



TOP TIPS FOR APPLYING FOR FUNDING

Most charities and voluntary groups apply for funding as part of their efforts to raise money. To help you secure the funding you need, we have collated our **top ten tips** on how to write a successful funding application.

If you would like to talk through an application or discuss your funding activity, contact us on support@nandscvs.org.uk Or call us on 01636 679 539 for advice and support.

1. Check the closing date for applications

Are funding applications being accepted? Check the organisations closing date for applications.

2. Does your organisation fit the criteria?

Most funders will have published eligibility criteria, sometimes called 'what we won't fund'. Before applying for funding you should check:

- what the funder is looking to achieve with their funding
- if your project or service is a good fit

3. Ask for the right amount of Funding

Funders may compare the amount of money that you're asking for to the activities that you want to deliver and to your income as an organisation, to make sure that the amount seems reasonable and is manageable by an organisation of your size.

Check that you have included all costs and remember to add any associated materials, service and volunteer costs. You may be asked to back your costings with relevant quotes.

4. Why there is a need for your project or service

You need to demonstrate who you support, why they need help, how they're impacted by their issues and why other existing services aren't meeting their needs. This may be because they don't exist or have a different geographical or demographic focus. Making the case with hard data (such as consultations,

evaluations, key statistics or third party research) which is best done using a 'lived experience' story to bring it to life e.g. case studies.

5. What you will be doing

Sometimes we are too close to our own activities to be able to make it clear to an outsider. Ask yourself if you have been specific enough about your planned activities – what, where, when, who, how many and how often, by whom? And ask someone outside your organisation if they understand what you are planning to do?

6. The difference you will make to your beneficiaries

Your impact for your beneficiaries is what the funder is really interested in as well as being your reason for existence, so it is crucial to spell out how things will be different as a result of your work and how you'll measure success. Again case studies can be a really powerful way to get this across as well as hard data.

7. Show them why they should fund you

Don't be shy about saying what makes your organisation best placed to deliver the change and how you're different from any similar services that exist. What is your expertise and experience and can you back that up with data as well as case studies or quotes from beneficiaries, their families or carers or other stakeholders with an interest in your services.

8. Give them what they've asked for

Answer the questions as robustly as you can with enough information and detail. However, make the words count by writing succinctly and powerfully. If they give a word count this gives you a feel for the level of detail they expect. Make sure to supply all the **documentation** that the funder asks for or you could render your application ineligible.

9. Make sure your organisation stands up to scrutiny

Funders will often use external sources to conduct checks on the robustness of your organisation so make sure that your website and your social media is up to date. Also, if you're a registered charity, make sure that your submissions to the charity commission are up to date.

10 Check the application

Make a tick list of all the documents they are asking for and check them off before sending. Do the numbers add up? Are there typos? Have you added all quotes? Ask someone else read it before you send it off. **Finally, remember to keep a copy**

Further help

NCVO <https://www.ncvo.org.uk/home> or telephone: 020 7713 6161

Charity Commission

<https://www.gov.uk/government/organisations/charity-commission> or telephone 0300 066 9197