

Quick Guide to.....Fundraising

BEFORE YOU START

The first steps to take when thinking about funding are often those that are overlooked and therefore jeopardize the success of the application. Before making a grant application, consider the following:

☞ Does the group have a Constitution or set of rules?

A Constitution must have as a minimum:

- The aims and objectives of the group
- The powers of the Management Committee (i.e. what are they authorized to do)
- Who membership shall be open to and how to join
- Management Committee structure including protocol for joining
- A dissolution clause (i.e. what will happen with the assets if the group were to finish)

☞ Financial status

Minimum financial requirements:

- A bank account in the name of the group (at least two signatories who cannot be related)
- Appropriate day-to-day financial recording and an annual statement of accounts
- Independently verified or audited accounts

☞ Is the group managed properly?

A funder will want to ensure that the Management Committee 'manages' the group adequately, and if they will be able to manage any grant they receive. This will include implementing appropriate systems to monitor the effectiveness of any grant given and provide evidence to this effect.

ALL ABOUT THE PROJECT

The table over the page will give you some idea of the type of things you will need to consider prior to making an application. How this information is presented to the funder will depend on their own funding criteria, and preferred methods of application (i.e. application form, letter etc.), so make sure you check their guide lines which will state how and when to apply.

MAKING THE APPLICATION

Funders will need to be assured that the project you are seeking a grant for has been properly planned and thought out and that every eventuality has been covered.

6 steps to a successful grant application!

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<p>Organisation information</p>	<p>This is where you will provide information about the structure and aims of your group and how it is managed. This should include details about the set-up of your Management Committee - chairperson, secretary, treasurer etc, why the group has been established in the first place i.e. to encourage the local community to take part, to give young people in the community somewhere to go, to improve the health and fitness of members of the community etc. These are known to as the 'aims' of the group or can also be known as the 'vision'.</p> <p>Funders want to check if your group is able to carry out the project, has the proper capacity to deliver it (i.e. the resources and ability needed to meet the aims set), and will be able to manage any grant they receive responsibly.</p>	<p>SMART objectives and outcomes</p>	<p>Objectives are the activities or steps you will take to carry out the project e.g. Deliver training courses, start a new youth club, provide health and fitness classes.</p> <p>Outcomes are the results or effects of these activities or steps e.g. Better skilled people, less anti-social behaviour, improved health and wellbeing.</p> <p>Funders will want to know the degree of change you hope to make, and whether this is realistic or not so be sure to make them SMART: Specific; Measurable; Achievable; Relevant; Timed e.g. 40 training courses, 200 young people, 25 members of the community etc.</p>
<p>Project description</p>	<p>This is the nuts and bolts of any application! You need to paint a clear picture for the grant officer assessing your application as this may be the only thing they will base their decision on. Don't assume that they will know what you're talking about! Competition for grants is very high so you have to be able to sell your project to the funder.</p> <p>Describe what the project will actually involve. Why there is a need? What changes do you want to make? What resources are needed to deliver the project? Who will deliver it? Where, how, and when will it be delivered?</p>	<p>Costing the project</p>	<p>Where possible you should provide quotes or clear breakdowns as to how you have arrived at the figure you are asking for. This could include quotes from suppliers on their headed paper, menus, pages from catalogues, downloads from the WWW etc.</p> <p>You should try to break down each part of your project and cost them separately rather than just providing an overall amount. For instance, if your project is to set up a new youth club, you will need to consider things like venue hire, sessional staff costs, equipment, games etc.</p>
<p>Evidence of need</p>	<p>You will need to <u>convince</u> the funder that there is a real need for the project you are proposing and the 'evidence' you provide should back up your argument.</p> <p>You must be able to explain the reason there is need (i.e. a lack of skills, rising anti-social behaviour, poor health), and how your project will meet that need. You should also provide facts and figures to back up any claims you make i.e. public meeting records, survey results, waiting lists, crime or health statistics etc.</p>	<p>Monitoring & evaluation</p>	<p>Consider how you will check on progress towards meeting the objectives that are set (this is also known as 'monitoring' progress. For example, regular team meetings, feedback from clients etc.).</p> <p>You must also demonstrate that you have achieved what you said the project would (this is known as 'evaluation' i.e. questionnaire at the end of the project, speaking to people affected by the project, a video of the activities, photographs etc.).</p>

☞ For help or advice about Fundraising, or to order this guide in another format contact Engage Renfrewshire

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