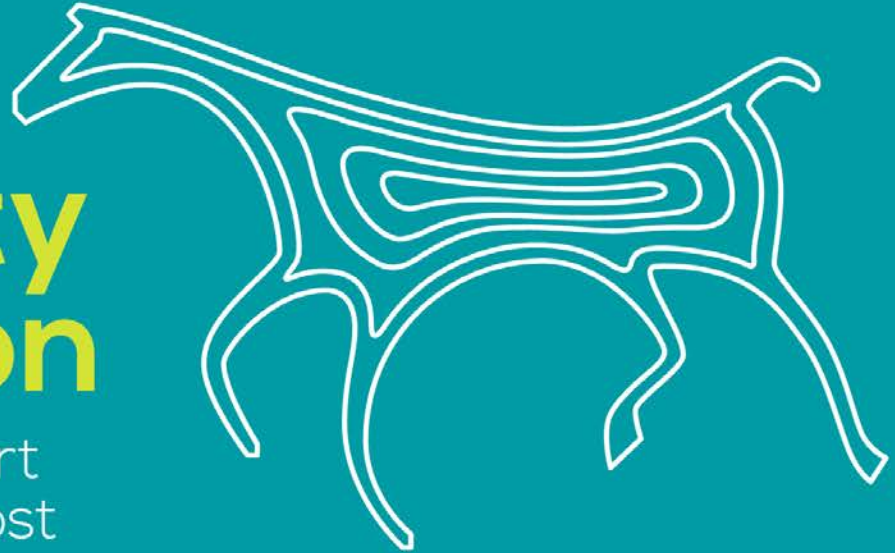


Wiltshire Community Foundation

Giving money and support
where people need it most





Better Applications

**Jane Butler
Grants Manager**

22nd June 2016

What to tell Funders

**Tell the funder what they want to know
not
what you think you want to tell them**



What to tell Funders

Why is your project needed?

- What needs to change?
- Describe the needs of the people you support

What to tell Funders

Why is your project needed?

“There is no provision for pre-school children in the village which is ranked 2nd in the indices of deprivation. The nearest provision is 5 miles away and public transport is limited.”

Good – specific

“A survey completed in March 2010 by Age Concern Wiltshire found that 60% of people aged 65 and over felt isolated.”

Good – specific but data should be up-to-date

“Many young people in this area are unemployed.”

Poor - how many? how do you know?

What to tell Funders

How have you identified those needs?

Own sources:

- Surveys
- Questionnaires
- Photos
- Case studies
- Feedback
- Your own observations

External sources:

- Reports such as Wiltshire Uncovered,
- Wiltshire Intelligence Network
- Office for National Statistics – www.ons.gov.uk
- Local JSNA (Joint Strategic Needs Assessment)
- National charities
- Case Studies
- Expert advice

What to tell Funders

How will you change things?

- Describe the activities of your project

“In year 1, we will provide a series of 8 cookery lessons for at least 45 single parents”

Good – specific

“We will employ two people to run 3 different drop-in money advice sessions each week between 10am and 2pm”

Good - specific

“We will train outreach workers to make contact with excluded families”

Poor - jargon!!! What do these phrases mean? Numbers?

“We will meet regularly and provides youth leisure activities.”

Poor - need to be specific – how often? What activities?

What to tell Funders

How will you change things?

What will you do?

- Use clear language

it's "an after-school football club" not "extra-curricular leisure activities"

When?

- Be specific

every week or twice a month? 1hr session or a whole day? For a year or six months?

Where?

- Be specific

in rented premises, outside or in a community space? Do you need to hire a vehicle?

Who will deliver and manage it?

- Volunteers or paid staff

how many? how many hours? Are they trained or qualified?

How many people will take part?

don't double-count people who attend more than once

What to tell Funders

How much will it cost?

Capital costs:

- Equipment
- Buildings
- Vehicles
- Furniture

Get quotes from
suppliers

Proportional revenue costs for:

- Heating/Lighting/Bills
- Salaries
- Volunteer expenses
- Hall / Office costs
- Training
- Travel

Make estimates
based on other
projects

...and what you will do when the grant finishes?

What to tell Funders

How much will it cost?

1. What is the Total Cost of the Project?
2. How much of the Total do you want from this funder?
3. Where the difference is going to come from?
 - Will the beneficiaries contribute? If not, why not?
 - Other funders? (have they already committed?)
 - Your reserves?

...and what you will do when the grant finishes?

What to tell Funders

What will the difference be?

(The Benefits and Outcomes)

Describe the changes in people's lives after your project (related back the needs)

"Our members will stay more physically active (including being more able to walk, stand and look after themselves) with less falls resulting in keeping them more independent and out of hospital"

Good – specific

"We hope that by opening a Youth Club, young teenagers will use the internet less."

Poor - too vague

"We have developed a toolkit for anyone working with learners undertaking non-accredited learning and are looking for ways to evidence learner progress and achievement."

Poor - Jargon!!! Use everyday language

What to tell Funders

What will the difference be?

(The Benefits and Outcomes)

Describe the changes in people's lives after your project (related back the needs) eg

- improved confidence,
- better relationships,
- new skills or reduced isolation

How will you know?

- **Collect information**
at the start and during your project
- **Use what you collect to identify the changes to people's lives**
- Information can be
 - facts & figures (how many people came, etc)
 - what people say
 - what you and others observe them doing

What to tell Funders

About your group

- What experience do you have doing this?
- The details...
 - Your legal status
 - When did you start?
 - Names of trustees
 - Bank ac/c details
- How much money do you have and how much do you raise and spend?
- Your referee

What to tell Funders

About your group

“The project has functioned for 10 years as a freestanding project under the umbrella of our parent organisation”

Poor - use everyday language

Earlier this year, we got an offer of a grant from the Lottery, but they withdrew it because we didn't get our bank details to them in time

Poor - Don't tell them you are incompetent!!

“Our Chairman is a former Mayor and was awarded an OBE in 2004.”

Irrelevant? Or shows quality of organisation?

What to tell Funders

The documents the funder may want to see

- Set of rules or constitution
- Latest accounts (audited if possible)
- Latest bank statement (in the name of the group)
- Budget breakdown (if not clear from form eg applying for multi-year funding or part of project costs)
- Equal Opportunities Policy or Statement
- Child Protection Policy (under 18's) and/or Vulnerable Persons Policy) if applicable
- Full names and address of management committee (if not put on form)

What to tell Funders

More phrases to avoid.....

"We offer an almost unique service and operate in a most deprived area."
You can't be almost unique. Most deprived is too vague – need to quote the stats

You will, I am sure, be aware that many elderly people in this area are socially isolated."

How do you know what the funder is aware of? How many?

"Our service is much valued by the community."

Too vague. Need to quote numbers of people who attend

"We are sure this project will be a great success."

Waffle – although does show enthusiasm

"Please look at our website for details."

No!!! Put it all on the form

What to tell Funders

Ask yourself.....

Would I give us some money?

Have I shown that:

1. Something needs changing
2. We have a plan to change it
3. We will know whether we have changed it
4. We are competent to do so?

Contact details



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