**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.