

Why people give

- **Self-interest**
- **Atonement**
- Reciprocation
- **Tax**
- **Empathy** Needs focused
- **Sympathy** Process focused, Perception of inequity
- Social justice
- Want to be **recognised and valued** for gift
- Want to **feel good** about giving
- They know how their **money** will be **used** and the **difference** it will **make**

Guideline from a local authority for grant applications

Business Focus

There are a number of things to consider before making a grant application.

Finding out what grant schemes you are eligible for is only half the battle.

There is no such thing as free money and your application will require anywhere from a few hours to several days or even weeks for the bigger schemes.

Here are some useful tips to consider before you decide to proceed:

1. Have a chat with the grant provider organisation about your chances of success before doing too much work.
2. Don't pin your hopes on starting the project immediately. Even if you're successful, it'll take a while to come through and you are unlikely to be reimbursed for payments you make beforehand.
3. Prepare a good project plan to back everything up with research and figures. The plan may form part of the application so avoid writing them on the backs of cigarette packets.

Find out more about writing a business plan.

4. Find a project you want to do rather than pursue one for the sake of a grant.
5. Ensure you can commit enough time to the application and that its worth this investment.
6. Don't pin all your hopes on getting the grant, as they are often competitive.
7. Make sure you can actually deliver the project, as the grant can be withdrawn if you don't achieve agreed targets.
8. Consider getting involved in partnerships. Public/private sector partnerships can be strong and sometimes essential, particularly for European schemes.

9. Consider how you will match fund the grant, as it will rarely cover more than 50% of the cost of the project.

10. Read the small print, and get someone else to check your application for clarity and any mistakes.

Applying for Funding - Community Focus

Fundraising is not something you can ignore. People don't get involved in voluntary activity because they want to do fundraising and so, all too often, one or two people find themselves called "The Fundraising Committee" while the rest get on with the "real" work.

If this happens it's likely that the "Fundraising Committee" will get depressed and give up, the organisation won't have enough money to do the "real" work, so other people will get depressed and give up, nobody wins.

Getting the money to do what you want to do is a central part of a group's activity. If everyone takes it seriously, thinks about getting money well in advance of needing it and then puts some time and effort into getting it, the chances are that you will actually find yourselves with the money and the time to get on with the real work.

So what do you do?

The first thing is to make a shopping list. This may turn out to look like a budget for the next financial year but it is not necessarily that, and it is not the Treasurer's job. The Treasurer keeps track of the money but the group should decide what's needed. Put down everything you might need. This might include:

- Rent of a building
- Rates and insurance on a building
- Money for electricity, gas, phone
- Wages or expenses for volunteers
- Cost of publicity material
- Cost of equipment
- Hire of a hall or room
- Cost of stamps and stationery
- There may well be other things! Work out what each of these is going to cost and add it all up. It's then a question of working out who to go to for what.

Plan ahead

Whatever you do will probably take longer than you imagine. Some government grants and other schemes happen once a year and you may need to start planning 18 months in advance. Some trusts only meet once a year. Think ahead.

Be realistic

It may be better to grow slowly and develop in the direction you want rather than go all out for any money that's around and find yourselves having to cope with a whole lot of bureaucratic red-tape in a game where someone else always makes the rules.

Keep records

Keep a note of which bodies you've approached, when you approached them, and what the result was. Then you'll know who to go back to, and when. And you won't lose all the precious

information about funding organisations that you've painstakingly built up previously.

Example of The Criteria used by a Funding Foundation

Grant applications are assessed by a committee of experts and recommendations are made to the Board for approval. If requested, informal feedback on submitted applications is provided.

The general criteria for assessing grant applications are set out below:

Criteria	Score	Weighting
1. Suitability of Organisation		10
2. Circumstances of Target Group		25
3. Purpose of Grant		30
4. Impact and effectiveness		25
5. Innovativeness		10
Total		100

Notes on Criteria

- Suitability of organisation refers to whether the applicant body works directly with children and young people or for their benefit and whether there is confidence in the work that they do. Those bodies working with marginalised and excluded children and young people are of particular interest.
- Circumstances of the target group refer to the actual children and young people that the grant will be used in favour of and their particular needs.
- Purpose of the grant is self-explanatory but attention should be given to whether it is realistic and appropriate.
- Impact and effectiveness refer to the benefits of the proposed activity and to what extent a Foundation grant will enable the purpose to be achieved for the benefit of the target group.

Innovativeness is trying to capture proposals which are different or novel, and those coming from outside of Dublin are especially welcome