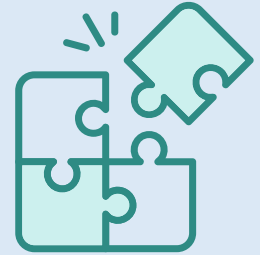


TIPS ON APPLYING FOR A GRANT

WHAT ARE FUNDERS LOOKING FOR?

Funders will generally provide funding for projects that are:

- Filling an identified gap or defined need
- Are not being addressed by any other organisation
- Being offered by an organisation with experience in that area



PROJECT PLANNING

Steps of Project Planning:

- The Issue
- The Aims
- The Objectives
- The Costs

A realistic and comprehensive plan

- Clearly defined aims and objectives
- Appropriate actions needed to make changes

Clearly defined need and outcomes

- Compelling evidence of need
- Well defined changes that the project will bring about

Accurate and realistic budget

- Representing value for money
- Be realistic and in sufficient detail

THE ISSUE



What is the problem that you want to solve?

- Explain the issue/challenges that you are trying to solve
- What is the effect of the problem?
- Who does it affect?

Cause or symptom?

- Are you trying to tackle a cause or a symptom?
- Some funders prefer projects that address underlying causes rather than the resulting symptom

How has the problem come to your attention?

- Community members talking about a problem
- Third-party organisations asked you to help
- Consultation has picked up a recognised need?

WHO BENEFITS?

Describe who benefits from the project, and how

- Try to find something that makes your project unique to other organisations
- SWOT analysis – what are your strengths?

Be specific about the who:

- Not just “young people”– but “young people aged 8–15 who are experiencing adverse childhood experiences”

THE AIMS

Aims are high-level goals

- For example, "to increase levels of engagement in retired people living alone"
- The aim must be an aspirational change that will address the problem you have identified
- It must tie into the project outcomes
- Keeping your issues simple will make it easier to keep the whole project more focused

THE OBJECTIVES

What practical activities will you do to achieve aim?

They should be SMART or, even better, they should be SMARTER

Specific • Measurable • Achievable • Relevant • Time-bound • Evaluated • Revised

Having baseline data from before the project begins will make it easier to measure success

THE NEED

You need to demonstrate:

- That there is a genuine need for the project
- People benefitting from the project want this intervention
- There is no other organisation providing the same service
- It fits with local/regional/national policies

CONSULTATION

Consultation is a vital element to demonstrate need:

- It helps justify the need
- It confirms that your idea is wanted by the community
- It can identify additional elements to build into the project
- It can help provide baseline data

Make sure you consult with the wider community

THE OUTCOMES

Essentially, what does success look like?

- Try to keep the focus on 2-3 changes; any more can be confusing and difficult to manage
- Keep outcomes relevant to the activities of the project
- How will the work undertaken will bring about each outcome
- Think about you're going to track the changes
- Think about the intangible differences that will be made to people's lives

COST?

Think about

- Budgets
- Full Cost Recovery
- Match Funding
- Be realistic

Good Value for Money : Funders will already have a good idea of what a project will cost to deliver

- Make sure you cover appropriate costs
- Compare your project costs to other services to show that you are good value for money
- Sometimes project costs will be high due to the nature of the interventions required.
- Explain and emphasise the significant benefits that the project will bring
- Good value doesn't necessarily mean the cheapest!

ARE THERE OTHER SOURCES OF FUNDING?

Some funders might require that you should gain additional sources of funding

- So that you are not relying on just one funder for the project
- It shows a commitment from others to support the work

As well as other funding bodies, it could also include:

- Donations from the community
- Can “in-kind” contributions be included – Such as the equivalent costs of volunteer hours?

COLLABORATION

- Working with another organisation is a good way to offer new services
- Some funders will look favourably on collaborative bids

With any partnership bid, there should be one lead organisation

- They are responsible for writing and managing the bid process
- Although other partners will need to input into the bid
- How do you share costs between partners?
- What about incoming funds?

This should all be considered in a partnership agreement

WRITING THE PROPOSAL

Make sure you follow instructions, read guidance notes and then read them again

- Make sure you understand what the funder is looking for

Address all points in a given question

- Don't try to over-answer the easy bits and ignore the harder bits

Keep your answers clear and simple

- Keep your responses focused on the project outcomes and needs you are addressing

Avoid using jargon or acronyms

- The application should be readable by someone outside the sector

Pay attention to grammar and spelling

- Get someone else to proofread your proposal

Promote your Unique Selling Points

- What sets your project apart from others?
- Is it a new approach, have you had similar success in the past, is there a sense of urgency?

Ask someone independent to read through your application to make sure it makes sense



RUNNING THE PROJECT



Once you've been successful in your funding application, the hard work begins!

- How long before the service needs to be running?

What's involved in getting it running?

- Do you need new staff? Equipment? Offices?
- How are you going to do that?
- How are you going to manage the project?
- How are you going to keep it on track?

EVALUATION

Analyse and interpret your monitoring data. It should look at things like:

- How much has been completed?
- How well was it done?
- Is anyone better off?
- Are we on track with delivery?

Don't save evaluation until the end of the project

- More frequent evaluations will make sure that the project succeeds
- The funder may require interim reports

PROJECT END

- What happens to staff, resources, properties etc.?
- Many funders will require an exit plan as part of the bid application

You should review the project:

- What worked
- What didn't work
- What you would do differently?
- What was the benefit to the organisation/beneficiaries?
- Would you do it again?

THINGS TO CONSIDER

Has this funder given you funding in the past? If so, check your eligibility.

Look for multiple funding purposes e.g. youth organisations AND health/wellbeing - this can increase your chances of finding funders.

Look at closed funds; they might reopen soon.

Think about grant size. There are normally more options for smaller grants than larger ones.

Read up on the funding organisations. Visit their website, see the type of organisations they give funding to and the amounts they give.

If there are contact details, ring them to run your idea past them and check it will be eligible - some funders require this as part of the application process.

FINDING FUNDERS

Funding Wales

<https://funding.cymru/en>

One Voice Wales Funding Newsletters

<https://www.onevoicewales.wales/services/funding-opportunities/>



Not all bid applications will be successful

- Look at any feedback the grant funder sent you; treat it as fair and accurate.
- Can you find someone to help you improve the bid?
- Did you miss a reason why the fund might not be a good fit?
- Were you unlucky that there were other applications that they liked more?

Want to Find Out More?

For more information on the One Voice Wales Cost-of-Living Crisis project contact the team at:



CoLC@onevoicewales.wales



<https://bit.ly/3KYHftK>



[One Voice Wales Website](#)