

Funding Application Hints

Attracting Funding

- Read the criteria for every funding application carefully. Be sure that the funder fits your needs and can provide the funding you need for the costs that you cannot meet.
- Find out what you have in common with the funder - what do they consider a good result. Every funder measures certain outcomes as their indicator of how well they are doing. If you can show that your goals match their goals you are more likely to be funded.
- Establish the funding deadline and make sure you can complete your application by that time - early if possible.
- Ask how long it will take between applying for funding and receiving money if you are successful. This will have a substantial impact on your planning.
- Ask the funder how good they think your chances of success are. This will help you with your risk management.
- Find out how much detail the funder wants. Some funders want a one page summary, while others want as much detail as you can provide. Feel free to add appendixes to short applications, but be aware that the funder may not read them.
- Find out how strict the funder is on the filling out of application forms. Some require every box to be filled in full with no mistakes whatsoever, whereas others are satisfied with 'n/a' or 'see attached'.
- Be very clear about how much funding you are requesting, over what period and what it is for.
- Provide a cash flow forecast for EVERY year that you are requesting funding and potentially for the year after if that is needed by the funder.
- Be very clear about what will come out of your project. Who will your project help, how will it affect your community? Make sure that you are able to measure these results clearly. A project that creates a 'happier community' is hard to measure compared to a project that creates a 'happier community' by providing 4 community events and temporarily employing 4 people.
- Talk to the funding provider. Ask them how your plan can improve its chances of receiving funding. Take any advice at face value. Funders have a lot of experience in this field - make use of it.
- Try not to put all of your eggs in one basket. You have not succeeded in attracting funding until the money is in your bank account. Most funders have a limited pool of money and even projects that they feel should be funded can be declined due to a lack of funds.
- Try not to be discouraged if you do not attract funding. Get advice from your funding provider about why you were declined and use that advice for any future applications.