

**Get  
Grants**



# BID WRITING FOR CHARITIES & COMMUNITY GROUPS

## Session One

**GetGrants.org.uk**

# Course Overview

## **Session 1**

Introductions

What is Bid Writing and Increasing Success Rates

Finding the Funds

Introduction to how applications are assessed

## **Session 2**

How applications are assessed

Exploring Outcomes / Arguing & Evidencing Need

Key Points

# About Get Grants

Get Grants are the grant funding experts.

We provide practical, friendly, support and information to help organisations increase their fundraising success.

We work with organisations of all sizes - including charities, community groups, membership organisations, sports clubs, churches, and schools.



# What We Do

## **Training:**

Public Access and In-House Courses & Workshops.

## **Free Virtual Events:**

Networking & Meet the Funder Events.

## **Free Resources:**

Newsletter, Funding Finder and Events.

**Funding Updates** via our Social Media Channels

## **Consultancy Services:**

Including grant fundraising & grant making.

## **Fundraising Services:**

including application reviews, grant fundraising audit, evaluation reports, prospecting reports, and mentoring.

# Introduction

- Rate your Bid Writing Experience/Knowledge  
(1 = None; 10 = LOTS!)

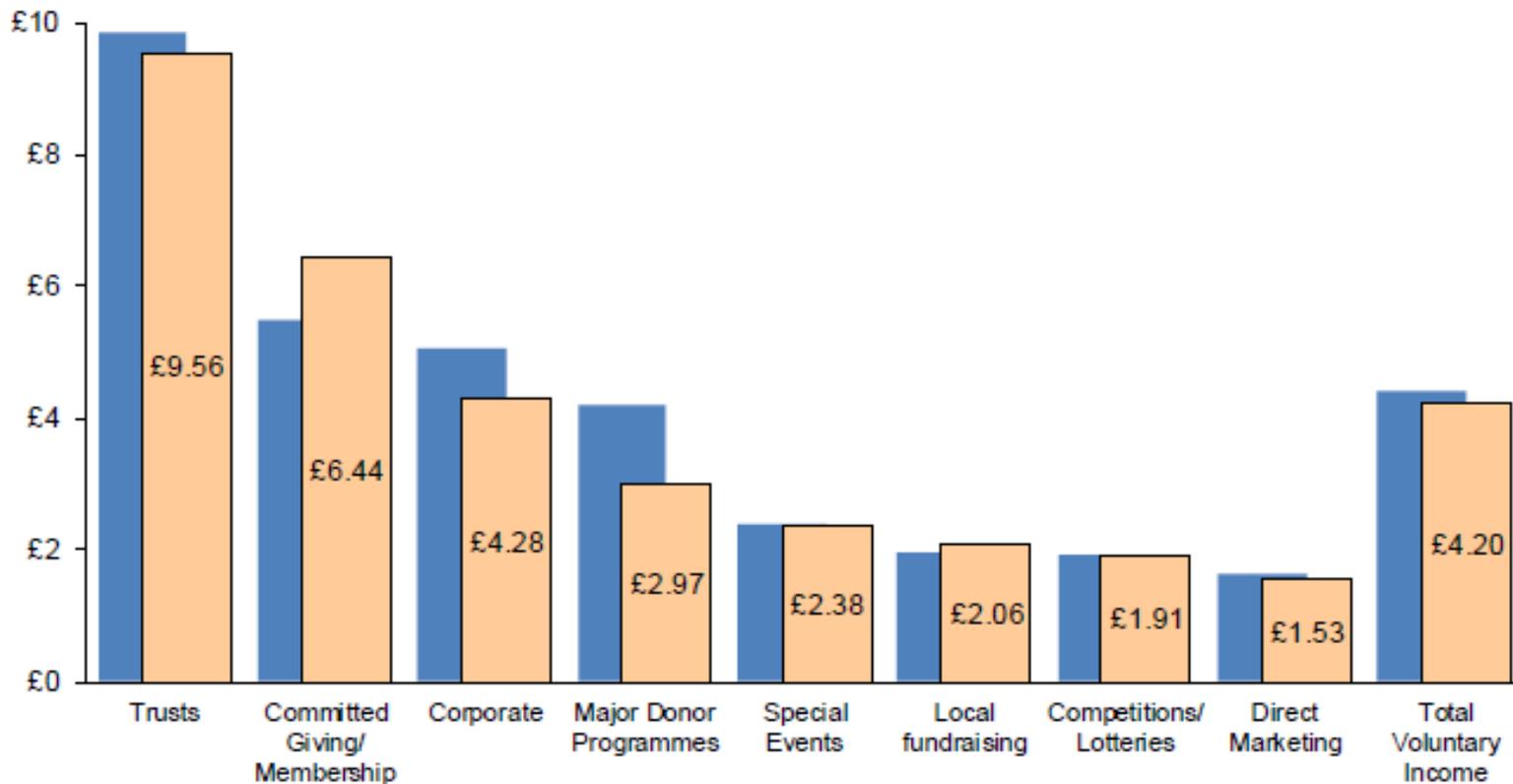
## Think about...

- Why are you attending today, what are your weaknesses, what do you want to learn?
- What frustrations do you have around Bid Writing?



# Why Bid Writing?

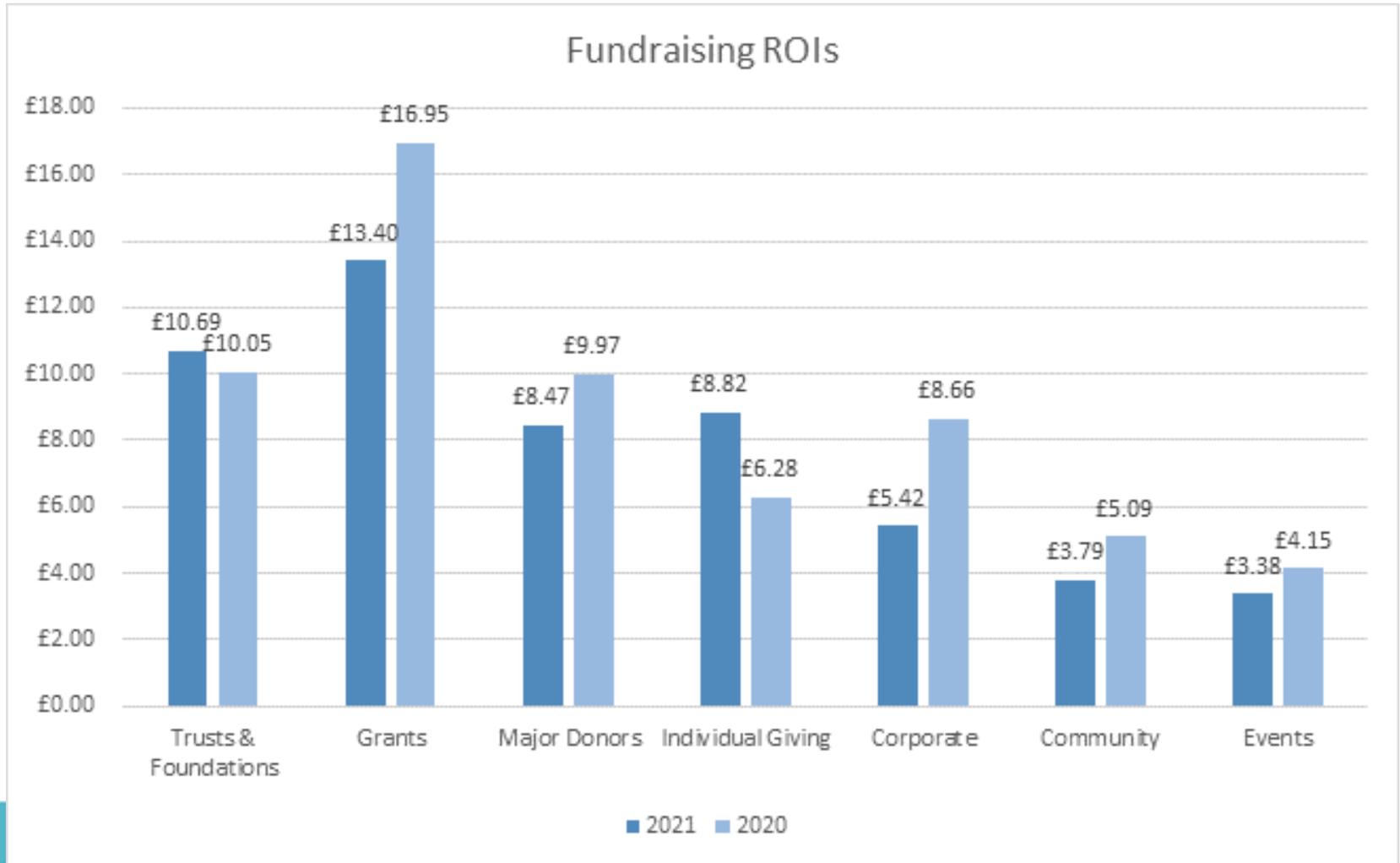
Voluntary Income per £1 Invested



Institute of Fundraising; FundRatios



# Return on Investment



# What is Bid Writing?



# What is Bid Writing?

- Written request in the form of application form/letter
- Criteria or Guidance to meet
- Competitive process



# How to apply / Questions asked

- Organisation Background
- Project Title
- Project Details
- Need
- Outcomes / Outputs
- Budget
- Specific Supplementary questions



# Organisation Background

## Individual activity

In no more than three sentences can you describe your organisation, whilst including the following information:

- Organisation type
- Year established
- Aim and objective
- Number of staff/volunteers
- Where you are based and operate
- Main activities



# Organisation Background

## Regular Mistakes

Check the following are correct:

- Registered Organisation Name
- Year Established
- Organisation *Legal* Structure
- Turnover
- Matching information on your website

If something may cause confusion, provide an explanation.



# Organisation Background

## Organisation Types

The most prominent organisation types are:

- Unincorporated Association
- Registered Charity
- Charity Incorporated Organisation (CIO)
- Company Limited by Guarantee
- Community Interest Company (CIC)
- Community Amateur Sports Club (CASC)
- Industrial and Provident Society



# Increasing Success



# Activity

Consider how effective these methods may be to increase your chances of success:

1. Applying for less money than you had planned
2. Matching your project outcomes with the aims of the funder
3. Using the right Buzzwords
4. Being a well established organisation
5. Well developed project or project idea



## Effective methods to increase chances of success

- Matching project outcomes with the Funders aims
- Well developed project or project idea
- A well-established organisation
- Applying for less money
- Using the right Buzzwords



# Aims of Funders

## **Children in Need**

“Our vision is that every child in the UK has a childhood which is:

- Safe
- Happy and Secure
- Allows them the chance to reach their potential”

## **Comic Relief**

To tackle the root causes of poverty and social injustice in the UK and across the world.



# Simple Bid Writing

- Find a funder interested in the same social objectives as your work
- Evidence Need for you work
- Prove you can do the work
- Explain the outcomes you will achieve



## Increase your chances of success

- Apply to funders who are most interested in your line of work
- Use the language of the funder
- Apply for amounts similar to their recent grants
- Organisation similar to those funded previously
- Existing positive relationship with funder
- Applying at the 'ideal' time
- Know your funder...



# Researching the Funder

- Funders website
- Read and re-read Grant Guidelines
- Check for details of recent grants
- Case Studies
- External references
- Application form
- Speak to them



# Finding the funds



## Activity

**What are the different ways in which you research or find out about funders?**



# Finding Funders

- Existing knowledge
- Online Databases
- Previous funders
- Local Advice
- Regular Funders / Community Foundations
- Google search
- Newsletters
- Other groups' funders
- Networking
- Charity Commission



# My Funding Central

Subscribe  
now

Funding  
information

Helping charities and  
voluntary organisations  
identify funding  
opportunities

## Subscriber log in

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## Why subscribe to My Funding Central?

An affordable way to search for funding for your charity, voluntary organisation, community group or social enterprise in England.

Our service offers an intuitive search functionality tailored to your fundraising needs. Easy access to thousands of grants and social investment opportunities from local, national and international funding sources, all in one place.

**Affordable funding search for  
charities and VCSE's in England**

Annual subscription fees from £50 to £300

**FREE** where annual turnover is up to £30,000 p.a.



# Charity Excellence Framework



FAQs



[Charity Terms](#)

[CEF User Guide Video](#)

[Funding Finder](#)

[Help Finder](#)

[Data Finder](#)

[Dashboard](#)

[Questionnaires](#)

[Query System](#)

[My Profile](#)

[Additional Users](#)

[Troubleshooting](#)

## Funding Finder

[Funding Finder Video](#)



### Location

UK/International

All



Region/Country

None selected



England - City/County

Please enter..

### Category & Amount

People & Groups

None selected



Sector & Type

None selected



Amount

None selected

### Other Tools

Recent Additions

None selected



Any or All Categories

Any selected category



Keyword Search

Search here



Over **8,000 funders**  
giving a total of **£8 billion**

Click to find out more



**FIND YOUR FUNDING NOW**



Who is being funded? ▼

Focus of activity (all) ▼

Refine focus further (all) ▼

Refine focus even further (all) ▼

Search



## Grants Online Local : Sandwell

### Local Funding News

#### Funding News for West Midlands

Birmingham Airport Community Trust Fund Re-Opens to Applications (Birmingham City & Solihull)

Funding to Help the Long-term Unemployed into Work (Dudley, Sandwell, Walsall and Wolverhampton)

#### UK Funding News

Funding to Support Projects Which Benefit Local Communities (UK, Isle of Man)

BBC Children in Need's Emergency Essentials Programme Expanded (UK)

New £20 Million Fund to Divert Young People from Violence (England and Wales)

[View More News](#)



Search for European, National, Regional, Lottery and Foundation grants relevant to your area.

[Perform Grant Search](#)



View the latest news on funding opportunities.

[View all Funding News](#)



Browse the Grants Directory to find relevant European, National, Regional, Lottery and Foundation grants.

[View Grants Directory](#)



[View Local Funding](#)

# Funding Finder

View All  
Funders

Arts &  
Heritage

Capital

Children &  
Young People

Community

Disability

Education &  
Employability

Environment  
& Animals

Faith

Health &  
Wellbeing

Sport

Vulnerable  
Groups

[GetGrants.org.uk/Funding-Finder](https://www.getgrants.org.uk/funding-finder)



## The Ironmongers' Company

7th December 2018 by [John](#) — [Leave a Comment](#)

The Ironmongers' Company aim to provide support for projects surrounding disadvantaged young people and children to help them achieve their potential.

Grants can only be awarded to a registered charity whose projects, meet the entirety of the following:

- Must be within the UK
- Help disadvantaged children and young people who are under the ages of 25
- Include educational activities that lead to the developmental outcome of motivation, skills and learning.

They are looking for projects that are evident in providing educational benefits towards a specific group of young people or children. Including a full explanation in order to be considered for equipment, explaining how you plan to support these activities.

**Book On A  
Training Course**

### Sign Up For Our Newsletter

To receive information on latest funding opportunities and information from our team, sign up to our free e-newsletter

Email Address\*

We are a...\*

Charity/Community Group ▼



# Funding Newsletters

- Funding Central
- Your local CVS / Voluntary Action
- Any Local Authority circulation
- Get Grants!





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**COMMUNITY**

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## Our funders

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**[Our funders](#)**

[Our finances](#)

[Our service standards](#)

[How we are run](#)

[Our strategy](#)

[Tell us what you think](#)

[How single parents shaped our strategy](#)

[Gingerbread Wales](#)

[How single parents shape our work](#)

[Our organisational policies](#)

[Our website policies](#)

We are grateful to all our donors and supporters, and in particular the following:

### Charitable trusts and foundations

29th May 1961 Charitable Foundation  
Albert Hunt Charitable Trust  
Ballinger Charitable Trust  
Barrow Cadbury Trust  
C H Harrison Will Trust  
Donald Anderson Trust  
Dulverton Trust  
Garfield Weston Foundation  
George and Esmee Pollitzer Charitable Settlement  
Hampstead Wells and Campden Trust  
John Ellerman Foundation  
Maud Elkington Charitable Trust  
Nuffield Foundation  
Pears Foundation  
Santander Foundation  
Souter Charitable Trust  
Trust for London  
Vassiliou Charitable Trusts  
Volant Charitable Trust  
Wixamtree Trust

### Statutory funders

Big Lottery Fund  
DFE  
DWP  
EOS  
ESF  
G4S  
HMRC  
Jobcentre Plus  
Lancashire County Council  
London Councils  
Salford County Council  
Seetec  
Welsh Government  
Wigan County Council

### Corporate partners

Barclaycard  
Marks and Spencer  
Working Links

### Voluntary sector partners

Cardiff Third Sector Council  
CDG  
Conwy Voluntary Services Council  
Rathbone  
Vale Council for Voluntary Services  
Welsh Council for Voluntary Action

### Pro bono support

Barclaycard  
Garden Court Chambers  
Ivor Bundell  
Marks and Spencer  
Simmons and Simmons



## 15. Thank You and Acknowledgements

a. Cerebral Palsy Sport is extremely grateful to all the individuals, charitable trusts and organisations who have supported the charity's work. The following charitable trusts and organisations made significant donations during the year and Cerebral Palsy Sport relies heavily on voluntary funding for the majority of its work. We thank all of our funders and supporters for their generous support.

- Patricia & Donald Shepherd Trust
- Sylvia and Colin Shepherd Trust
- The Jones 1986 Trust
- Geoff and Fiona Squire Trust
- Chapman Charitable Trust
- Miss WE Lawrence 1973 Charitable Settlement
- The Christopher Laing Foundation
- The Lady Hind Trust
- Dunn Family Charitable Trust
- Mary Potter Convent Hospital Trust
- Miss Barrie Charitable Trust
- Thomas Farr Charitable Trust
- The Robert McAlpine Foundation
- North East Children's Foundation
- James Beattie Trust
- The Sir James Roll Charitable Trust
- Anonymous Nottingham Charity
- George A Moore Foundation
- JN Derbyshire Trust
- G J W Turner Trust
- Alice Ellen Cooper Dean Charitable Foundation
- Maud Elkington Charitable Trust
- William Openshaw Street Charitable Trust
- Bruce Wake Charitable Trust
- The Zochonis Charitable Trust
- Lord Austin Trust
- The Hobson Charity
- J Vassiliou Charitable Trust
- The Strangward Charitable Trust
- Eveson Charitable Trust
- Sport England
- Paul Bush Foundation
- Geoff Hill Charitable Trust
- Fowler Smith and Jones Trust
- Florence Turner Charitable Trust
- The Roger and Douglas Turner Trust
- Amanda Lee Trust
- Jessie Spencer Trust
- Mary Robertson Trust
- Edith Murphy Foundation
- Sir John Eastwood Foundation
- The 29th May 1961 Charitable Trust
- I Vassiliou Charitable Trust
- Sobell Foundation
- The Manson Family Charitable Trust
- Nottingham Trent University
- N Vassiliou Charitable Trust
- The John Salmon Trust
- University of Nottingham
- G & E Pollitzer Charitable Settlement
- Big Lottery Awards for All



# How Applications are Assessed



# Assessment Process

- Applications scored against an Assessment Framework
- Recommendations made by Assessor/Grants Officer
- Final Decisions by Trustees/Senior Management
- Process for Trusts/Foundation
- 'Easy Rejects'



# 'Easy Rejects'

## Rejection Reasons

- Ask for too much money
- Ineligible organisation type
- Missing information
- Wrong organisation turnover
- Boxes not completed

Directory of Social Change research showed that 37% of applications make a mistake like this.





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# BID WRITING FOR CHARITIES & COMMUNITY GROUPS

## Session Two

Get Grants – Andrew Ellison

**GetGrants.org.uk**

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## Top Tips

- Writing Style can influence an assessors scoring
- Make Project Background relevant to the project being delivered
- Try to accept rejections and move onto the next application
- Re-read questions and provide all information requested
- Questions can provide a hints to what they want a project to achieve



# Exploring Outcomes



# Amending Outcomes

Matching the right funder to your project

OR

Matching the right project to the funder



# Amending Outcomes

Must be approached cautiously and with the following principles:

- New projects have some link to current core work
- Alternative projects having a positive impact on your core work (income, exposure, etc)
- Maintain a commitment to core work and outcomes of group
- New projects are delivered in full and outcomes achieved.



# How to describe your Outcomes

## Output

-We will deliver 2 annual Family Residential attended by a total of 10 families and around 25 individuals

## Outcomes

- Troubled families will observe improvements in terms of their life skills, self-awareness, social skills, and parenting skills
- Disadvantaged parents will experience decreased isolation and increased peer support



## Outcomes / Outputs

“Tell us about the **benefits** that will happen as a result of this project”

“Expected **impact/outcome** from project”

“Please describe the first **difference** (outcome) including how your activities or services will lead to this difference for the children and young people you work with”

“Clearly list three **outcomes** the project will achieve if successful with this funding application”



## 'Outcots'

- Through two Family Residential a total of 25 families will access peer support from others in similar situation benefiting through addressing their isolation.
- 10 parents will experience improvements in their life skills, self-awareness, social skills, and parenting skills through attending one of two Family Residentials.



# Arguing/Evidencing Need





**What are the different ways you can argue the need within an application form?**



# Need

- External data/statistics
- Anecdotal evidence
- Requests from local People
- Requests/quotes from local agencies
- Consultation/Local Survey
- Research Documents
- Focus Groups
- Case Studies
- Waiting Lists from previous projects



## Top Tips

- If you can use a mixture of ‘internal’ arguments and external statistics
- Ensure you link your need to your outcomes and the funders outcomes
- Create a document on ‘banked’ arguments, evidence and statistics to reuse answers
- Research local, regional and national evidence and use the strongest possible evidence
- Use Google to collect quotes from Research and Reports



# Summary



# Key Points

- Get your house in order
- Practice your elevator pitch – what's your USP
- An application is a story
- Identify a couple of areas of improvement
- Practice makes perfect!



# Thank you

More information and upcoming training and events can be found here:

[www.getgrants.org.uk](http://www.getgrants.org.uk)

