

# How to write successful fundraising applications

Jo O'Sullivan  
[jos@for-team.com](mailto:jos@for-team.com)  
07730 328961

# The Context - UK Giving

- ▶ 165,965 UK charities
- ▶ £71,586,000,000 income

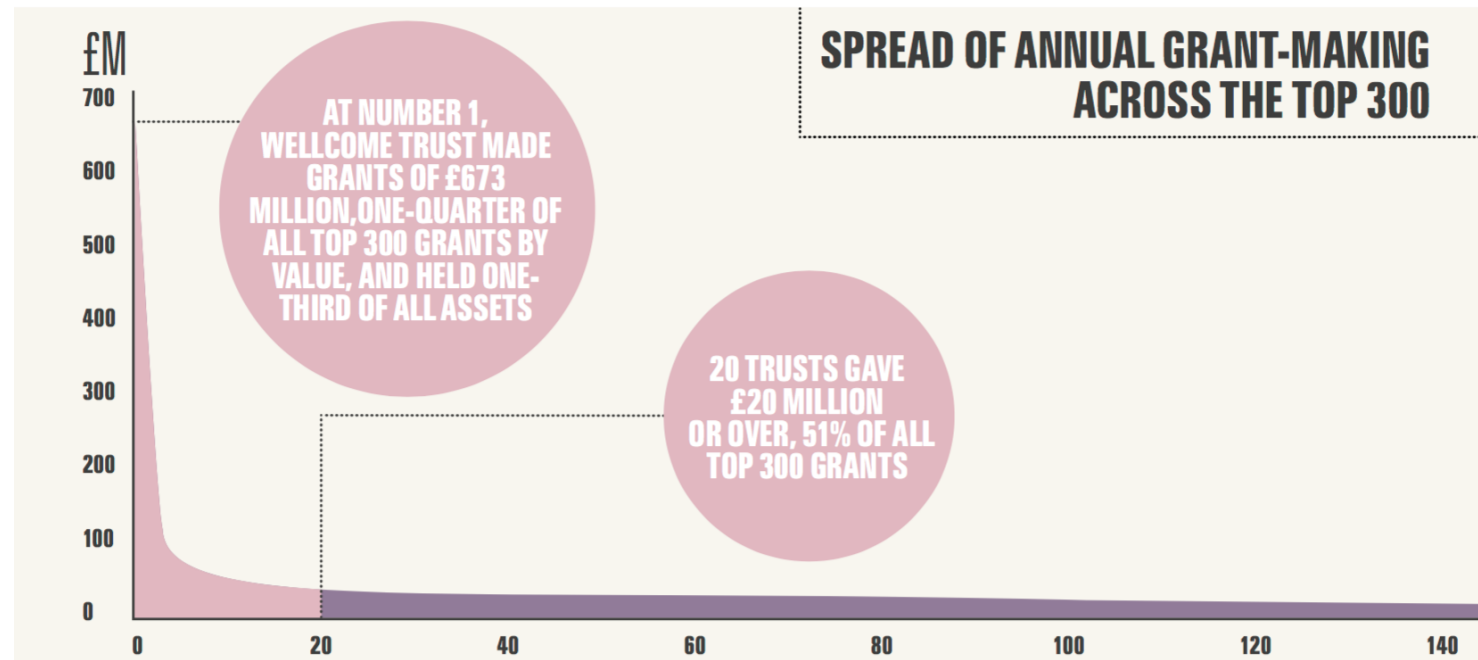
74% income £0–100,000 (3% of £71.6BN)

Top 1% (2175) over £5,000,000 =  
£ 51,388,000,000 (71% of £71.6BN)

*Charity Commission 30 June 2016*


# The Context - Giving in the UK

DIRECT CORPORATE GIVING 2% £0.3 BILLION  
GIFT TAX PAID TO CHARITIES 7% £1.2 BILLION  
LEGACIES 12% £2.1 BILLION  
FOUNDATIONS 15% £2.7 BILLION  
INDIVIDUAL AND MAJOR GIVING 64% £11.5 BILLION  
**£17.8 BILLION TOTAL**



# So What is a Trust?

Usually a charitable body established to give grants, they can be set up by:


- ▶ An individual - during their lifetime or after their death
  - ▶ A group of individuals or family members
  - ▶ A company
  - ▶ An organisation
  - ▶ A charity
- 

# Known as

- Trust
  - Foundation
  - Fund
  - Endowment
  - Fund
  - Mission
  - Bequest
  - Benefaction
- 

# Who?

They can be established by:

- People during their lifetime e.g. JK Rowling
  - People after their death e.g. Carnegie
  - Companies e.g. Vodafone Foundation
  - Charities e.g. WWF gives out grants as well as fundraises!
- 

# What do they give?

- Grants:
  - Capital
  - Revenue
  - Core
  - Project
  - Start-up
- Loans
- Matched Funding
- 'Crisis' funding


# Where do I find them?




- Reference books
- Internet: websites & search engines
- Legal & Accountancy Practices
- Councils for Voluntary Service
- Charity Commission; OSCAR; CCNI
- Councils; NHS Boards & Trusts
- Your own records
- Word of mouth!



# Research

- What have they funded in the past?
  - What are their current criteria?
  - How much do they give?
  - Who makes the decisions?
  - Do they have an application form?
  - When do they next meet?
  - Do they have any money at the moment?
  - What else?
- 

# What does the Funder want?

- To solve a problem
  - May give many small grants or fewer large grants
  - To make a 'distinctive contribution'
  - They need your help to do it!
- 

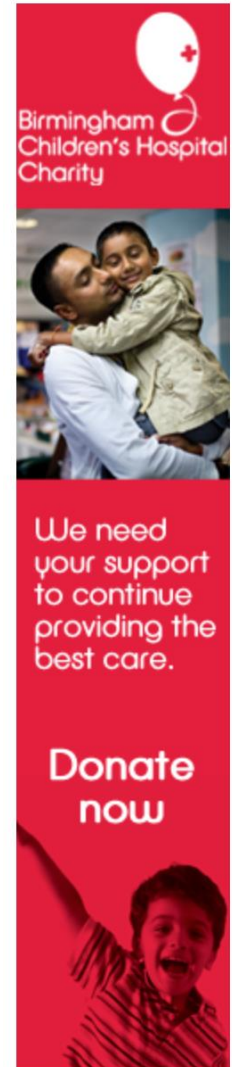
# Why Should a Trust Support You?



Let's beat cancer **sooner**




# NSPCC




# Case for Support

## Definition:

A clear, compelling and concise argument which convinces potential **donors** of the **beneficiaries'** need for help.



# The Logic Model

- A depiction of a program showing what the program will do and what it is to accomplish
  - A series of “*so that*” relationships are connected which, if implemented as intended, lead to the desired outcomes
  - The core of your planning and communication
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# Logic model example- PNBPT Boathouse 4 Boatbuilding & Heritage Skills Training Centre





Restoration of the currently under-used  
Boathouse 4...*so that*...

we can open a fully fitted-out traditional  
boatbuilding training centre...*so that*....

the art of traditional wooden boatbuilding is not  
lost....*so that*...

we can train a new workforce of specialists able to  
work on new and historic wooden boats such as HMS  
Victory and HMS Warrior 1860...*so that*...

these and other historic ships can be saved for the  
enjoyment and education of visitors from across the  
UK and around the world.




# Exercise... in pairs

Underlying a logic model is a series of ‘so–that’ relationships that express the project’s *theory of change*







# Before completing the application

- Gather all the information available on the project
  - Talk to staff, volunteers, service users
  - Make sure that you have a clear understanding of 'the need' for the project
  - Decide who should be your Referee (if required), and who should sign the application
- 


# The Covering Letter

- Introduction to who you are and what you do
  - Brief outline of project
  - Charity number
  - Trustees/Patrons
  - Offer to attend meeting/invite for a visit
  - Offer to send more information
- 


# Application Form?

- Complete every section – do not write 'see attached'
  - Use a legible font size
  - Don't use jargon
  - Don't assume that the funder knows who you are
  - Read the questions carefully and give concise and accurate answers
- 


# No Application Form?

- Project papers
  - Maximum of two sides of A4 (unless stated)
  - Budget
  - Most recent Annual Report and audited accounts
  - Anything else appropriate
- 


# Project Paper

- Summary (about 100 words)
  - Introduction and background
  - The problem
  - The solution
  - Evaluation
  - Budget
  - Future funding
- 


# Do...

- Use legible font size
  - Make the applications 'photocopy-able'
  - Take time to check and double-check your application
  - Network and build relationships
- 

# Don't...

- Use jargon
  - Assume that the Funder knows who you are
  - Use mail-merge
  - Inundate with information
  - Ask for unrealistic amounts
  - Beg!
- 

# Top 10 errors

- Applying for grants you can't possibly get
  - Asking for too much...or not enough
  - Providing too much information
  - Using jargon and buzz words
  - Streams of consciousness
  - Budget doesn't add up
  - Invitation to talk to funder not taken up
  - Forgetting to tailor application to funder
  - Assuming funder knows all about you
  - Not making clear the difference you will make
- 



# Thankyou!

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