

Fingal Public Participation Network



Fingal
Public
Participation
Network

The challenges of accessing Grants

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Presentation will cover:

- **Criteria** for a grant **application**
- **Grant Writing** Process- **Ground rules**
- **Outcome measurement**
- Application **assessment**
- **Reporting requirements**
- Common **mistakes**
- Components of a Grant Review
- Characteristics of a **Winning Proposal**
- **Science of Fundraising**
- Time, **Research**, Concentration, Team Effort

Company's first step to Fundraise

Develop a **Strategic** Fundraising Plan, to include:

- **Vision** – Why does your services exist?
- **Stakeholders** – Who do you serve? How to meet their needs
- **Mission** – Why fundraise? What is your competitive advantage?
- **Strategic Positioning** – How are you different?

Grant Components

- **Introduction Vision Mission Values**
- **Statement of Need** Reason programme is needed
- Why organization is right candidate to fulfil need
- State **Objectives - SMART** – specific, measurable, achievable, realistic and time sensitive.
- Who will do **What , When , Where** and **How**
- Support methods with **research**
- **Evaluation:** How Objectives will be accomplished
- State **measures - How Who When**
- Provide a Budget clearly costed Staffing Overheads
- **Management Plan** Who will manage the programme
Include **all staff** even if **not funded** by Grant
- **Conclusion:** Restate why funds needed and what they will achieve.
- **Future Funding**
- **Appendices**

General Criteria

- What is the **need** for your project
- Why you are the **best placed** to provide this project?
- Demonstrate your **organisation's capacity** for **the undertaking**
- What **model of best practice** are you using
- How will you apply the model in the project?
- How is this addressing the **need for your project?**
- Are there **opportunities for collaboration?**
- What **impact** do you expect to have?

General Criteria for applications key points

Strategic Fit

- The project must fit the grant making priorities of the Funder
- The project must serve an identified need
- The project must have detailed, **realistic costs** & timescales

Reach

- The project has a wide **community reach** –state anticipated **beneficiaries**
- The project has **potential** for wider impact within the sector

Best practice

- Create a model of working that will provide learning opportunities for other groups

Measurable Results

- Applicants must track programme results throughout the duration of the project
- Applicants must **evaluate their work**

Grant Applications ground rules

- Read **Terms of Reference** in detail and the application form before filling it in.
- **Follow instructions** and don't divert
- Be sure you are **able to run the project** before you apply
- Be creative, **promote your service**, but be **truthful**
- Show **exact purpose** for which grant is sought
- State amount required with detailed Budget/ other source of funding
- Provide **Past performance** and achievements
- Provide Annual report, Audited accounts, Tax clearance
- Look **for Preliminary costs** (set up) if a new project
- Demonstrate how you measure **Outcomes and Impacts**
- Look for an **exit strategy**

Practical Steps to Writing Grant Applications

- Show that your grant proposal need is **significant**
- Ensure your application **delivers an answer** to the stated need. Your experience and **ability** should be **apparent** in the **application**
- Your **proposal** should convey **solid planning and research**
- **Research** the **grant makers**. Know their priorities and applicant eligibility
- Ensure your **aims are compatible** with **grant makers**
- Re-check the **guidelines** before completing the application.

Practical Steps to Writing Grant Applications

contd.

- Ensure **the proposal is complete**, an appropriate length and includes all required **attachments**
- Ensure that the **organisation's needs** and objectives are clearly and concisely written
- Cover all important criteria:
 - project **purpose, feasibility**, community need, funds needed, applicant accountability and competence
- Answer the **key questions** on the proposal checklist (provided with grant application forms)
- Demonstrate a commitment to **equal opportunity**
- Demonstrate project logic and **outcomes**

American Tips on CALM and BUSY

CALM means

- You are being **Collaborative, Agile, Logical, and Methodical**

BUSY means:

- Letting yourself be **Bogus, Unrealistic, Sidestepping, and Yoked.**

Know Outputs Outcomes & Impact

- **Outputs:** What and how much gets produced or delivered (usually expressed in quantitative measures)
- **Outcomes:** The difference made. What are the short and medium term benefits of the activity?
- **Impact:** Long term benefits or change
- Develop an **evaluation plan** that is **measurable**
Keep it clear and simple. Have a **sustainability Plan**

Monitoring and Evaluating a Project

1. What **information** will you collect in respect of activities, **outputs** and **impacts** (measurable)
2. How will you **measure progress** towards meeting **aims** and **outcomes**
3. **How often** will you formally **evaluate** the project
4. **Who** will conduct the **evaluations**
5. How will you **use the evaluation results**

Reporting Requirements

- Organisations in receipt of a grant will be required to provide **Outcome Reports** (after six months), updates and newsletters.
- A Foundation will also require the mention of the grant **in annual reports**, accounts and any appropriate publications
- The Grants staff undertake **Evaluation visits** to grantees on an annual basis. Your co-operation is requested, should you be selected for such a visit.

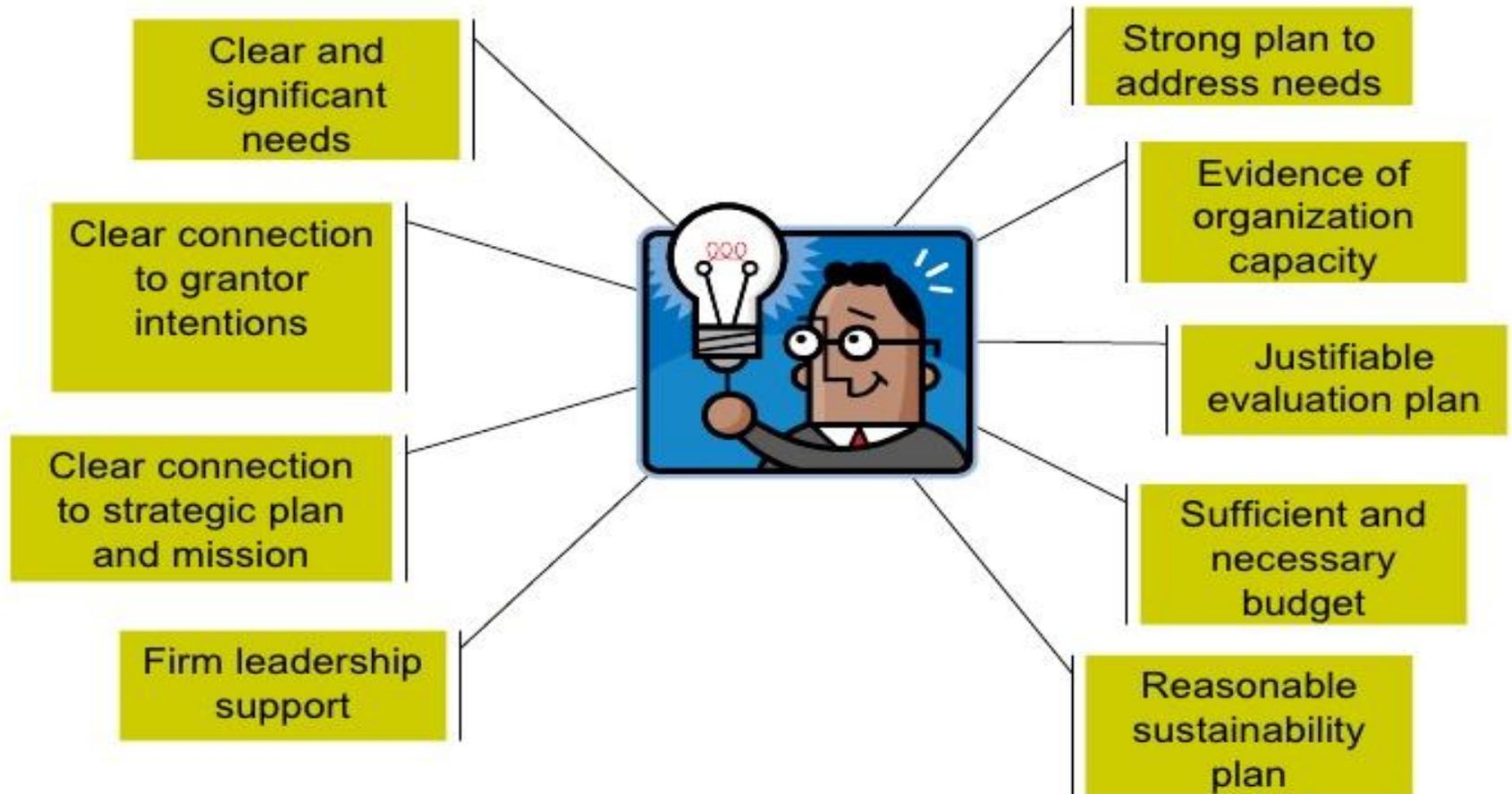
Why grant/fundraising applications fail

- All the **information** required was **not provided**
- Did not provide **purpose** for which **grant** was sought
- Proper **Budgets** not provided
- The applicant was **not eligible.**
- **Projects** were **poorly** planned.
- **Failed** to demonstrate that the **criteria was met.**
- The applicant **misses** the **deadline.**
- The form was **incomplete** or **illegible.**
- The supporting documents were **inaccurate**, out-of-date, contradict the application form or were not enclosed.
- No monitoring or evaluation
- The applicant was **asking** for **too much**

Characteristics of a Winning Proposal

1. **Clear** and **significant** needs
2. Clear **connection** to **grantor intentions**
3. Clear **connection** to **strategic plan** and **mission**
4. **Firm leadership** support
5. **Strong plan** to address needs
6. **Evidence** of **organization capacity**
7. Justifiable **evaluation plan**
8. **Sufficient** and necessary **budget**
9. Reasonable **Sustainable Plan**

Winning characteristics



What the grant giver thinks!

“A thoughtful and **honest application** always **stands out** in the crowd!.. It isn't a hurried and last minute dash to meet our deadlines with something dreamed up overnight. It is a **serious and sincere** attempt by your organisation to use its **experience and skill** to **make a positive difference** where it is **needed**”. Children in Need Grant Guidelines

Remember **CALM** and **Busy**

Golden rules of Grant making

Grant Makers don't invest in **Products**, they **invest** in **People**

- Understand what your **key strengths** are and seek out opportunities to build on them
- Provide the Grant Maker with **Change they can Believe in!** Outcomes Impact
- Know **why you need the money**, and why you can **be trusted to spend it**

Tactics Make a case for your application

- State **the need** you are trying to address
- How do you **know** that this **need exists**
- Provide **scenario planning** – state what the org would look like if the vision was fully implemented
- State major need and **verify with research**
- Give **qualitative findings**
- Identify **causes** and show a **cause and effect diagram**
- Use **simple language**

Finding a funder

- A Foundation or State funder

Foundations

- Broad area of interest
- Decisions made by trustees
- Set time lines for applications

State

Funding programme specific

Short notice **specific deadlines**

Reviewed and scored by panel

May require specific matching fund %

Rigorous process

Style and Presentation language

- Write **short sentences** in **confident language**
- Avoid **jargon** use simple language
- Avoid **unsubstantiated** superlatives e.g. unique
- Avoid the “**everybody knows**” syndrome
- Make it **clear and logical**
- **Write for reader**– are they an expert or a novice?
- Be neat, **tidy and positive!**
- **Easy to understand language**
- Write in **active voice**
- **Avoid** stating the **obvious**

What If, Grant is not awarded

- Talk to grantor
- Ask **lots of questions**
- Get **feedback**
- Recraft and resubmit (if possible)
- **Learn** from it
- Assemble a good team
- Aim for continuous **improvement**

The real work begins when the grant is awarded

Outcome Report Guidelines

- **How many people benefited** directly or indirectly from this grant
- **What is different** in people's lives as a result
- Provide a **breakdown** of all the costs involved
- What were the highlights of the project
- What were the **key lessons learned**
- Provide other relevant information; photos, videos, booklets , newsletters

Application assessment

- Grants are reviewed by people who are **experts in the field**
- The competition is stiff –many are applying **yours must stand out**
- All applications are **assessed according to the criteria.**
- A **scoring matrix** is often used (see Handout)
- Those **not meeting the criteria** will be excluded

What gets big fundraising results

- Tell your donors how you will **use their money**.
- Invite donors for a **tour of your project facility**
- Use **Compelling Imagery**
- Give People a **Way to Stay in Touch**
- Make a well-articulated “**ask.**”- gives an opportunity to help

Get comfortable with asking-

“Will you help support us by participating or donating”

End with: **Message from the Chairman-**

- Changes that previous supporters **enabled?**
- Where the **organization** is going in the **next year**
- The **impact** that the **work** will **achieve** in the **Community**

Why people stop giving

- Lack of **recognition** or thanks
- Do not feel **connected** to the **cause**
- Effect of **scandals** in charity sector
- **Aggressive** fundraising **tactics**
- Lack of **transparency** in charity
- Very high **overheads and salaries** of charity
- **Downturn** in the economy
- Feel the nonprofit is **not fulfilling** its **mission**
- Lose **interest** in the cause
- Believe non-profit **no longer** needs their **support**
- Feel there are **more compelling causes**
- Non-profit has **not** adequately **kept in touch**

A Case for Support

Must answer:

- What is the **problem** we are solving – or, needs we are meeting?
- What **specific service(s)** do we offer?
- What **results** do we **achieve**?
- **Why** are the **problems** and the **service important**?
- Are **others** doing what we are doing? How are we **distinctive**?
- What are the **financial needs** for which funding is sought?
- Is the organisation **competent** to carry out the programme?
- How can that be **evaluated**?
- **Who** should **support** the **organisation**?
- **Why** should an **individual / company support you**?
- What **benefit** can accrue **to anyone** who gives **support**?

Corporate sponsorship

- Find out what it is that they're looking for, and figure how to tie into their **goals** and **objectives**.
- For **sponsorship** to be successful it has to be **mutually beneficial**.
- It could be for **staff motivation** evidence of giving **back to community**
- **Aim** to develop a **partnership relationship**
- Can result in **ongoing funding**
- Possible **donations** from **staff** through **payroll** giving or **volunteering**
- Assess what **Worked & Didn't**, hold the Relationship

Building Trust with donors

- Demonstrate **best practice**, good judgement and **stewardship**
- Adhere to **professional standards**
- **Train** fundraising staff or **volunteers**
- Look **for feedback**
- Communicate the achievements of the organisation - **relate** these **to the donor's contribution** where **possible**
- Ensure all **promises** to donors are **kept** and are **seen to be kept**

How to develop Donor Retention (27%)

- **Thank** donors well — and **promptly**
- **Understand why** the donor supports you and **deliver** on their **expectations.**
- **Invite** donors to **engage** with the **organization**
- Create a donor **welcome pack**
- Regularly **keep in touch** with donors and show **loyalty**
- **Tell** them frequently how they are making **a difference**
- Invite donors to **visit services.** Publish **pictures**
- Evidence the **impact** you have **achieved** from **donations**
- Make them **feel part** of **the organisaiton**
- **Shared Beliefs** -buying into how mission will be achieved
- **Multiple** Engagements-donors who are also **volunteers**

Conditions for successful Fundraising

Assure **Trustworthiness, Transparency** and **Accountability** that the organisation has.

- Robust financial **management** systems
- **Qualified** diverse **Board**
- **Integrity**
- Excellent **public image**
- Strong **impact** / programme **results**
- A **well run** organisation

Revenue Grant Applications

- Show amount required **with detailed Budget/** and other source of funding
- Show **past performance** and achievements
- Provide **Annual Reports,** Audits, Tax clearance
- Look for Preliminary costs (**set up**) if a **new** project
- Demonstrate **how** you **measure Outcomes**
- Look for an **exit strategy**
- Meet / Negotiate - **sell** your **worth** to the **Funder.**

Final Check list

- Check the **project meets the criteria**
- Have you **answered the project brief**
- Have you **provided costs** and **do the add up**
- Why your **organisation is best** to lead the project
- What are the **outcomes**
- Check the **timing suits**
- How will you **share the learning**
- Have application **proof read for errors**
- Have you kept to word count

(Obtained from an experienced Foundation Grant assessor)

Check list errors found

(Very) common mistakes

- Did not **read the criteria**
- Cannot clearly **explain project activity**
- Timing is **not aligned with grant**
- **Costs don't add up**

Others

- **Blank answers to questions**
- Category not ticked
- Difficult to read/understand due to grammatical errors
- Request amount **outside funding**
- **Missed deadline**

CHECK YOUR APPLICATION!!

Useful Websites

- www.communityfoundation.ie
- www.udaras.ie
- grantsinfo@irlfunds.org

Questions?



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