



“Winning” Grant Applications

How to up the ante !

Can we improve ?



What has been observed in the current environment ?

- The method of approach is often determining the outcome
- The environment has changed and is continuing to change
 - Yet we are not changing with it.
 - In many cases, we still have the same mentality

Introduction

What has been observed in the current environment ?



- Some sources of funding are not being fully utilized
- We want you to maximize this opportunity
- Much is purely common sense

*Think from the trust's
perspective*

'Not another application'



- How many other groups are currently applying for funding ?
- The range of requests and types of activities and requirements ?
- How many applications barely meet and supply the minimum requirements and details ?
- Does your application illustrate what, why, how and where the money will be spent and benefited from ?
- Why do other groups get funding ?

'Why should this application be approved ?'

*Think from a trust's perspective
'What do they require ?'*

- Fundamentally, trusts distribute funds to the community under license that will:

“Provide benefit to the community or any section of it”



Think from a trust's perspective 'What do they require ?'

- **What is 'Benefit to the Community' ?**
- Offer and provide 'coordinated' amateur sport for all ages and genders
- Provide up-to-date and relevant training equipment for all teams and players
- Provide well organized and coordinated teams that play in local structured competitions
- Provide a community identity that is representative of the area
- Provide a community facility that all clubs, groups and people can use

Think from a trust's perspective 'What do they require ?'

- **How well do you illustrate benefit ?**
- Who will benefit from this ?
- How will they benefit ?
- Why will they benefit ?



Have you considered the following fundamental questions ?

- ***What is the likelihood of acceptance ?***
- *Have you illustrated the benefits to the community and club ?*
- *Have you exceeded the minimum requirements of the application ?*
- *Have you simply answered the questions, **or***
- *Have you illustrated what, where and whom this money will be going to and benefiting ?*



Have you considered the following fundamental questions ?

- *Will the trust understand or know who your club is ?*
- *What is your club's current relationship with the trust ?*
- *In simple terms*

Have I done the bare minimum or has some work gone into the application ?



Funding applications

'What are the minimum requirements'

- Each trust is different, but require similar things

Fundamental questions

- Type of organization = Not for Profit organization
- E.g. name, address, contact details and signatures etc
- Common seal and / or Certificate of Incorporation
- Bank account details



Funding applications

'What are the minimum requirements'

Quotes

- Varies between 2 or 3
- If only 1 can be obtained, illustrate this and why in a covering letter
- Age of quotes varies so it pays to check
- Check criteria regarding internet quotes or photocopies



Funding applications

'What are the minimum requirements'

Minutes

- Typed up on letterhead
- Full names of members attending
- Resolution (motion) to apply for grant
- AGM



Funding applications

'How do I up the ante'



Step One:

Build a relationship with the Trust and its employees

- Phone the trust to establish the relationship
- Discuss what you are applying for
- Identify what the trust will and will not fund for
- Establish what is required for the application
- Inform them that an application is being sent

Funding applications

'How do I up the ante'

Step Two:

Complete the application fully



- Have I fully illustrated what the application is for and who will benefit ?
- “To Purchase jerseys”
- “The ABC club is seeking funding to purchase new playing jerseys for the clubs two top teams (Premier 1 & 2) who play in the N.Canterbury competition. The new jerseys will replace the current sets which are 3 seasons old and have become irreparable.” is a better justification

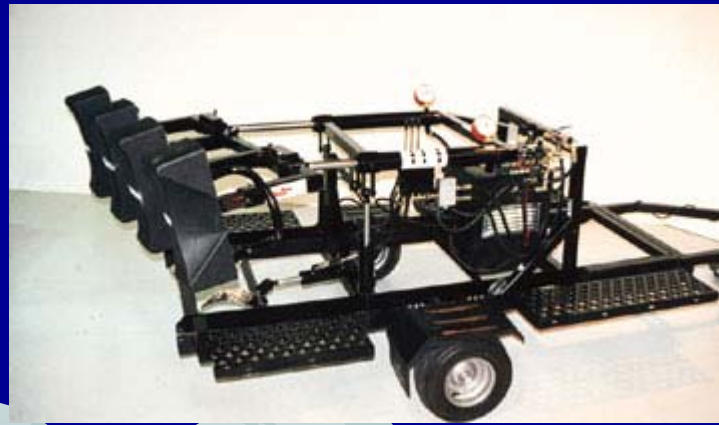
Funding applications

'How do I up the ante' (contd)

Step Two: *(optional)*

- If your group is seeking funding for a larger project or project value
- Consider visually illustrating why you are seeking the funding ... **digital photos** are easy
- e.g. If the club is wanting to redecorate their clubrooms, take photos of the state of the paint work and carpet etc
- or if the lights need replacing, take photos of the lights and the field





Funding applications

'How do I up the ante' (contd)

Step Three:

Sell the club and its make up to the trust

by giving:

- Insight into who is requesting the funding
- **Profile** your club or group
Who, what, where
- How many members and people are associated and use your club and clubrooms
- **Important** - How is the wider community integrated ?
- Illustrate the successes of individuals and / or teams

Funding applications

'How do I up the ante' (contd)

Step Four: **Follow-up**

- Once you are aware of the outcome:
- Follow up with the trust either to **'Thank them'** or to inquire why the application was declined



Internal Systems / Processes to consider

Step Four: (contd)

- Once an application has been accepted:
- Place a **note in your diary** for 11 months time to reapply for the same funding
- **Plan the year** for your funding applications
- e.g. Jerseys and R&M in Nov, travel in Feb/March, replacement of equipment in June, replacement of lights in August



Funding applications

'How do I up the ante' (contd)

Step Four: (contd)

In most cases, after a period of time (usually 3 months) trusts require **evidence** of what has been spent and where, to meet **audit** requirements

- This must be completed otherwise non compliance will impact on future applications
- Trusts are becoming more sophisticated and are **monitoring** the past
- Here is another opportunity to **acknowledge their support** and further enhance the relationship

Internal Systems / Processes to consider

- **Keep a record** of what trusts have previously funded the club for what item,
- **Reapply** to these trusts at **appropriate intervals**

