

# Funding Workshop 2:

Grant Writing for  
Beginners

Focus on text

# Overview, aims of the workshop

- **Key features of a good funding proposal**
- **Providing evidence to support your application**
- **Importance of understanding the difference between aims & objectives, and outcomes & outputs**
- **Writing style and presentation**
- **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!

**What makes  
good funding  
application?**

**What do you think makes a good  
funding application?**

**Discuss in your groups, and feedback 3  
things you think make a good funding  
application.**

**Feedback + discussion**

## What makes good funding application?

- A clearly defined problem or need – backed up by solid evidence
- A clearly defined project proposal – providing a realistic and practical solution to the problem or way to meet the need, including achievable outcomes
- Evidence of your organisation's effectiveness and cost-effectiveness, includes credibility, track record etc.
- 'Added value', including user and volunteer involvement etc.

# Providing evidence to support your application

## Why?

- Make sure you first clearly define the problem or need. Don't assume any prior knowledge from the funder – so be clear and explain fully.
- Providing evidence to support your identified need is important. Proves to the funder that you understand the need, this in turn gives the funder confidence in you - that they are not wasting their money on you.
- Need also informs your outcomes

## What evidence?

**In your groups think about the evidence that you have used to support funding applications.**

If you haven't applied for funding think about sources that you think might be used to support an application. This could be internal sources of evidence or evidence that can be gathered from external sources.

Feedback with 3 sources of evidence.

# Potential sources of evidence

- Own evaluation and monitoring - this could be feedback from activities, visitor survey responses, comments books, case studies
- Local statistics gathered by your local authority, local health authority, local tourism data etc.
- Heritage/ museum sector specific survey's – for example [Museum Audience Report, 2018, Taking Part](#)
- Letters of support
- Local area profiles ([Audience Agency](#))
- Trip Advisor, Google reviews
- Census
- National reports, policies
- Academic findings

## Using your evidence in your application

- Make sure any evidence you use is specifically related to the project
- How much evidence you provide should be guided by the size of your funding application.
- Several sources of evidence both from within your organisation and from external sources. A mixture of qualitative (quotes from previous participants, letters of support) and quantitative (facts and figures)

## What are aims & objectives?

**Aims:** The changes you are trying to achieve. They describe the difference you plan to make in the lives of the people you work with.

**Objectives:** The planned activities which will enable you to achieve your aims.

**Think about a project that you are planning to apply for funding to support. Spend a few minutes thinking about a specific aim and a related objective for that project.**

# Examples



**Example of an aim:** To increase confidence and self-esteem



**Example of an objective:** To provide a workshop for young people in curatorial skills (e.g as part of a museum takeover day)



Aims and outcomes are linked. Aims describe what you plan to change, and outcomes describe the change that will happen as a result of what you do.

## What are outcomes and outputs?

**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 a teacher is a certain number of lessons delivered in a year. The outcome is happier, wiser students who are more able to succeed.

Objectives and outputs are also linked. Objectives describe the activities you plan to run and outputs are the actual activities you will run.

## Why it important to understand aims, objectives, outcomes and outputs

### Funders:

- will want to know the overall aim (this will most likely be as part of the project summary)
- will be interested in the outcomes, not just the activities you are delivering
- are increasingly asking applicants to demonstrate the difference project will make – the outcomes
- want outcomes to be measurable, will ask you to set targets and how you will monitor and evaluate

# What is your track record?

## Do you have the experience, skills and capacity to deliver the project?

Various ways to give this evidence to demonstrate this:

- Stating your skills and experience – mention specific skills
- Previous projects
- Include your business plan
- External standards you are meeting
- Legal status
- Mission

Some funders will explicitly ask for information to be included – e.g. business plan, information about your organisation. Others will not but you need to give evidence to show you are a robust organisation.

## Presentation style

Make the application as easy to read as possible.

### **Avoid:**

Long, densely worded paragraphs of text

### **Instead use:**

- Bullet points
- Headings
- Highlight in bold or underline
- Short paragraphs

# Writing style

- Write in clear, easy to understand language – try not to use acronyms, jargon or specialist terms. If you do need to explain them clearly.
- Don't assume that the person knows you and your project, it may be obvious to you but make sure you explain clearly what you do and what the project is.
- Use facts and figures to back up and support your claims.
- Use active sentences.
- Be positive! Don't say 'This project will aim to' instead use 'This project will'.
- Use the funders language.

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.

**Any  
questions?**

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contact your MDO to book a slot

*Sonia Rasbery* +co.  
PROJECT MENTORING & CONSULTANCY

589 Southleigh Road, Emsworth, Hampshire, PO10 7TE  
**t:** 07941 100699 **e:** [sonia@rasbery.co.uk](mailto:sonia@rasbery.co.uk) **w:** [rasbery.co.uk](http://rasbery.co.uk)