Funding Workshop 1: Grant Writing for Beginners
Overview, aims of the workshop

- Decide whether your project idea is fundable
- Understand the needs of the applicant
- Understand the needs of the funder
- Understand the difference between outcomes and outputs
- How to tell the story clearly
- Questions?
What do you want to do?

Before you think about applying for a grant, think about the fit with your strategic purposes/ core activities.

The project/ your need should be the reason you are applying - not that funding is available and you are fitting a project to its meet requirements!

One way of doing this is to produce a matrix of projects, which is reviewed and updated regularly.
### Example of a funding matrix

<table>
<thead>
<tr>
<th>Area 1: Building Repair Projects</th>
<th>Project Name</th>
<th>Priority</th>
<th>Description</th>
<th>Current Funding Arrangements</th>
<th>Timescale</th>
<th>Funding Risks and Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low level Roof Repairs</td>
<td>PENDING</td>
<td>Low level roof repairs comprising gutter and down-pipe renewal &amp; re-satting roofs (Ark, Church Office &amp; Ron’s Room)</td>
<td>Cost £85.5K&lt;br&gt;Secured: £79k, i.e. CRBC £5k, National Churches Trust £2.5k; Sheffield Town Trust £2.5k; Harry Bottom Charitable Trust £6.6k; Voelka £66k; Harry &amp; Henry Bottom Trust £3k</td>
<td>Feb - June 2018</td>
<td>Risk: £6.5k Shortfall&lt;br&gt;Opportunities: CIL or Ward Pot funding £3K; Liz &amp; Terry Bramall Trust £9K; Bishop Radford Trust £1K&lt;br&gt;Decisions by March 2018&lt;br&gt;Works in Feb to Aug</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area 2: Building Improvements</th>
<th>Project Name</th>
<th>Priority</th>
<th>Description</th>
<th>Current Funding Arrangements</th>
<th>Timescale</th>
<th>Funding Risks and Opportunities</th>
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<tr>
<td></td>
<td>Development Project Phase 1 (Project Services &amp; Income, i.e. Improvements with minimal disruption to the current workings of the Church)</td>
<td>Phase 1a: Ron’s Room: Re-orientated toilet: new walls &amp; re-positioned door allowing room to be independent letting unit; New welcoming entrance threshold &amp; resurfaced courtyard; Interior refurbishment &amp; external landscaping</td>
<td>Cost £15K</td>
<td>2018</td>
<td>Success with low-level roof repair project will include a basic interior refurbishment to Ron’s Room. Additional funding applications needed for Phase 1a. Opportunity to either re-let a Community workshop or to market Ron’s room space, using and letting agent, to generate income late-2018.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area 3: Interior Design Projects</th>
<th>Project Name</th>
<th>Priority</th>
<th>Description</th>
<th>Current Funding Arrangements</th>
<th>Timescale</th>
<th>Funding Risks and Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phased Interior Design Projects</td>
<td>Colour, equipment &amp; furnishings: Suggested &amp; costed by Hallam University Interior Design Students (in preparation for May 2018)</td>
<td>Cost £60K</td>
<td>2018-2022</td>
<td>Applications to appropriate funding bodies and from church congregation donations. See <a href="mailto:pbarker@hedleyfoundation.org.uk">pbarker@hedleyfoundation.org.uk</a></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area 4: Staff Development Projects</th>
<th>Project Name</th>
<th>Priority</th>
<th>Description</th>
<th>Current Funding Arrangements</th>
<th>Timescale</th>
<th>Funding Risks and Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business development coordinator post</td>
<td>To manage the maintenance and improvement and letting of the building to support growth in use of the building</td>
<td>Cost £10K pa&lt;br&gt;0.5 FTE</td>
<td>2018 onwards</td>
<td>Risk: Room hire may not grow to meet cost of the post.&lt;br&gt;Opportunity: To improve user experience; support building phase development; increase building use/ income.</td>
<td></td>
</tr>
</tbody>
</table>
The table summarises funding arrangements for each project and sets out the risks and opportunities presented by each.

Each project has been allocated a priority rating of 1-5, with 1 highest priority and 5 lowest.

Estimate & Guesstimate Costs are shown to nearest £1K (exclusive of VAT).

Each project has been rated on a ‘red / amber / green’ scale according to the degree of concern attached to the funding of each project.

- **Red** = risk of project failure
- **Amber** = action needed to make project sustainable
- **Green** = project secure, but further work may be required
What do you want to do?

Also think about the cost implications of applying for a grant. A simple cost–benefit analysis can be undertaken to ensure that applying is the best use of your resources. Funding applications are time consuming and success rates for many are low.
Cost/ benefit Example: £600 SEMD Collections Care Grants

**Benefit:** the costume collection is repacked in acid free boxes. The museum may have no budget for this type of work - and this is the only way to get it done. Volunteers may be time-rich, but cash-short.

**Costs:**
- 1 hour to complete the required benchmarks document
- 2 hours to look up the costs of materials; read the guidelines and complete the application form; and upload quotes/price lists/benchmarks documents
- 30 to 60 mins to respond to grant award letter; provide bank supplier details if not on Brighton system; and accept grant
- 30 mins to complete post-grant 'case study form' and send evidence of expenditure (i.e. invoices/payments)
- 1 to 2 hours to gather data on last year's operations, and complete annual survey for Museum Development (a requirement of getting all SEMD grants now)
- Opportunity costs i.e., what you could have done with the 5-6 hours if you hadn't gone for the grant.
Is your idea fundable?

- Before you begin the process of applying for grants:
  
  Check your constitution, does your project fit within your constitution’s area of benefit? Does it meet your Aims & Objectives?

  Most funders will ask for a copy of your constitution and/or check your Charity Commission page to check area of benefit. You may need to change your governing document.

- Be clear about what your project is – if you are not clear then it is harder to tell the funder about your project. Is it realistic – have you the time & resources to apply for funding, then to deliver the project

- Can you evidence the need for your project?
  
  Do you have feedback from users? Local statistics? that you can use to support your project. Is there an identified need locally that your project will help to address?

  Demonstrating need will also inform and shape your outcomes.
• Read the funding criteria and guidelines carefully – many funders receive applications that do not meet their guidance

• Check your project meets the criteria – if you are not sure give them a call/ contact the funder to check. Check if there is channel to do this – e.g. NLHF expression of interest

• Also check their website for recent awards, to see types of projects funded, for how much. Useful to gauge how much to ask for. If funded similar projects.

• Check exclusions

• Do you need match funding? Where from? – cash/ non-cash/ in-kind How much? Does it change depending on how much you are asking for?

• Identify supporting documents and/ or information you need, these can often take time to collate.
What is the difference between outcomes & outputs?

NLHF definition:

An outcome is a result of what your project does. It’s a change that happens, rather than an activity or service you provide (which are outputs).

The easiest way of describing an outcome is to explain how it is different from an output.

- The output of cooking dinner is a plate of food. The outcome is a full and satisfied person.
- The output of a teacher is a certain number of lessons delivered in a year. The outcome is happier, wiser students who are more able to succeed.
Telling your story

WHY your project is important

WHAT you are planning to do

WHO will benefit

WHEN you will do it

HOW you will do it

HOW MUCH it will cost (and where any other money is coming from)

WHAT it will achieve (outcomes)

HOW you will check its success (monitoring)

HOW you will decide what worked and if you could have done it better (evaluation)
Write in clear, easy to understand language – try not to use acronyms or specialist terms. If you do need to explain them clearly.

When you have finished your application get someone else to read it, useful for someone who is not so close to the project to give you feedback and suggest edits.
SEMD offers free Grant Writing Surgeries
1-1 support for writing grant applications
Contact your MDO to book a slot
SEMD

Small grants available:

- Collections Care Grants
- Fundraising Skills Builder Grants
- Innovate to Generate
- Accreditation Development Grants
- Creative Collections Care
- Going Green

Check website for details of deadlines, grant amounts etc.

https://southeastmuseums.org/support/grants/
Key funders

National Lottery Heritage Fund (NLHF)
www.heritagefund.org.uk/

National Lottery Grants for Heritage

• Grants awarded between £3,000 to £5 million, for projects that connect people and communities to heritage in the UK

Art Council England (ACE)
https://www.artscouncil.org.uk/funding

National Lottery Project Grants (open)

• Supports Accredited museums only (for museum practice projects such as conservation or collections engagement, but not for arts engagement projects)
• Grants available for between £1,000 - £100,000 for projects up to 3 years+
• To engage people in England with Creativity and culture
Key funders

Historic England
Repair Grants for Heritage at Risk
https://historicengland.org.uk/services-skills/grants/our-grant-schemes/repair-grants/

- Grants are intended to reduce the risk faced by historic sites on the Heritage at Risk Register.

Museums Association
Esmée Fairbairn Collections Fund
https://www.museumsassociation.org/funding/esmee-fairbairn-collections-fund/

- For time-limited projects of up to three years between £20,000-£90,000
- Does not support capital costs, focus on engagement
Key funders

Art Fund
Reimagine Grants
https://www.artfund.org/supporting-museums/programmes/reimagine-grants
Overall aims of grant:
• to support organisations as they reimagine their activities following the pandemic
• to help organisations build expertise, capacity and connections within and outside the sector.

Architectural Heritage Fund
https://ahfund.org.uk
Transforming Heritage
• Funding focused historic building projects in places where strategic regeneration programmes are planned or are already underway.
Sonia Rasbery + co.
PROJECT MENTORING & CONSULTANCY

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