

HOW TO COMPLETE A GOOD APPLICATION

Tell us about the specific project / service / activity for which you are seeking funding. What do you want to do and how you will do it?

Describing your project:

Who? Beneficiaries – i.e. young people, older people, adults with learning disabilities, local residents. How many you hope to engage at each session.

When? E.g. Once a week for 2 hours for 40 weeks.

Where? Include venue or location.

What? Describe what the activity will include – what each session will typically provide. i.e. Youth activities will include; support with homework, sports activities; football and dodgeball and access to PCs and games consoles. If you provide specialist activity explain what it means, what the therapy session consists of; breathing, physiotherapy, massage, 1:1 or group discussion. Who will provide the sessions/activity and their skills to do so.

How do you know this activity is needed?

Evidence of need:

How have you evidenced need?

Stats and data support applications, but local information and insight is valuable too.

Who have you discussed the project with?

Have you undertaken surveys or focus groups, or had to create a waiting list due to increase in interest for your project.

How will you ensure people know about this project / activity / service and that you will reach the people you want to help?

Local knowledge – evidence how well connected your organisation is with your potential audience as well as those that can help to promote and engage your beneficiaries.

Have the actual beneficiaries been consulted with?

Is your social media up to date?

What difference will the project make to the beneficiaries?

For example:

- Increased knowledge
- Less isolated
- Improved mental wellbeing
- New qualification
- Enhanced quality of life
- Physical health improved

How will you measure the impact of your project / activity / service and how will you report the difference the funding has made?

For example:

- Before and after surveys
- Feedback forms
- Discussions with beneficiaries
- Increased number of beneficiaries engaged

What's your budget? To help us understand what you're planning to spend the money on, we would like you to provide a breakdown of your costs.

Make sure your budget is clearly broken down and itemised.

Staff / sessional workers hourly / sessional rate x amount of hours and weeks

Venue hire costs? – charge per hour x how many sessions

Volunteer costs? – how much per volunteer and for what out of pocket expenses

Operational / activity costs? - i.e. specialist speakers, entry fees, equipment hire

Capital costs? - details of relevant equipment or building costs, these need to be itemised and quotations provided for items in excess of £300

Tips

- Read the **Fund Factsheet** before applying – funds have differing criteria's
- Get someone who knows nothing about your planned project to read your application – do they understand what the project will provide?
- Compile your answers on a word document and paste into the application, this allows you to check spelling / grammar
- Keep it simple, clear, concise and realistic - a good idea doesn't have to be expressed in complex language
- We're looking for the golden thread – do all of the question responses relate to the same project?
- Never lose sight of the criteria
- Never underestimate how long an application will take to write