



Writing a funding application



Session outline

The session will cover:

- *Different kinds of bidding*
- *Sources of funding*
- *How to present your organisation in the best way*
- *Outcomes and input – how to measure impact*



Different kinds of bidding

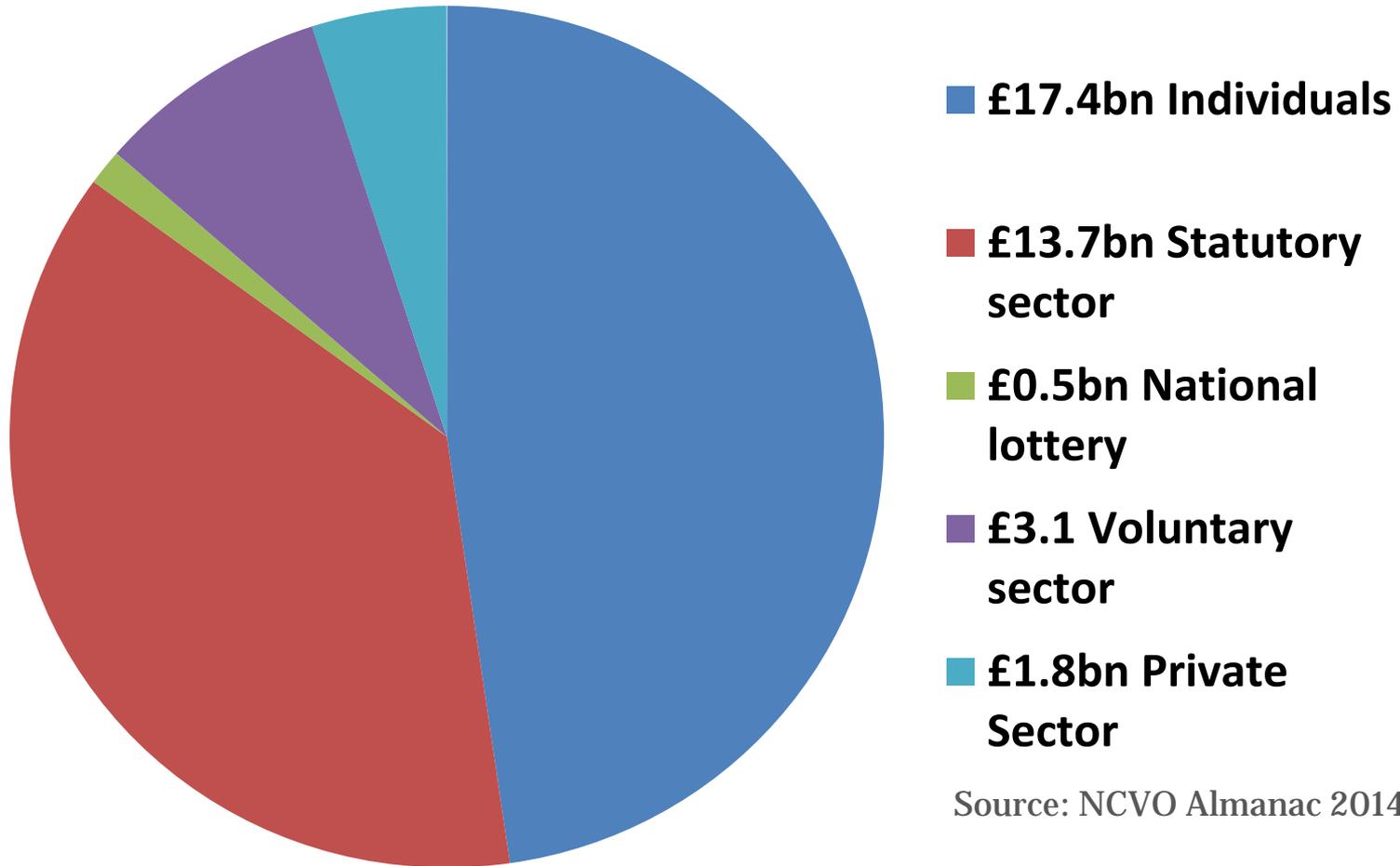
Where does the money come from?



Voluntary sector income

- **Total income of voluntary sector (charities) in 2011/12 was £39.2bn**
- **For comparison, NHS Budget c. £106bn**
- **The sector's expenditure in the same year was £38bn. (97% of income, slight increase on last year)**

Where does £39.2bn come from?



Source: NCVO Almanac 2014



Bidding

- **Income generation strategy**
- **Bidding to a Trust or an endowed organisation**
- **Bidding in response to a tender for a defined service**
- **Speculative proposal development**
- **Bidding in partnership**



Where to Find Grants

Search nationally: www.fundingcentral.org.uk

**Find your local Council for Voluntary Service:
<http://data.navca.org.uk/members/directory>**

Do you have a Locality member near you?

www.locality.org.uk

A community foundation?

<http://ukcommunityfoundations.org/>



Where to Find Contracts

- **Search nationally for contracts over £10k:**
<https://online.contractsfinder.businesslink.gov.uk>
- **Local papers**
- **Word of mouth**
- **Direct approach to potential customer**

Grants vs Contracts

In small groups, discuss:

- *What is the difference?*
- *What are the pros and cons of each?*
- *Which is preferable to i) funders and ii) recipients?*



Grants

- **Usually 1-3 year agreements**
- **Payment often made up-front**
- **No VAT is chargeable (usually)**
- **Any funds not spend required to be returned**
- **Note: not all funders will cover core costs**
- **Consider as a *'donation with strings attached'***



Contracts

- **Growing range of sources - Statutory, Private, Individuals (e.g. personal care)**
- **Subject to VAT**
- **Often last 2/3 years**
- **Highly competitive, prices squeezed**
- **Usually paid in arrears**
- **Potential to make a *profit!***

Successful applications

Finding

Bidding

Winning



10 steps to submission

- 1. assessment of opportunity**
- 2. consideration of internal documentation / past tenders**
- 3. mapping the gap**
- 4. R & D for gap purposes**
- 5. Production of first draft**
- 6. Review of first draft**
- 7. Production of budget**
- 8. Final draft**
- 9. Review of final draft...ideally just a quick scan**
- 10. Submission**



Building a case for support

- needs analysis (baseline data)
- aims
- outcomes
- indicators (where appropriate)
- outputs
- targets
- inputs (budget – allocation of organisational overheads)
- monitoring and evaluation
- exit/sustainability strategies



Mapping the project

Project:

Issues/ context	Rationale/ assumptions	Actions/ mechanisms	Outputs	Outcomes	Long-term impacts
<i>What are the key issues or problems you are trying to address? Who needs to be targeted? What are the particular local circumstances?</i>	<i>What is the rationale for focusing on this group? What are the underlying assumptions? How will what you are doing bring about change?</i>	<i>What are the activities you are developing and for whom? What is driving the changes? Who are your partners?</i>	<i>What will be the immediate results of your work? Eg, number of people reached, numbers accessing support</i>	<i>What change will result from your activities? For which groups of people, communities, the local economy</i>	<i>What is the long- term effect that you are hoping to achieve?</i>

Planning your evidence collection template

<p>What do we want to find out?</p>	<p>What methods might we be able to use to do this? Who should we ask to find out?</p> 	<p>When do we need to collect this evidence?</p> 	<p>Who is going to collect it?</p> 	<p>What resources will we need, including any financial costs?</p> 
<p>What would you like to know about your vision and the associated objectives to know if they are being reached?</p>	<p>Given the questions/ areas you have identified, how might you be able to answer them and who could you ask?</p>	<p>When do you need this information by? How can we plan ahead to make sure we finish it in time? What will be done with the evidence collected?</p>	<p>Who is able to carry out the evidence collection? Are they the same people as those who will be analysing and communicating this information? How can you support that relationship?</p>	<p>Have you thought about resources such as a computer, any software required, printing/photocopying, phone calls, stationary, postage, transportation, or any training costs for community researchers?</p>

Telling your story

The things we do or fund to make a difference (activities)

1. Activities to support and promote local **businesses**
2. Working with CDFI and credit union on **financial literacy and lending issues**
3. Support for new businesses and **entrepreneurs** e.g. UnLtd and loans



The differences we want to make (changes/results)

- Local businesses are better promoted(?)
- More people are shopping locally/supporting local businesses
- People experiencing financial hardship are better informed about financial options/issues
- People with business and enterprise ideas have better access to the support they need to make them happen
- More local employment opportunities
- People make more well-informed financial decisions
- Reduced levels of debt/financial hardship
- More local enterprises/small businesses are created



Long-term change (end goals)

2.
More thriving economy that local people can contribute to and benefit from

(our economic well-being story)





GIVE analysis

What do we mean by added value?

GIVE analysis

Things we are really **Good** at

What needs to be **Improved**

Where we add **Value**

What gives us the **Edge** over the competition

Getting the basics right - DO

- Answer the questions – think about the funder or the assessors perspective
- Keep to the word count or character count
- Remember to use the budgetary method or sheet that they ask for , whether that is day rate, per hour etc
- Remember VAT, contingency and if more than 1 year project, inflation or rise in staff costs

Getting the basics right – DON'T

Failure to read the application guidelines (esp statutory)

Failure to demonstrate the fit

Bid doesn't appear achievable....not investment ready

Use of jargon and complicated language

Unsubstantiated claims

Long sentences and paragraphs

Poor visual appearance

Waffling

Asking for too much / too little

Perception of poor value for money



Supporting documentation

- Health and Safety policy
- Equality and Diversity policy
- Information security
- Quality assurance policy
- Business continuity
- Environmental impact
- Safeguarding policy
- Insurance
- Financials and balance sheet information
- Bank details and company/charity registration numbers



The pitch meeting

- What needs to be covered
- How are you going to present it
- Who is going to present it
- Having a rehearsal!! (Timed)
- Thinking through the killer questions



Learning

- Look at the written feedback
- Ask for face to face feedback
- Work out the internal learning lessons and make any change that we need, so that we are better prepared for next time