



# Writing A Letter To A Grant-Making Trust

Written and delivered by Kathy  
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# Why do applications fail?


- Some reasons relate to the way applications are written (good ideas, poorly presented)
- Others have nothing to do with the way the application is written



**"Your proposal is written with clarity and conviction. Send it up to legal for obfuscation."**

# 3 keys to success


- 1) Relationships
- 2) Research (funders, need, outcomes)
- 3) Recipients

- 
- This workshop will look at how applications are *written*, including:-
    - What you say
    - What you don't say
    - How you say it

# EXERCISE



You will be given two letters to compare. Discuss your thoughts on each letter with your partner.

- 
- Much of what you write should be based on RESEARCH
  - No amount of writing skills will conceal the fact that you don't have an answer to a question

# Research

Good trust fundraisers will be adept at researching:

- The funders – eligibility etc.
- The need for their organisation / project
- The outcomes of their organisation's work

# Common errors

One of THE most common errors is not answering ALL the questions on the application form (Awards for All estimate that 2/3<sup>rd</sup> of applications fail on this alone!!)

# Common errors

Answering the wrong question: e.g. the funder asks about **OUTCOMES** and you write about **OUTPUTS**

# Common errors

Not backing up assertions with evidence (this is more commonly a research failure rather than a writing failure)

*“Everyone knows that education is the best way to secure world peace.”*

WE NEED SOME NEW JARGON,  
THE PUBLIC ARE STARTING TO  
UNDERSTAND WHAT WE'RE  
TALKING ABOUT!



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# The most difficult questions

- What is the need for your organisation / project?
- How have you established this need?
- What are the outcomes of your project?
- How will you know whether you have been successful in delivering your outcomes?

# Writing about need

- Don't make bald statements like:

*"There is a desperate need for you facilities in Newtown"*

*"Many gypsies and travellers suffer from mental health problems"*

*"There are no facilities in Newtown for disabled people to ride a horse"*

## Writing about need (2)

- You must back up assertions with facts:

*"Newtown is in the top 5% in the government 's index of deprivation (no. 577 out of 32,482). Education deprivation is also one of the highest in the country (no. 490 out of 32,482). This means we see children of 11 who lack basic skills in reading and writing."*

# Writing about need (3)

*"Research published in the Journal of Psychiatry shows that Gypsies, Roma and Travellers suffer a greater level of depression when compared with the settled population. The suicide rate amongst this group is also significantly higher. This is attributed to ..."* (Professor X)

# Writing about need (4)

- you need to find and cite the relevant statistics
- You need to find and cite the relevant academic research
- You need to boost the state up with your own findings/experience (stories!)

# Finding the research

- [www.neighbourhoodstatistics.gov.uk](http://www.neighbourhoodstatistics.gov.uk)
- [www.statistics.gov.uk](http://www.statistics.gov.uk)
- [www.data.gov.uk](http://www.data.gov.uk)
- [www.scholar.google.com](http://www.scholar.google.com)

**Find Statistics for an Area**[More about areas](#)

This search allows you to find **detailed statistics** within specific geographic areas.

1

**First enter the name of an area OR full postcode:**

e.g. Clapham Park e.g. N5 1JP

2

**Then select the type of area you need statistics for:**

- Local Authority <sup>+</sup>
- Middle Layer Super Output Area <sup>+</sup>
- Lower Layer Super Output Area <sup>+</sup>
- Ward <sup>+</sup>

[More areas](#) ▼

3

**Search****Neighbourhood Summary**

This search allows you to find a **summary report** for your **local neighbourhood**. If you want to know more about the neighbourhood you live or work in use this search.

**Enter a full postcode from your neighbourhood:**

e.g. N5 1JP

**Search****Topics**

Download and select tables

**Custom**

Pick and mix data to meet your needs

**NeSS Geography**

Read about the geographies we use

**Map Viewer**

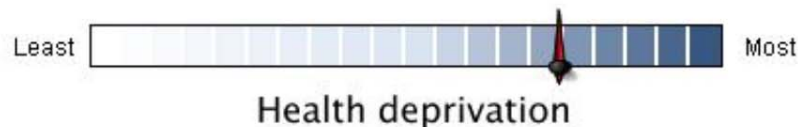
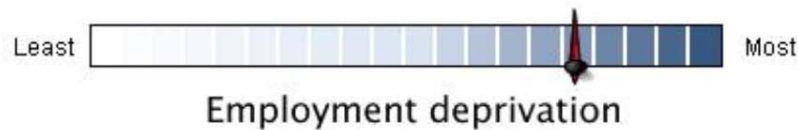
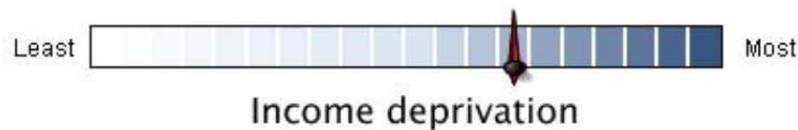
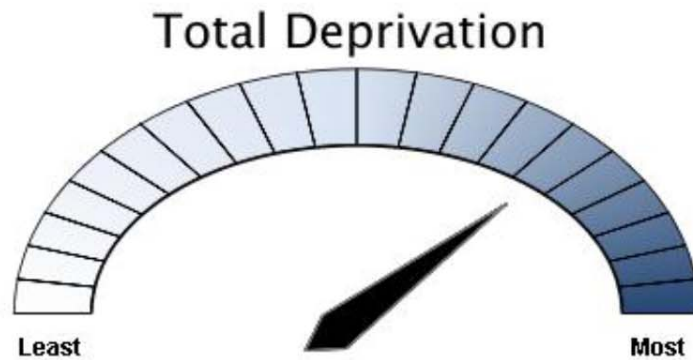
See boundaries on a map

**Latest News**[25 March 2015: Resident Population Estimates](#)[17 February 2015: House Price Statistics for Small Areas](#)[More news stories...](#)

## Is your neighbourhood good for employment but bad for health?

All 32,482 neighbourhoods in England have been ranked on a range of deprivation topics. The most deprived neighbourhood in England has a rank of 1. These markers show the overall deprivation and the environment deprivation ranking for your area. The further to the right the marker, the higher the level of deprivation in your area.

These data are taken from the Indices of Deprivation 2010

[Print view](#)[+ larger map](#)

TN29 0SQ is within your neighbourhood  
Shepway 011C in your area  
Shepway 011 in Shepway local authority in the South East region. Note that some statistical boundaries were redrawn following the 2011 Census, so this map may not reflect the one shown on the 2011 Census tab.

In 2007 5.9% of newborn babies in Shepway local authority weighed below 2500 grams, and were classified as low birthweight. The average for England was 7.2%.

Notes:

1. Data do not include still births.

### Infant Mortality, 2008 - 2010

Variable	Measure	Shepway	England
Deaths at age under 1 year, per 1000 live births	Rate	2.5	4.4

### People claiming health-related benefits, August 2010

Variable	Measure	Your neighbourhood	Shepway	England
Incapacity Benefits	%	12	8	7
Carers Allowance	%	3	2	1
Disabled	%	2	1	1

Notes:

1. The Incapacity Benefits category includes those claiming Incapacity Benefit or Severe Disablement Allowance and a proportion from the Employment and Support Allowance.
2. The Disabled category includes Disability Living Allowance claimants only.

### Adults accessing NHS specialist mental health services, 2010 - 2011

Variable	Measure	Shepway	England
Total users	Count	2,571	1,259,650
Male users	Count	1,181	560,395
Female users	Count	1,390	699,255



homelessness "self esteem"



Scholar

About 6,490 results (0.05 sec)

My Citations



Articles

### Stigma as a barrier to recovery: The consequences of stigma for the self-esteem of people with mental illnesses

heart-intl.net [HTML]

Case law

BG Link, EL Struening, S Neese-Todd... - Psychiatric ..., 2014 - Am Psychiatric Assoc

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... 17. Crocker J: Social stigma and self-esteem: situational construction of self-worth. ...  
22. Link BG, Phelan JC, Bresnahan M, et al: Lifetime and five-year prevalence of homelessness in the United States: new evidence of an old debate. ...

Any time

Cited by 752 Related articles All 12 versions Cite Save

Since 2015

Since 2014

### Having a lot of a good thing: multiple important group memberships as a source of self-esteem.

Since 2011

J Jetten, NR Branscombe, SA Haslam, C Haslam... - PloS one, 2014 - europepmc.org

Custom range...

... important social groups. Belonging to multiple important group memberships predicts personal self-esteem in children (Study 1a), older adults (Study 1b), and former residents of a homeless shelter (Study 1c). Study 2 shows ...

Sort by relevance

All 3 versions Cite Save More

Sort by date

### [book] Youth at risk: A prevention resource for counselors, teachers, and parents

include patents

D Capuzzi, DR Gross - 2014 - books.google.com

include citations

... Included in this section are chapters dealing with the effects of a dysfunctional family, low self-esteem, depression, bipolar ... in adolescence, gang membership, counseling sexual minority youth, violence on the school campus, substance abuse, homelessness, school dropout ...

Create alert

Cited by 76 Related articles All 5 versions Cite Save More



# Evidencing outcomes(1)

- OUTCOMES are not the same as OUTPUTS
- OUTPUTS tend to measure your level of activity
- OUTCOMES refer to the DIFFERENCE your organisation / project makes to the lives of beneficiaries

# Evidencing outcomes (2)

Outcomes may be soft or hard:

- 80% of students passed the exam (hard outcome)
- Students reported a greater sense of self confidence and esteem (soft outcomes)
- Again you need EVIDENCE of outcomes

# Don't just say...

*"Horse riding makes the children feel better"*

*"Our clients enjoy the basket work therapy sessions"*

*"Our group work sessions are very positive "*



# Say instead (or as well)...



*"The results of this study suggests that hippotherapy has a positive effect on mobility, coordination and mood in children with cerebral palsy." Journal of Neuroscience...*



hippotherapy "cerebral palsy"



Scholar

About 492 results (0.05 sec)

My Citations



Articles

Case law

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Any time

Since 2015

Since 2014

Since 2011

Custom range...

Sort by relevance

Sort by date

include patents

include citations

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### Cardiorespiratory and Biomechanical Changes with **Hippotherapy** in Children with and without **Cerebral Palsy**

BR Rigby, AR Gloeckner... - ... Journal of Exercise ..., 2014 - digitalcommons.wku.edu

Abstract **Hippotherapy** utilizes the rhythmic movement of the horse to improve functional abilities and quality of life of individuals with neurological impairments. Little is known regarding the changes in body segment kinematics and cardiovascular responses of the ...

[Cite](#) [Save](#) [More](#)

### **Hippotherapy** as a Tool for Improving Motor Skills, Postural Stability, and Self Confidence in [pugetsound.edu](#) [PDF] **Cerebral Palsy** and Multiple Sclerosis

SA Long - Sound Neuroscience: An Undergraduate ..., 2014 - soundideas.pugetsound.edu

Abstract **Hippotherapy** utilizes the three dimensional movement of the horse to improve balance, strength, coordination, and postural symmetry in those with **cerebral palsy**, multiple sclerosis, or related neuromuscular disorders. The forward, side-to-side, and rotational ...

[Related articles](#) [All 2 versions](#) [Cite](#) [Save](#)

### [PDF] The Impact of **Hippotherapy** Integrated with Kinesiology Taping on the Quality of Trunk [omicsgroup.org](#) [PDF] **Stabilisation** in Children with Spastic Form of Infantile **Cerebral Palsy**

AA Lakomy, K Krzemińska, A Raniszewska... - Int J ..., 2015 - omicsgroup.org

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# Some outcome measurement tools

- The Rickter scale
- The Outcomes Star
- The SOUL record (Soft Outcomes of Universal Learning)
- Clinical Outcomes of Routine Evaluation (CORE)



# HOMELESS & ROUGH SLEEPER SERVICES

## OVERLAY ORDER CODE: **HOM001**

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### 1. Motivation

How motivated are you for change at this time? Ten: you are very motivated for change at this time. Zero: you are not motivated at all.

### 2. Support

How happy are you with the support you are receiving at this time? Ten: you are very happy with the support you are receiving at this time. Zero: you are not happy at all.

### 3. Health

How happy are you with the state of your health? Ten: you are very happy with the state of your health. Zero: you are not happy at all.

### 4. Independent Living

How confident are you about living in your own accommodation? Ten: you are very confident about living in your own accommodation. Zero: you are not confident at all.

### 5. Money

How happy are you with your money situation? Ten: you are very happy with your money situation. Zero: you are not happy at all.





Developed by  
 Triangle

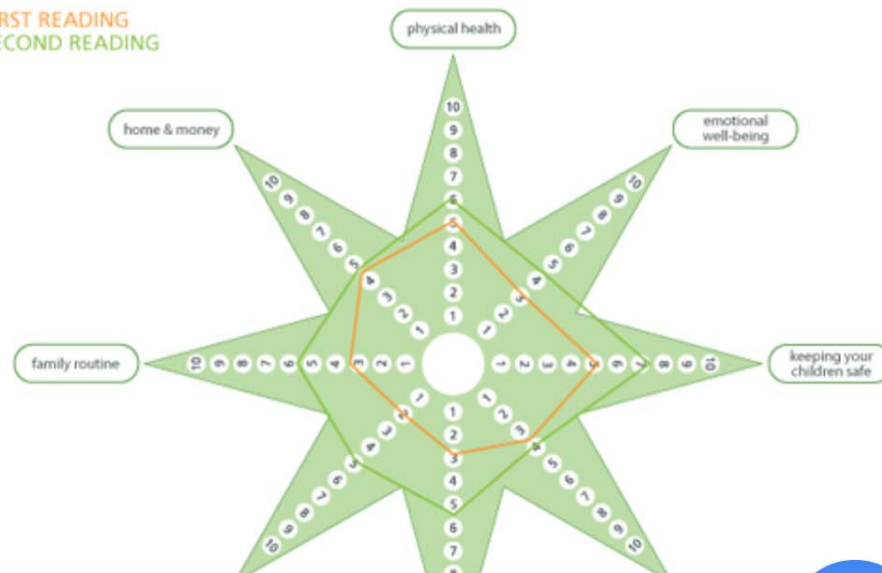
An evidence-based  
 tool for supporting  
 and measuring change

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FIRST READING  
 SECOND READING



The Outcomes Star™ is a unique suite of tools for supporting and measuring change when working with people.

- There are over 20 versions of the Outcomes Star carefully adapted for different client groups and services, including older people, mental health, families, work and more
- It is well researched, widely used and endorsed. Over 50 collaborators include the Department of Health, Big Lottery Fund, Camden Council, NESTA and NHS Trusts
- You can preview all of the Stars from this website and try out the Star Online web application at [www.staronline.co.uk](http://www.staronline.co.uk)
- Licensed Star users receive training and access to the Star Online portal with pdfs for all relevant Stars and online completion and





So...

*"After eight weeks, the clients engaged in group work reported an improvement in personal motivation. This was measured using the Rickter Scale. Clients were asked to rate their motivation on a scale of 1 to 10 and after eight weeks had improved their score by an average of 5 points."*

# Writing style (1)

- Use plain English
- Avoid jargon, acronyms and abbreviations (or define them first)
- Do not waffle
- Use short words, sentences and paragraphs
- Break up the text with headings, bullet points, paragraph breaks etc.

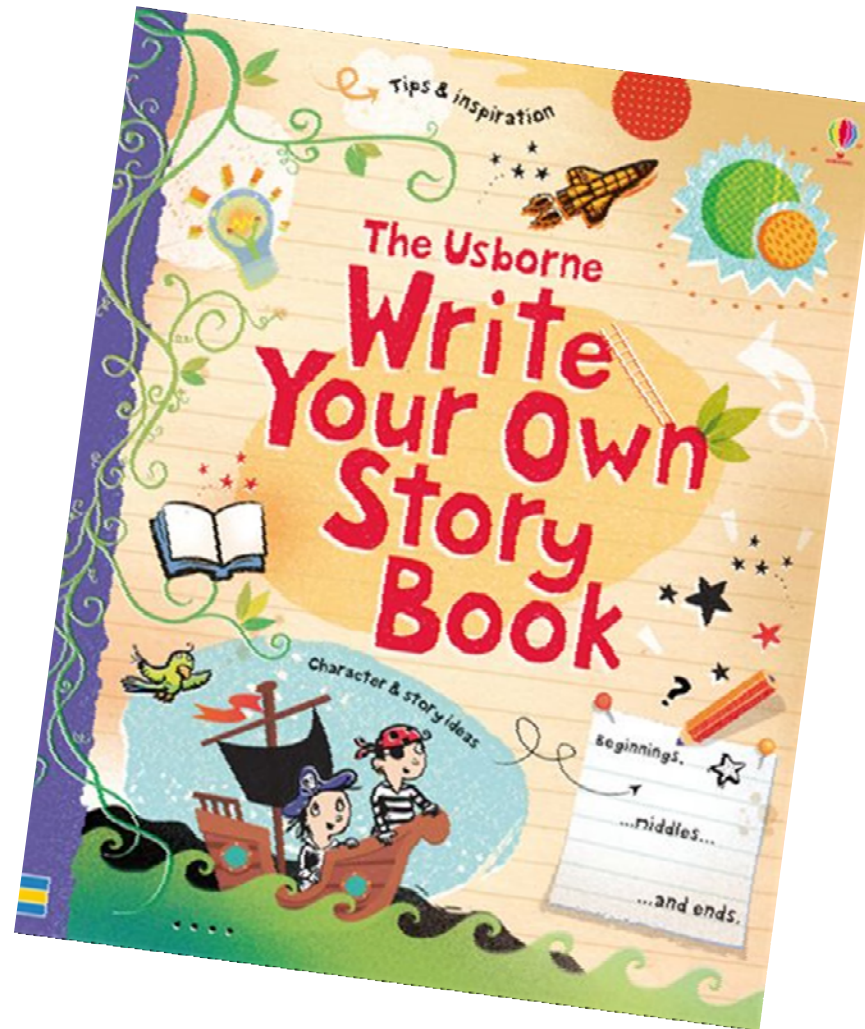
## Writing style (2)

- Use active language ("we plan to..." NOT "we hope to...")
- Tell as story (use case studies)
- Include a picture



# SUCCEES criteria

- Simple
- Unexpected
- Credible
- Concrete
- Evidence
- Emotion
- Story





# Structuring a letter / proposal (1)

Project title (make it interesting!)

Summary box

Introduction – Who you are

About your project

The need for your project

- Who your beneficiaries are
- What the beneficiaries needs are

How you have established their needs






# Structuring a letter / proposal (2)

## The outcomes of the project

- Who will benefit
- How many will benefit
- How they will benefit
- Describe hard and soft outcomes

## How you will run the project

- Main phases of work
  - Timescales
  - Who will do the work
- 



# Structuring a letter / proposal (3)

Monitoring and evaluation

Cost of the work (budget)

Where the funding will come from (amount already raised)

The “ask”

Why you are asking this funder

Thank you and invitation to visit





THANK YOU FOR LISTENING!



@KathyRoddy

