



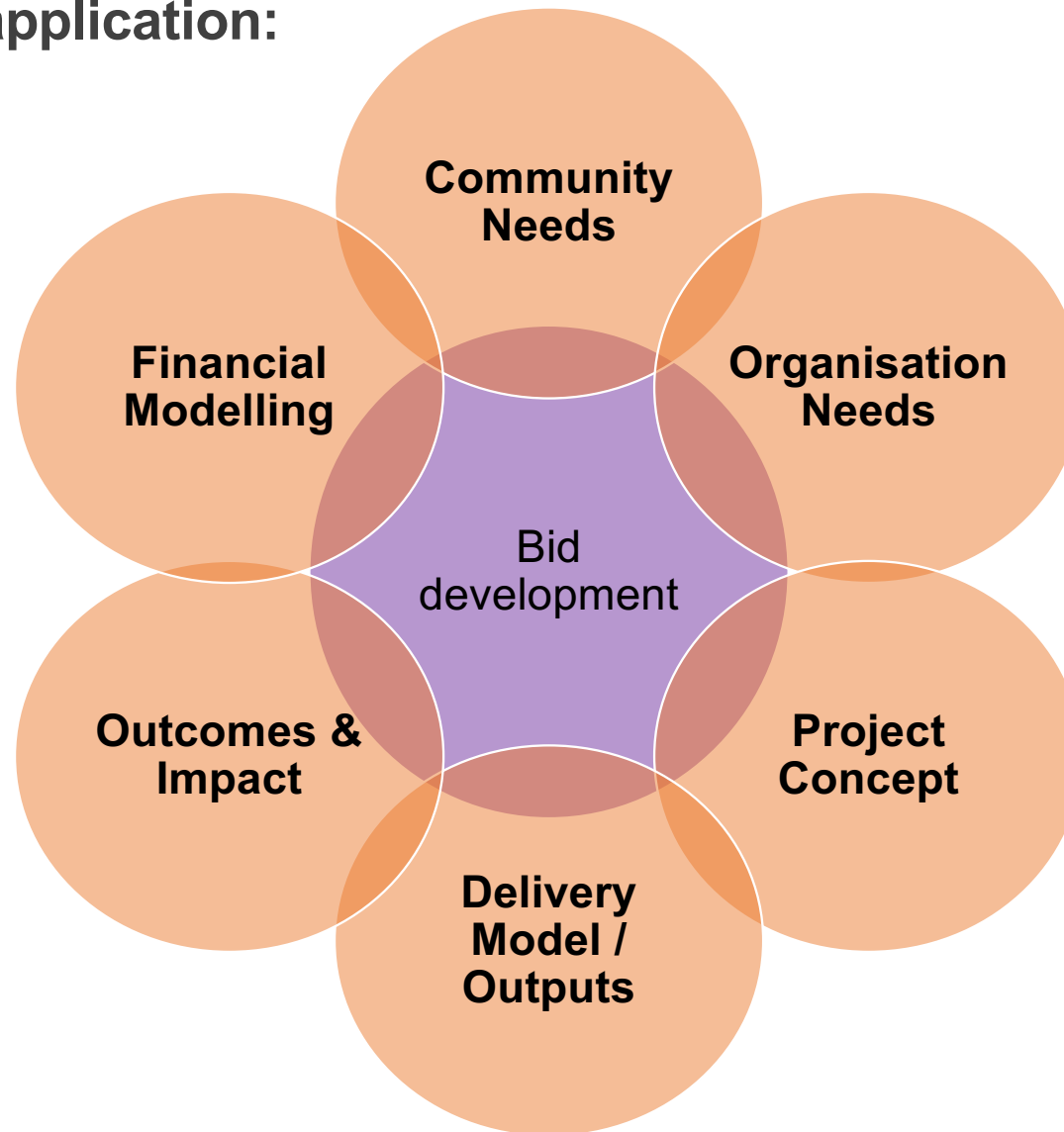
“We need funding...”

- What do you want to do?
- Why do you want to do it?
- How will the money be used?
- What will it achieve or “do”
- Why should you get the money?

Before starting an application:

Understand the need for funding and how it will create positive changes in the lives of the target beneficiaries!

Anatomy of an application:



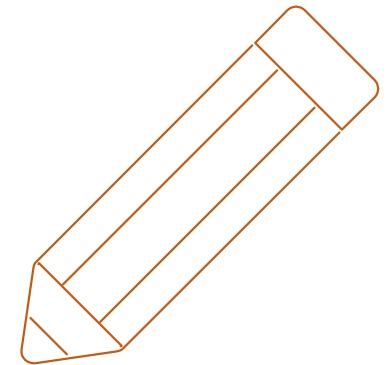
What do funders look for...

1. Knowledge and insight into your communities and beneficiaries.
2. Experience and track record.
3. Evidence of impact and outcomes.
4. Ability to monitor and report on performance.
5. Projects which are “user” or community led.
6. Providers who can be “trusted”
 - Registration and accreditation;
 - Safeguarding;
 - Equality;
 - Financial.

Time for you to do a little work...

For each of the next sections, we would like you to make some notes about some of your current/future funding projects and share your comments:

- This will give you some ideas that you may not have considered
- Will start to create some narrative for you to include in future applications



Remember:

- We will share one point at a time and discuss
- No “wrong” or “right” answers

Community Need:



This is the “why” – the purpose of what you do:

- Who are your beneficiaries (direct and indirect)?
- What are the needs for each of the different groups?
- What challenges/issues they are facing/dealing with (can you evidence this need)?

EXAMPLE QUESTION:

Please tell us why this project is needed?

Organisational Need:

What does your organisation need (support or resources) in order to address the community need?

- Staff or volunteers
- Venue (physical space)
- Training
- Equipment
- Transport

Different types of funding:

- Revenue (activity costs);
- Overheads (running costs)
- Capital (building, equipment, “one-off” costs)

Is this sustaining, developing or growing your organisation?

Financial Need:



What do you actually need money for?

- Create a detailed and *realistic* budget (Excel)
- Be specific (can you evidence costs i.e Quotes)
- Look at “Full cost recovery” and then apply for what is suitable for the funder
- You may need to apply for “multiple” pots
- Consider “match” funding
- Can you show “in-kind” contributions

What financial reporting or processes do you have in place?

- Annual accounts (Management accounts)
- How will you evidence and report on spending
- Policies and processes

Break...

*Grab a coffee, stretch your legs and take a break.
Please be back in 15 minutes*

Delivery Model and Outputs:

What are you actually going to do?

- How many people (direct and indirect)
- How many times and for how long
- Where
- Who will be delivering it
- How will you monitor and report against Key Performance Indicators (KPI's)

Advice:

Create a realistic Delivery Plan or Timeline

- Calculate your own KPI's
- Don't over exaggerate – *you will always be behind and can jeopardise future funding*

Outcomes and Impact:

What will this project achieve or “change” for your beneficiaries?

- What differences will you or your work provide?
- How can you monitor, evidence and demonstrate this impact?

Try to create SMART statements:

- Specific
- Measurable
- Achievable
- Realistic
- Timed

EXAMPLE QUESTION:

Please tell us the difference this project will make to the lives of young people?

Outcomes and Impact:

EXAMPLE:

Timed

Achievable / Realistic

Over 6 weeks, 30 young people will participate in training and workshops to:

- *Improve life skills;*
- *Build their confidence and improve mental wellbeing.*

Measurable???

80% of young people will complete certification in the XX Award.

Specific

*Measurable
Achievable??*

Project Concept:



Can you explain what you want/ what the project is in a sentence?

- This is your “pitch”
- What is your Unique Selling Point (USP)?
- Why you instead of another group?
- Will the funder want to read or find out more?

REMEMBER:

The funder is unlikely to know anything about YOUR organisation!

This is the START and END on the circle of good project development!

Advice and Things to remember:



Advice:

- Make sure you answer the question!
- Use bullet points
- Avoid “jargon” or acronyms
- Avoid adjectives – *stick with facts*
- Create the “project” first – *don’t try to make a project “fit” the funder!*
- Ask someone to read it who doesn’t know about the project

Things to remember:

- The funder doesn’t know anything about you.
- Don’t over exaggerate to impress – *you will only set up to fail!*
- You will need to report or evidence the use of this funding.

Questions???

Does anyone have any questions?

If you have any specific questions or you think of anything following the session, please email them to programmelead@sfni.org

Thank you for your participation and we wish you all the best with your future funding applications.

