

“Guide to Grant Writing”

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Today's workshop

- From concept to a project development
- Background to sources of grant availability
- Developing a grant template
- Applying the template to a submission
- Submitting the grant - Steps to take pre and post submission
- Winning/Losing - what to do in each case
- Acquitting and evaluating the grant

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If there is one thing that you get out of today I hope it is that reacting to grant announcements is not going to help you in the longer term...

YOU NEED TO PLAN AND THINK AHEAD

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Have some forethought – what do you need

Problem	How solved	\$	Timing
Complaints that parents have nothing for children to do	Create play area for kids	\$8,000	June 06 – Dec 06
Indigenous cohort lacking input into priority program development	Community engagement with local indigenous people	\$24,000	Jul -Sep 06
Drug Users sticking needles in playground	Research reasons	\$10,000	Dec 06
Low participation of local disabled in programs	Develop brochure to inform and attract disabled people	\$1,800	Feb 07

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I want you to keep this in mind when you return to your group, business, school, department, office.

What most of you have just done is a very basic strategic plan for your organisation. It will guide you to grants and grantmakers.

KEEP IT IN YOUR BACK POCKET

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That is how you can move from an idea to the start of program development?

Now let's look at some program descriptions

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- **Retingle your tangles - Come to the COW - Community Opportunity Workshops**
- **Becoming Real Men in Marsden**
- **Little Sistas - Little Brothers**
- **Talking Realities ... Young Parenting Program Kingston Bayside (TR...YPPKB)**
- **Dads in Distress Frankston - Regional Expansion**
- **Growing an Inclusive Neighbourhood (GAIN Project)**

These are all successful FACSIA “Local Answers” program grant programs

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A program is highly unlikely to ever be funded just because it has a snappy name but it does immediately grab the attention of someone reading a grant application.

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How well do you fare?

- **S**ourcing grants - knowing where the \$ are
- **P**rocess for applying
- **A**pplication itself
- **R**elationship management

SPAR

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An Overview of Grants in Australia

- Government
 - Federal
 - State
 - Local
- Philanthropy
- Corporate – grants vs sponsorship

Who do you think is the largest funder?

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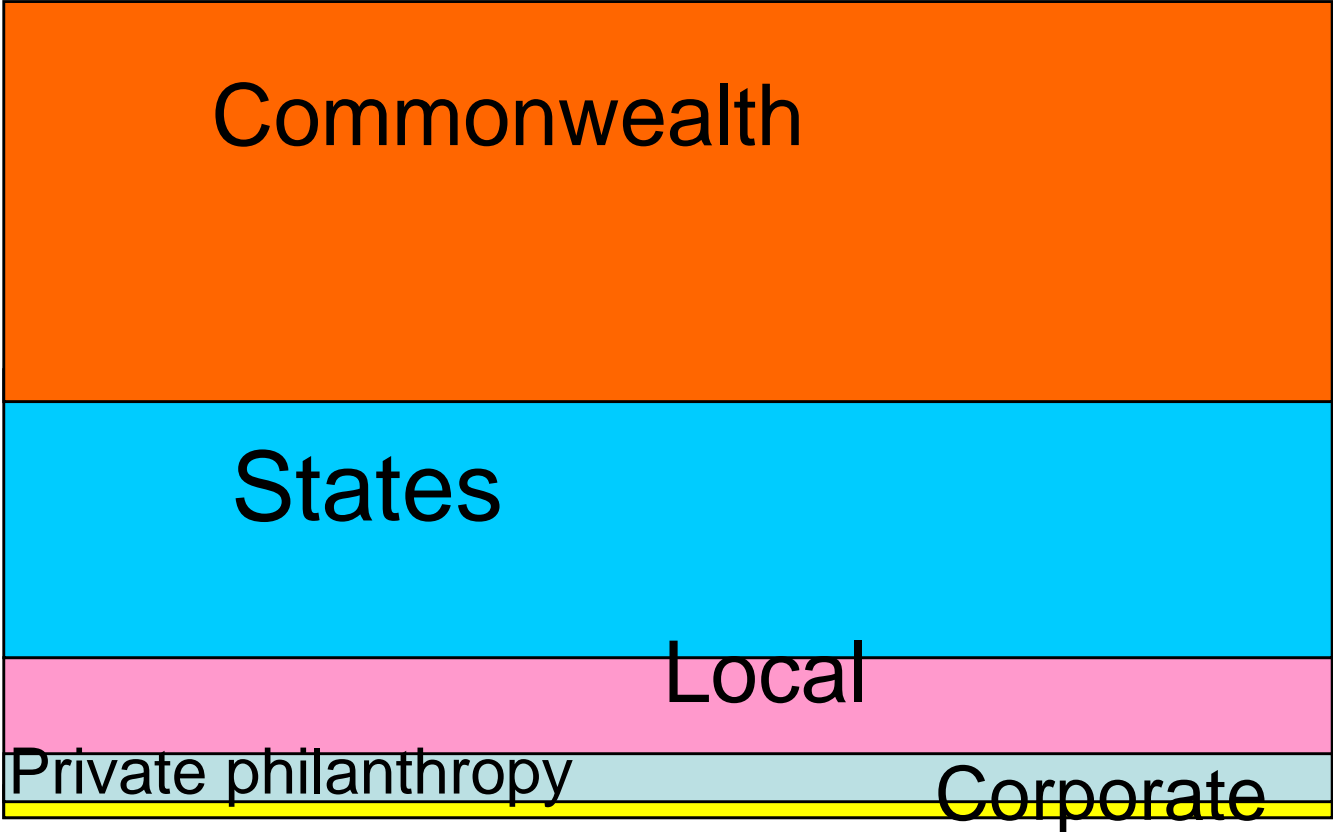
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Government grants in a total grant context



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So how do you find grants?

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1st step is knowing where, when and how

Monthly Easy Grants Newsletter

- Comprehensive - every grant in Aust
- In time (approx 2 months ahead)
- Proactive
 - **Various categories**
 - **Find the grants**
 - **Assess:** suitability, amount (ave, min,max), guidelines
- **Check the closing date**

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A basic winning grant process

- Identify that grants are a legitimate fundraising strategy (Don't do it half hearted)
- Agenda item – bring up at meetings/ roles responsibilities
- Nominate a scout to search for grants

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Thinking of the grantmaker

- What is the main theme of the organisation whose money you want
- What are they most proud of
- What qualities do they feature in their annual report
- What is their motivation for this grants area
- If the grantmaker was to invent their ideal program what would it be?

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Thinking of the grantmaker

- Identify your common interests
- Identify where your aims and interests overlap
- Identify where your activities help achieve their aims and how

HOW COULD YOU DO THIS?

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Finding the right fit to seek grants

- Need to align “values” with funding agency
- How do you help them achieve their goal
 - Target your application
 - Tailor your application
 - Refine your application
 - Work out where your objectives meet

NOT ABOUT YOU. IT'S ABOUT THEM

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Looking Beyond the Narrow Category View

Think outside the square.

- Your constituency – who? What programs?
- Do you encourage healthy practices? An anti-drug, anti-alcohol, anti-obesity message?
- Do you service a large indigenous or multicultural group?
- Do you provide opportunities for youth to learn leadership skills/responsibility/decision-making?
- Are you inclusive? (elderly/indigenous/ women/ disability/low socio-economic groups)

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Lateral thinking about grants

For example – integration of elderly into school dance program

	Arts	Education	Youth	Family	Community	Health	Disability
Potential Funding	✓	✓	✓	✓	✓	✓	✓

Are you doing anything innovative/
inclusive?

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The Grants Template

(really it's your core information in one spot)

Vibrant Description of Organisation

Re-use for most applications **and** for marketing and communication

- **Why is your group the best in the world?**
- **What is your group on the earth for?**
- **Who loves your group and why?**
- **Your staff and board**
- **Your annual budget**

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What is your group on the earth for?

To play bowls

VS

We are a vibrant group of older people who come together to encourage and support each other in a social environment and to play bowls.

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Template contents

- Corporate Info (ABN, GST, Annual reports)
- Mailing address/Contact details
- Board Member details (brief)
- Previous grant wins
- Demographic data (group/town/city/region)
- Testimonials (gov, community, corp)

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Template contents (cont)

- Who are you?
- What do you do?
- Why do you do it?
- How do you do what you do? (funding, people, volunteers, staff, partners)
- Where do you operate – link to data?
- When were you established? If new why?
- Insurance Coverage (Who, How much etc)



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How do you apply the template

- Hardly two grant applications are likely to be exactly the same...However most if not all will want to know about you and your club
- You now have one document with many sections that can be cut and pasted (CAREFULLY) to save time BUT it still needs to be tailored to the grant and their priorities.
- (NEVER, EVER JUST CHANGE THE NAME).

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You think that the grant suits your needs

- **READ** the Guidelines (yep all of them)
- **READ AGAIN**
- Check upper and lower \$ limits
- When does it close (plan to meet it)
- What is the average grant?
- What groups/programs have won the grant previously?
- What is the tone, type (i.e. hints) of the words used...

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Making the call

With one phone call you could find out:

- The priorities for the funding agency
- Whether your project fits within the criteria.
- How you could bring it within the criteria
- Collaboration (can you strengthen through partnerships)
- Evidence of support is important

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Saving time and creating relationships

- The phone call
- The meeting
- Resilience in the face of the arrogant brush-off
- **Remember** court orders apply to stalking (it may also heavily reduce your chance of grant success) – weigh up the relationship (yes/no answers sure warning sign)

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The Proposed Project

- Define the challenge
- Clearly defined and achievable objectives
- Specific
- Realistic
- Achievable within timelines
- Result in outcomes that can be measured
- Who is involved (internal/external)?
- Inject some passion

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The Project Submission

- Activities – list them against a realistic timeline
- Accountable person and CV
- Professional submission (back of envelope won't usually cut it)

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The Methods

Activity	Budget	Timetable
Activity 1	\$	June 3 – July 4
Activity 2	\$	June 6 – July 13
Activity 3	\$	July 14 – Aug 29
Activity 4	\$	Aug 30 – Nov 30
Activity 5	\$	Dec 1 – Feb 27

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If template provided - USE IT

Close Save Print Undo Redo Paste Find & Replace 85% ?

Font: 10 Bold Italic Underline Text Color Background Color

Reply with Changes... End Review...

	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	26-Jan	02-Feb	09-Feb	16-Feb	23-Feb	01-Mar	08-Mar	15-Mar	22-Mar	29-Mar	05-Apr	12-Apr	19-Apr	26-Apr
Publication of How to resource guide														
Desk research	█	█	█											
Case Study research & discussion			█	█	█									
Key Drivers development				█	█	█	█							
Procurement policy template development						█	█	█						
Help Line Material Development							█	█	█					
FAQ's for Help Line & Web Site								█	█	█				
Resource development									█	█	█	█		
Resource Production														
Resource Editing											█			
Resource Production												█	█	█
Resources Available													█	█
Help Line Operational														█

progress payment \$1000

Progress Payment \$20,000

final 9,500

Community Support

Evidence –

- Letters-current and targeted to the project
- Financial - can you do what you say
- In kind - who is doing what for you
- Local Newspaper Articles
- Research (as before)

e.g. wider community application

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Budget

- Match budget to activities
- Match timelines to budget
- All items of expenditure under headings
- A percentage of overheads (check)
- Contingency (check)
- Cost in volunteer time (check)
- What are you putting in?
- In-kind support

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Layout: Clean and Simple

- **On time**, by email (if allowed)
- A Summary on the front (if allowed)
- An index
- Within a numbered page limit - 4 to 6 max
- Check Speling grammerr facts and figures
- Use bullet points
- Passionate, Exciting
- Check that the budget adds up
- Check that you haven't got another grant provider named

“We welcome short, succinct applications that respond clearly and thoughtfully to each item. Applications are assessed according to fit with the guidelines.”
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Winning the grant – and more and more...

- Celebrate Internally – But first thing to do is say **thanks**
- Invite funders to any events, openings (if they attend acknowledge them in speech)
- Send regular reports and communications
- Acknowledge funders on all materials and verbally

....THEN LET THEM KNOW WHAT ELSE YOU WANT TO DO

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Not winning is not losing in the future

- Murder is illegal
- Ask for a debrief
 - Should more information have been provided?
 - Was there one particular area (or many) where they could improve?
 - Would they consider another application in future?

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What next?

- Refine your applications
- Take advice on board
- Keep trying
- Ask local experts for feedback/advice
 - local council staff/grant writers
 - people within your own org
 - experienced grant writers locally

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