**A Funders Top Tips**

1. **Find the right funder** 
   * Research well
     + On-line resources
     + Word of mouth
     + Association of Charitable Funders
2. **Consider your options**

* Grants aren’t risk free (there are obligations to funders)
* Is this the right route for your organisation?
* Do you have the capacity to deliver?
* Have you considered other options such as:
  + Social investment?
  + Enterprising behaviour?

1. **Get your governance in order**
   * Do you meet the funders:
     + Eligibility criteria
     + Financial requirements
2. **Choosing your project**
   * Ensure project is led by beneficiaries needs, not designed to fit funders priorities
   * A funder may fund part of your work if you fit some of their priorities
   * Always read the funders programme guidelines carefully
   * Always understand what outcomes they are looking for
3. **Ask questions**
   * Contact funder for clarification
   * Applications are time-consuming so ensure your project is a good fit
4. **Go for the right amount**
   * Make sure that the amount you ask for is proportional to the size of your organisation
   * Ask for what you need (demonstrate good project management)
   * Check the funders recent grant awards to see what they typically fund.
     + [**360 Giving**](http://www.threesixtygiving.org/)
     + [**Charity Commission website – ‘find a charity’**](http://apps.charitycommission.gov.uk/showcharity/registerofcharities/RegisterHomePage.aspx)
5. **Get your budget right**

* Reasonable
* Fully costed
* Include core costs if applicable
* Funders recognise that core costs are incurred in the delivery of good services and are willing to consider supporting such costs
* If including staff costs, make sure these include all additional costs
  + Tax, NI and pension contributions (on costs)
* Multi-year project – consider inflation costs as project may not be fully covered for subsequent years.

1. **Provide all information** 
   * Provide ALL documents requested
   * If you cannot then explain why and provide a timeframe of when they can expect the documents to follow
   * An incomplete application will delay or fail an application
2. **Make your application interesting**
   * Funders receive hundreds of applications and often more ‘good’ applications than they can fund
   * Make yours stand out
   * Don’t forgot to provide information and evidence to back up your case
   * Quotes and case studies will help bring your application to life and provide the personal touch to your work.
   * If the funder accepts them, a short film or photos will also help
   * Don’t forget hard facts and evidence that demonstrates the need for your project
   * Keep content relevant and don’t use general statistics that a funder can access online
   * Use plain English; do not overcomplicate with lots of jargon and buzz words
3. **Feedback** 
   * If your application is unsuccessful, don’t take it personally or as a comment on the value of your work
   * Unfortunately, with limited funding available, sometimes even good projects miss out
   * Make sure you take up any offer of feedback as soon as possible whilst the application is fresh in the officer’s mind
   * Funders will tell you if the project might be reconsidered at a later date and what you need to do differently next time

Adapted from source:

Alison Gowman (City Bridge Trust Chair), *Applying for funding (*2018*)* Fundraising Magazine March edition.