

ROBUST FUNDING APPLICATIONS – tools and tips!

Julie Hunt MInstF(Dip)



Structure

1) Research

2) Project

3) Outcomes

Learning outcomes ... know:

- **what needs to be in place before applying**
- **how to evidence the need for your project**
- **how to shape your project**
- **the 'real' costs of delivery**
- **the intended outcomes**



An overview of Trusts & Foundations



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BUILDING A HOUSE



Solid Foundations – INTERNAL RESEARCH

- ✓ **Governance**
- ✓ **Finance**
- ✓ **Strategy**

- **Health check!**

Ground Floor

Room 1 - EXTERNAL RESEARCH

Primary research

- ✓ Consultations
- ✓ Feedback
- ✓ Evidence of Impact
- ✓ Focus Groups

Secondary research

- ✓ Reports/Research
- ✓ Competitive Activity
- ✓ Statutory Statistics

Secondary Research

Group Exercise

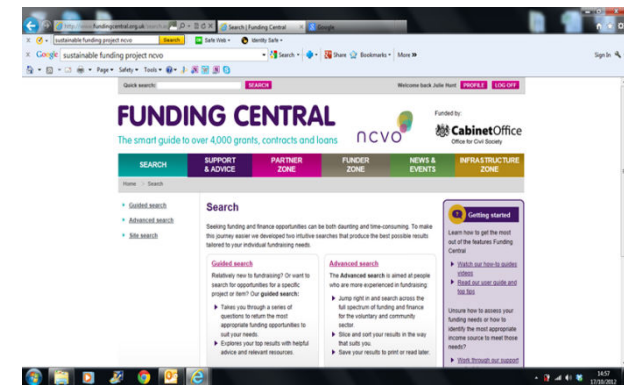
Ground Floor

Room 2 - EXTERNAL RESEARCH

Directories



Websites & Funding Portals



Trusts & Foundations websites



First Floor - The Project

- ✓ **Outputs/Activities – linked to Outcomes**
- ✓ **Added Value**
- ✓ **Monitoring**

Full Cost Recovery?



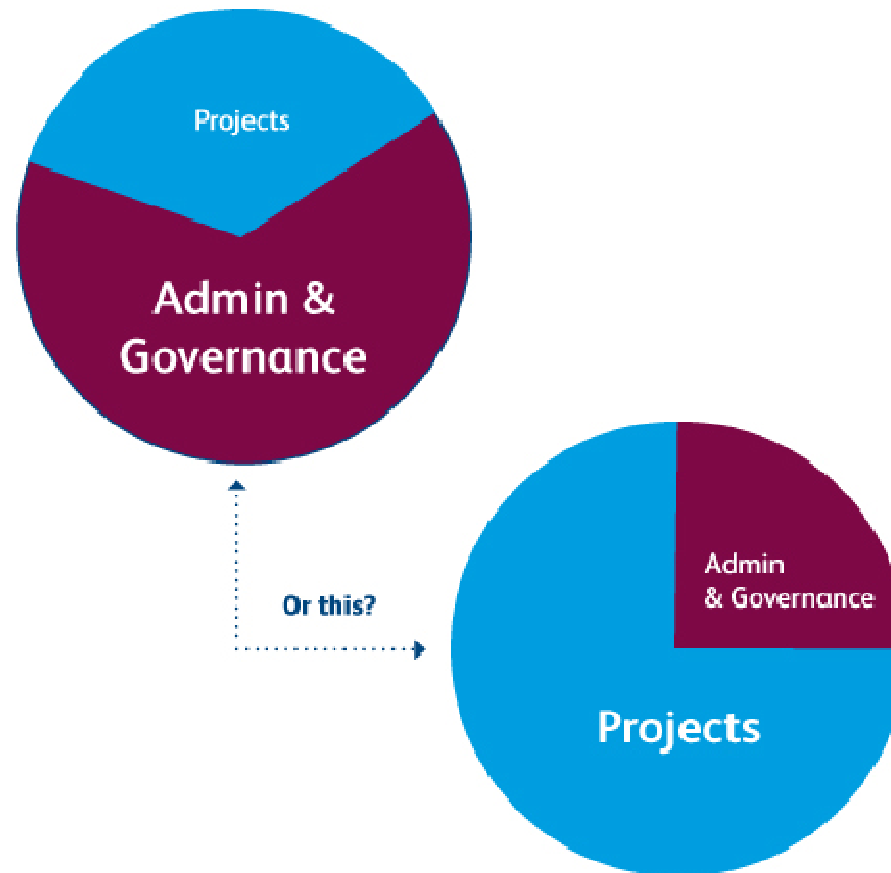
Know 'real' costs of a project or service

Calculate the:

- ✓ **direct costs** of the project or service
- ✓ **total overhead costs** for the whole organisation

Allocate a relevant share of overhead costs to the project

How do you present your costs ...

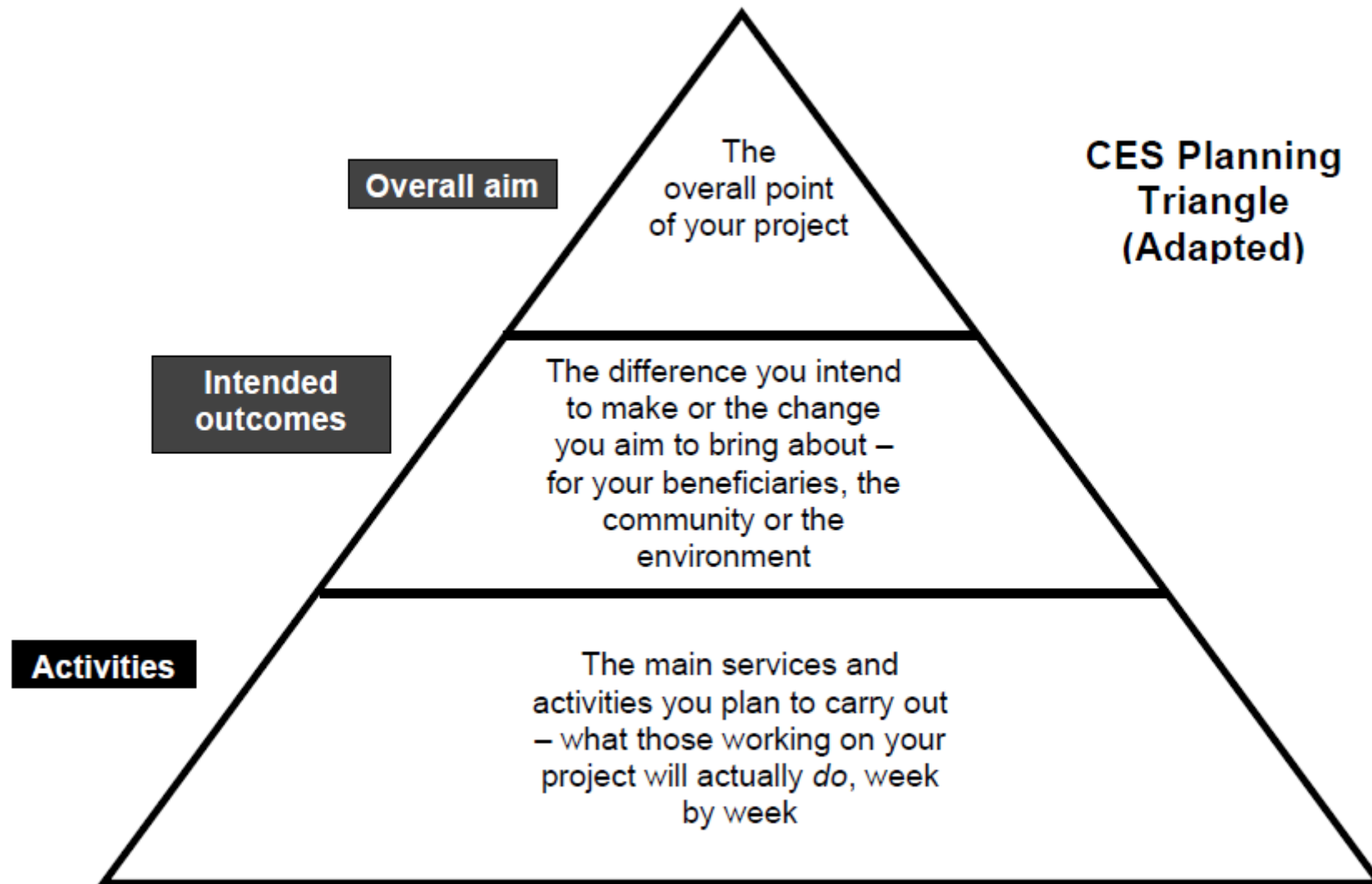


The Roof – Outcomes (Change/Difference)

- ✓ **Intended Outcomes**
- ✓ **Evaluation – Impact (Case Studies)**
- ✓ **Big Lottery Fund 60% outcomes focussed**

Outcomes

Outcome funding refers to the process whereby funders fund for **change** brought about by particular activities – or outputs – not simply the delivery of outputs themselves. Outcome measurement is a way of focusing not so much on what we do as **what we achieve**. Together they provide a discipline and framework for doing things **better**.

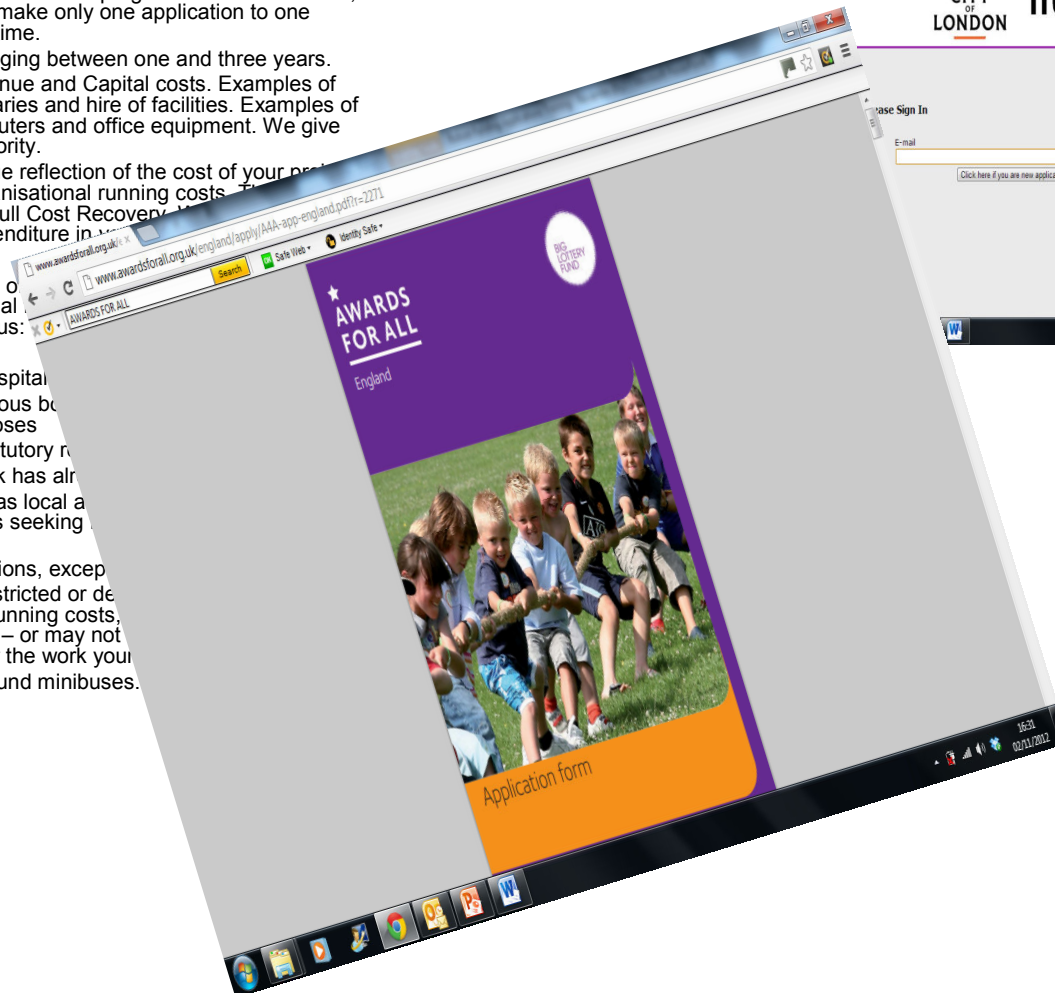
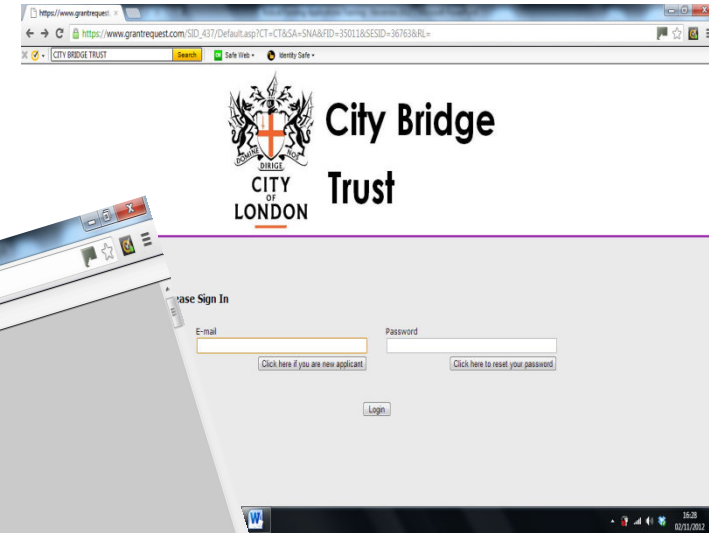


Intended Outcomes

Individual Exercise

Application Forms

- **Please read all the information below in full before applying**
- What we fund
- Comic Relief makes grants in the programme areas outlined, and organisations can make only one application to one programme at a given time.
- We can give grants ranging between one and three years.
- We will fund both Revenue and Capital costs. Examples of Revenue costs are salaries and hire of facilities. Examples of Capital costs are computers and office equipment. We give building costs a low priority.
- We recognise that a true reflection of the cost of your project may include some organisational running costs. For example, sometimes known as Full Cost Recovery. We encourage you to include this expenditure in your application.
- What we don't fund
- There are certain types of projects we do not fund. If your proposal falls into any of these categories, please do not apply to us:
- grants to individuals
- medical research or hospital equipment
- churches or other religious buildings or premises used for religious purposes
- work where there is statutory responsibility
- projects where the work has already been funded by a statutory body, such as local authorities, City of London Trusts, or organisations seeking funding from statutory bodies
- profit-making organisations, except where your 'free' (unrestricted or designated) income covers more than one year's running costs, or the full amount you ask for – or may not have enough to pay for the work you are applying for. We are also unable to fund minibuses.



Julie Hunt

Email: julieh@hunt4funding.org.uk

Telephone: 07787 056208