

EFFECTIVE GRANT APPLICATIONS IN THE COVID-19 CRISIS

Webinar

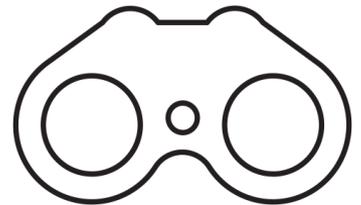


MOORE Kingston Smith
Fundraising & Management

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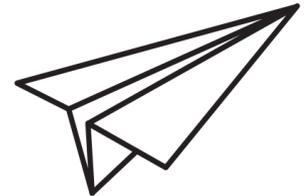
SESSION OVERVIEW

- Introduction
- Keep it Simple
- Read the Criteria
- Use the funder's own words
- It's all about impact
- Cost it up properly
- Any questions
- Summary



INTRODUCTION

- Coronavirus is having a deep impact on charities worldwide
- Charities can't always just lockdown; need for their work is increasing
- Grant-makers are stepping up in the crisis
- But, how do charities who haven't applied for grants respond?
- This short presentation will provide some of the basics you need to get started



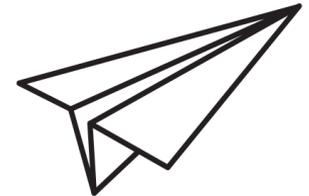
SOME FUNDING OPPORTUNITIES

UK

- London Funders <https://londonfunders.org.uk/> including emergency funding, e.g. City Bridge Trust (£1m), John Lyons Charity (£0.5m), Bloomberg L.P. (£1m)
- National Emergencies Trust/Community Foundations (£11m+)
- www.linkedin.com/pulse/coronavirus-charity-funding-announcements-ian-mclintock/

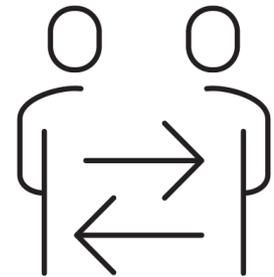
US

- candid.org/explore-issues/coronavirus/funds



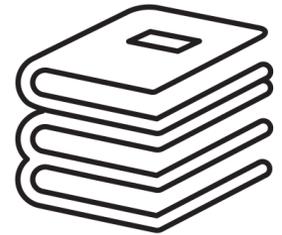
Why is this an issue?

- Too many applications are too long, too boring and too difficult to understand
- In a crisis, stick to the key elements of your case for support
 - What change are you trying to achieve?
 - What's stopping you?
 - Who or what will make your solution happen?
 - Why do your beneficiaries need help?
- Trustee boards are made up of people, just like you



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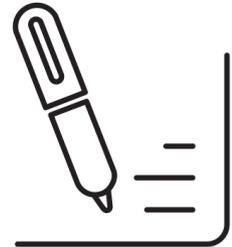
- Trusts are charities, and must deliver their charitable objects
- You don't have time to waste on applications that will fail
- Neither do the trusts want to read ineligible applications
- Check previous grant recipients – are you similar?
- Get a second opinion about why you should apply



USE THE FUNDERS OWN WORDS

Why is this an issue?

- We all use jargon in our organisations
- This can make your application incompressible outside your charity
- Think about how the funder expresses what they are most interested in
- If your charity does these things, describe them in the funder's words and phrases.
- Don't use gibberish!

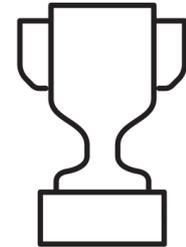


Example of a poorly written paragraph

We are seeking support to further our mission to develop interdependence in young people with challenging cognitive differentiation. We recognise that every young person is different, so that while one young person may join us at Entry Point 1 and find themselves capable of progressing to Phase 3 after 18 months, another young person may require more time engaging with us at Phase 2 before feeling capable of progressing further. Funding will be used to utilise differential opportunities to develop confidence and realign their cognitive focus.

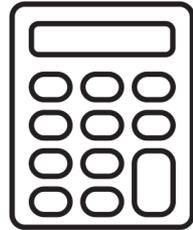
Why is this an issue?

- Even in a crisis, funders want to know their grants will make a difference
- What is your Theory of Change? What are your Outputs? What Outcomes do these create? What is the wider Impact?
- What do your stakeholders tell you?
- What can you measure? What can you ask your stakeholders?



Why is this an issue?

- Grant applications often underestimate the actual cost that charities will incur by at least 20%
- This expenditure would need to be funded from other sources.
- It's important to know your true costs, and to present these transparently.



SUMMARY

What do you need to do next?

- Think about re-allocating fundraisers or service delivery staff to write applications and research funders' interests
- Work out your Case for Support
- Articulate the impact it creates
- Stay in contact with your Finance team to fully understand budgets
- Be strategic where possible instead of sending 'shotgun' bids



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