

FUNDING – dos and don'ts



Here are some top tips to help you improve your chances of making a successful funding application:

DO:

1. Read the funder's criteria and guidelines for funding carefully.
2. Gather all the information you need to support your application before you start writing it.
3. Confine your application to the information required and keep it clear and concise.
4. Avoid jargon and acronyms.
5. Show evidence of need for the project.
6. Describe the project in a way that it meets the funder's priorities.
7. Make sure your objectives are clear and measurable.
8. Describe how the project will be managed and monitored.
9. Make a request for a specific sum of money.
10. Ensure the figures in the budget add up and you have recovered all the costs of running your project including contributions to the operational costs of running your organisation.
11. Make it clear where any other money is coming from that will 'match fund' what you are requesting.
12. Describe your "exit strategy" (how you intend to carry on after the grant has ended). Ideally your project will be either time limited or you will develop a sustainable project for which services delivered are ultimately chargeable. Your exit strategy may also, however, be that you will learn best practice and apply this to preparing application/s for further grant income post completion of the work for which the initial grant was sought.

DON'T:

1. Rush to get an application in for an unrealistic deadline.
2. Make lots of spelling mistakes or use abbreviations and jargon.
3. Exceed the word limits set by the funder to respond to questions raised.
4. Make vague or woolly statements about what you want to do that cannot be substantiated as they stick out like a sore thumb!
5. Forget to include all expenditure items including any direct or indirect staffing costs and operational overheads.
6. Forget about inflation and VAT where applicable.
7. Rely on one person to put in the application.
8. Send in lots of other information unless it is requested by the funder (as this can raise more questions you will have to answer!).
9. Forget to send in anything else the funder has asked for.