

Writing For Grants

Making Grant Applications for Community Activity



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**NEAR
NEIGHBOURS**
BRINGING PEOPLE TOGETHER

Grant Writing

Pause for Reflection

The Golden Rule common to all the world's major cultures, faiths and ethnic groups.

No honest and respectful question is wrong or silly today, we will give time after our presentation for people to ask questions.

This workshop is usually a full day's training so we will be skimming over a lot of details. We will refer you to our toolkit for more information.

In memory of our colleague John McCallum

Grant Writing

Workshop Elements

- Understanding Grant Makers' Needs
- Grant Writing – Step by Step Guide
- Where to Source Funding Opportunities
- Compilation of Current Grant Opportunities with Deadlines for Application

Understanding Grant Makers' Needs

Grant Writing

Understanding Grant Makers' Needs

- Why do they give grants?
- Funders and their straplines
- What might they fund?
- 10 things funders are looking for

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Why do they give grants?

- To comply with a founder's wish (a legacy)
- Meet a need they are interested in (see their straplines)
- To help the trustees feel good (giving back to society)
- For them to know their money is well spent
- Comply with charity law
- Corporate social responsibility (CSR)

Grant Writing

Funders and their straplines

- Near Neighbours – Bringing People Together
- Big Lottery – People and Communities
- Tudor Trust – Supporting positive change in communities
- Arts Council – Make the case for arts and culture
- Community Foundation – Connecting people who care with local causes that matter
- BBC Children in Need – Helping improve children's lives in the UK
- Henry Smith Foundation – Grants to reduce social and economic disadvantage

Grant Writing

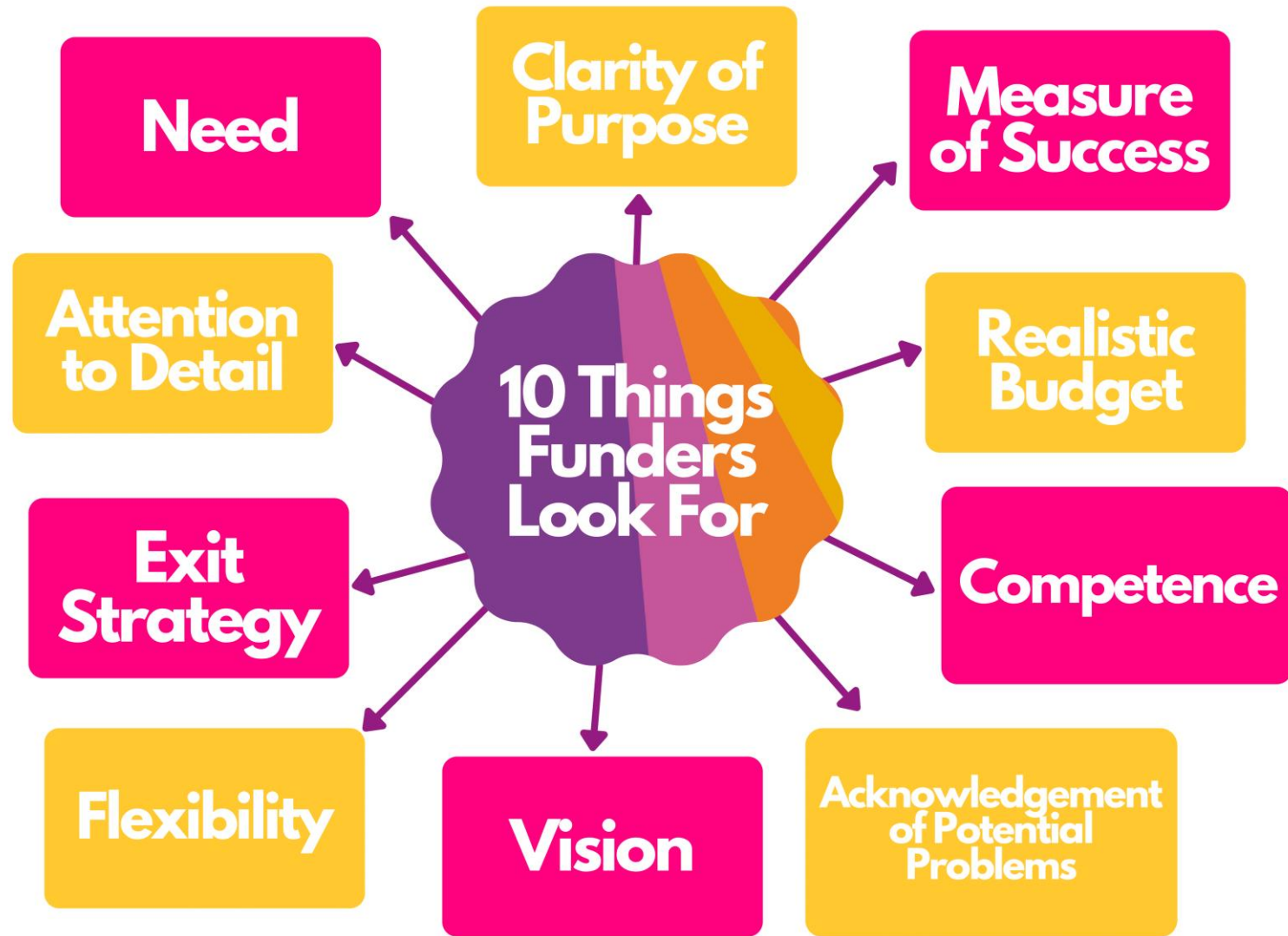
What might they fund?

- **Start Up Funding** – to get a project off the ground
- **Revenue** – to cover running costs, including salaries
- **Core or Long-Term Funding** – there are trusts who provide this kind of partnership funding over a number of years
- **Capital** – to pay for building costs, repairs, refurbishment or equipment
- **Match Funding** – grants given as match funding, where the rest of the project cost has been or is being sourced from other funders

Grant Writing

What might they fund?

What might they fund?	Examples
Start Up Funding	Near Neighbours, Awards 4 All, Community Foundations
Revenue	Tudor Trust, Big Lottery, Garfield Weston Foundation
Core or Long-Term Funding	Big Lottery, Tudor
Capital	FCC formally WREN, Big Lottery, All Churches Trust, Garfield Weston Foundation



Grant Writing Step by Step Guide

Grant Writing

Step By Step Guide (7 things to pay attention to)

1. **Reading the Guidelines or Criteria** – do they want a proposal or is there an application form (we will look at how to write both)
2. **Writing your Executive Summary** – about your organization
3. **Evidencing Need** – research, statistics, testimonials, stories, pictures
4. **Clarity of Purpose** – clear aims, activities, expected outcome, impact and challenges
5. **Financial Credibility** – a realistic budget, value for money
6. **Sustainability** – how the impact of this funding will continue after the project is over
7. **Presentable Application** – writing technique, layout, font, grammar checks, formats

Grant Writing

The 3 most important pieces of advice you will hear today:

1. Read the Grant Maker's Guidelines
2. Read the Grant Maker's Guidelines **again**
3. Read the Grant Maker's Guidelines **yet again**

This is the starting point for all application writing and should always be done before you communicate with a funder.

Grant Writing

Researching the Grant Maker

- What is their **Criteria**
- Read their **Guidelines**
- Are they experts on the issue you are applying to them about
- How can you make it easy for them to read & understand your application

Grant Writing

Researching the Grant Maker

- Do not 'try' to fit their criteria
- If they don't fund your type of project – move on!
- If they don't accept unsolicited applications – do not apply, your application will be filed!



Grant Writing

The 5 Key Statements (Letter or Proposals)

1. Your Name
2. Your Community/Organisation
3. What is the need you are trying to address?
4. How much do you need?
5. How would the money help?

Grant Writing

Samosa Planning Pyramid

Executive Summary



Grant Writing

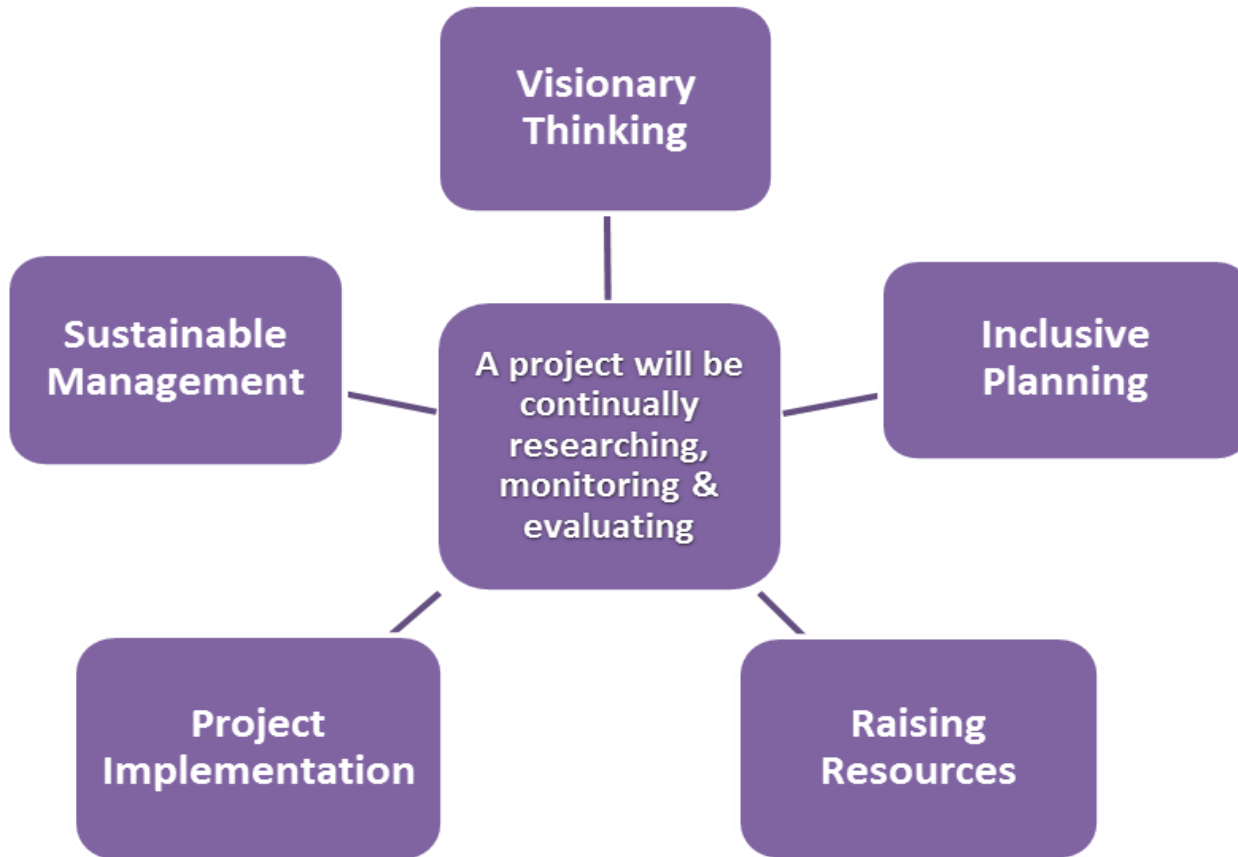
Writing your Executive Summary

Think of the 5 Ws

- **Who** you are
- **What** your organisation does – the need its addressing
- **Why** you do it – the difference it makes
- **Where** you are based – areas you serve
- **When** you started

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Funders look for evidence of...





Grant Writing

Financial Credibility

How much do you ask for, what is value for money, what to include in the cost:

- Full & Summary Budget: 'Whatever it costs', make it realistic, do your research, compare prices
- Full Cost Recovery
- Subsidised Delivery
- Matched Funding
- Offer Pending Results
- Check out the Trust/Grant Giver and look at what they will not fund and what they have funded previously to other like-minded groups

Grant Writing

The writing you need before you construct the application

Value for Money

- How do your costs compare to other groups
- Are your salaries the going rate
- How many people benefit from the money

Compare your costs to others – use Charity Commission website to check other charities' Annual Reports



Grant Writing

Writing Techniques & Application Formats

Understanding language - avoid jargon

What do you call the people who benefit from your services?

Service Users - Project Participants - Worshippers

Members - Customers - Clients - Beneficiaries

Neighbours - Friends - Associates - Volunteers

Consistency is very important

Grant Writing

Clarity of Purpose

To make your grant writing easy, ensure you have thought about all these:

- Aim
- Objective
- Outcome
- Output

Grant Writing

Policies to think about

Some of the Policies & Procedures that might need to be evidenced to Funders as a criteria for a grant award are:

- Safeguarding children and adults
- Equal opportunity
- Data protection
- Health & safety/Risk assessment

This depends on the individual funder and the nature of the project or programme

Grant Writing

7 Indicators of a Fundable Project

1. **Justification** - has researched and identified the need
2. **Inclusive** - involves all with equality and justice in shared values
3. **Clarification** - has a clear vision and budgeted plan
4. **Enabling** - helps people to achieve and take positive action themselves
5. **Collaboration** - communicates with others
6. **Learning** - evaluates and gains learning from all that is done
7. **Sustainability** - works alongside people for as long as it takes

Where to find Funding Opportunities

Grant Writing

Where to start looking

Go to **Local** Funders first

- Local CVS, Housing Associations, supermarkets, City Council

Then go to **Regional** Funders

- Community Foundations

Lastly, **National** Funders

- National Lottery

Grant Writing

Where to Source Grant Makers?

- Local CVS
- Funders' websites
- Search on the Charity Commission website
- Funding Database (e.g. Trustfunding.org, 360giving)
- Other organisations' Annual Reports
- National networks for your activity

See last slide for links

Grant Writing

Use Images



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Grant Writing Workshop Resources

Useful toolkits & funding information available at:

www.near-neighbours.org.uk/resources

Or contact your local CVS or Near Neighbours coordinator
for further support

Additional Resources

Historic England <https://historicengland.org.uk/>

Arts Council <https://www.artscouncil.org.uk/funding>

Heritage Fund <https://www.heritagefund.org.uk/in-your-area>

Pilgrims Trust <https://www.thepilgrimtrust.org.uk/>

City Bridge Trust <https://www.citybridgetrust.org.uk/>

Harpur Trust <https://www.harpurtrust.org.uk/grants> (Bedford Only)

Steel Charitable Trust-(Luton only) <https://steelcharitabletrust.org.uk/2019/01/31/covid-19/>

BBC Children in Need <https://www.bbcchildreninneed.co.uk/grants/>

The National Lottery <https://www.tnlcommunityfund.org.uk/>

The Robertson Trust <https://www.therobertsontrust.org.uk/> (Scotland Only)

The Tudor Trust <https://tudortrust.org.uk/>

Henry Smith Charity <https://www.henrysmithcharity.org.uk/> (Christian Projects)

The Wolfson Foundation <https://www.wolfson.org.uk/>

The Clothworkers Foundation <https://www.clothworkersfoundation.org.uk/what-we-fund/#open>

The Alder Trust <https://www.aldertrust.org.uk/>

Tesco's <https://tescobagsofhelp.org.uk/>

Sainsbury Family Charitable Trusts <https://www.sfct.org.uk/>

The Cooperative <https://www.coop.co.uk/membership/lcf-who-can-apply>

General Websites to search

- <https://www.grantsonline.org.uk/>
- <https://www.charityexcellence.co.uk/>
- <https://www.ukcommunityfoundations.org/>
- <https://www.gov.uk/apply-funding-community-project>
- <https://www.ubele.org/>