

Top 10 Funding Tips!



*Kevin Wegg,
Partnerships Funding Officer
East Suffolk Council*

My personal experience of administering grant programmes and appraising funding applications.....

Now, when it comes to applying for funding.....

Lou & Nicki described a number of key ladders and also the odd snake!....

Thankfully I don't play the part of a snake!

Instead, here's another funding 'ladder' ...

Found a possible Funding source?....
...10 'Top Tips' that may just help you to win in the funding game:



Picture



#1 Ready?

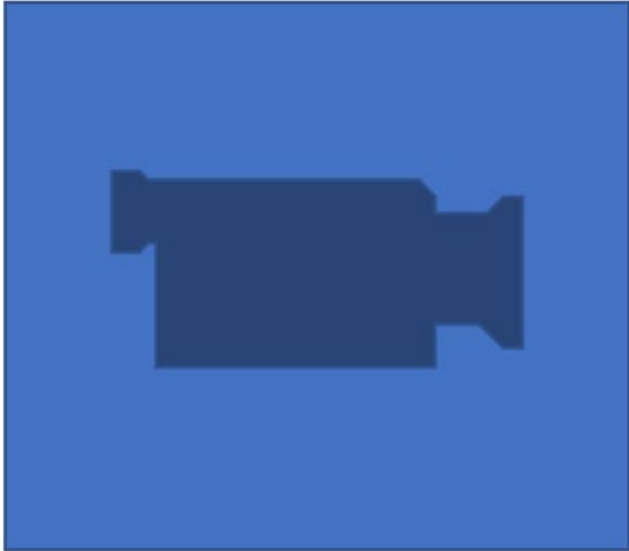
Picture.....



- Lou mentioned - everything in place?
- Are you formally constituted / policies in place?
- Clear fundraising plan?
- Can you meet the funder's deadlines?
- If in doubt...call the Funder!

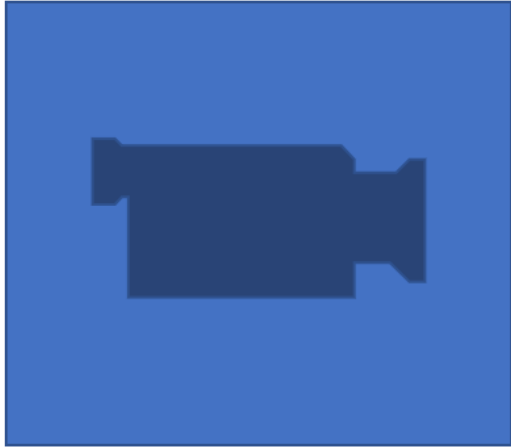
#2 Results! Results! Results! *or 'outcomes' (in 'Council-Speak'!)*

Picture....



- Can you meet the criteria?
- Need to identify specific **CHANGES** ; **IMPACT** or **IMPROVEMENTS** it will make
- **WHO** will benefit and roughly **HOW MANY**?
- How... **EVIDENCE & MEASURE** success?
We ask for **MONITORING** returns!
- Struggling? May need to re-think....

Picture...



#3 Identification of Need:

- What sparked your idea? Eg *Result of a residents' survey or other engagement, etc.? Essential repairs needed, etc.?*
- How did the idea develop – Community Led?
- Innovation/Ideas help!
- Anyone else already active? Don't duplicate!
- Compelling story!...

#4 Project or Idea Description

- HOW will you achieve those results ('outcomes')?
- WHAT will you do & WHEN?
- Value for money ('VFM')
- How it relates to beneficiaries
- As Nicki said, the panel may not know you or your idea/service

Picture....



#5 Stakeholders

- Which other organisations will be involved?
- How will they contribute, eg *time, money, facilities, etc.*
- Volunteer time counts!

And do consider a joint bid with another organisation or area – it can strengthen your VFM and funders like that approach!

Picture....



#6 Money!

Picture....



Summarise the funding:

- *Own Funds*
- *Match-Funding Secured*
- *Grant applying for*
- *Shortfall...and TOTAL £*

Accurate breakdown of costs involved

Funding shortfall? Explain how you will address it

Check your figures! Use a spreadsheet or word table

#7 Sustainability

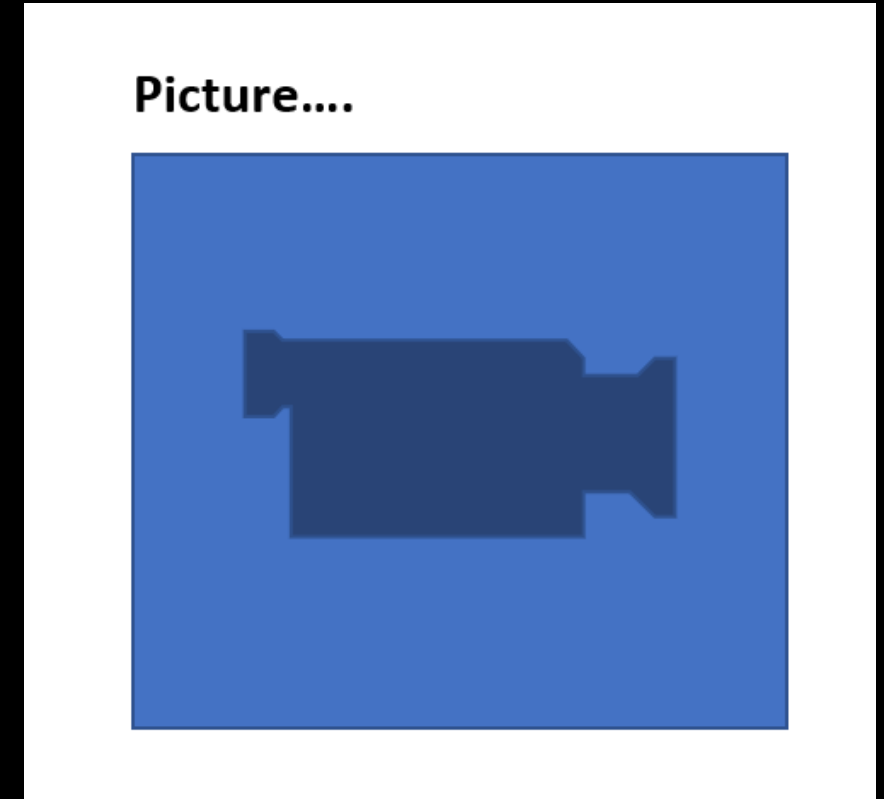
Picture....



- How will your project/service continue once funding has been used?
- How will you source those funds?
- Plan for now and the future?
- Even for a one-off event, what legacy will there be?

#8 Publicity: Shout about it!

- **BEFORE:** What you have done to publicise your need or idea to get help?
- **AFTER:** How will you promote funding awarded AND your project/service?
- We are keen to tell people!



#9 Dates

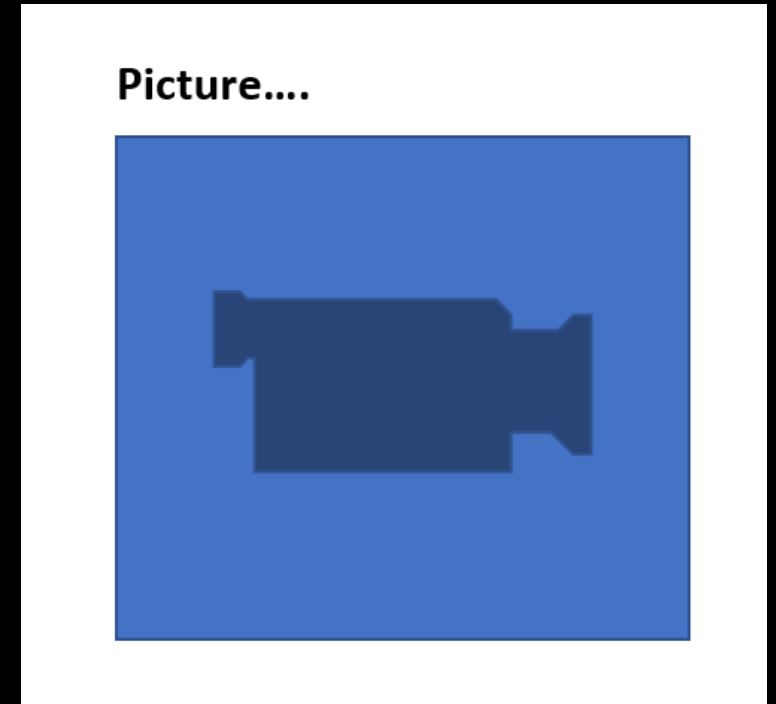
Picture....



- When will the project or service start and finish?
- Key milestones along the way

#10 Final Checks: Proof-Read!

- Policies & procedures up-to-date?
 - *Constitution / Equal Opps*
 - *Child Protection / Vulnerable Adults / Safeguarding / H&S*

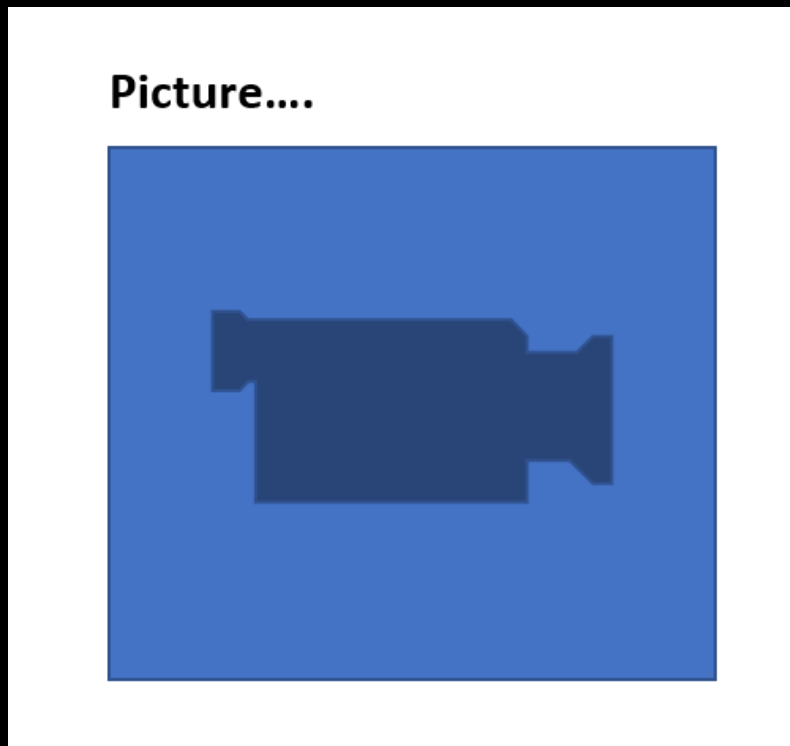


- Answer everything & Attach everything asked for!
- *In doubt? Contact the Funder before submitting....*

Many funders won't give you a second chance!...

Funding Tips Video on our web-site.

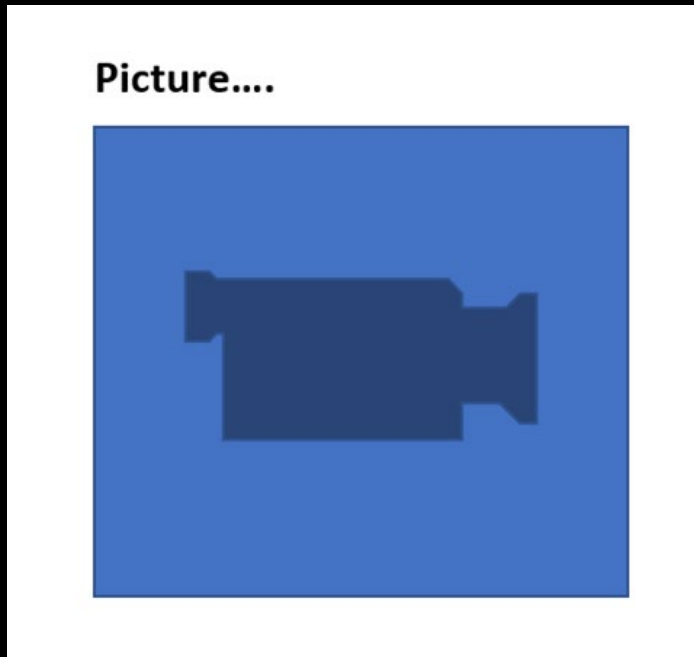
Search: *'East Suffolk Council / Community Grants and Funding'.....And now....*



.....'Paws' for any Questions?.....

.....to tell US!.....

So we can help you climb the ladder, don't forget.....

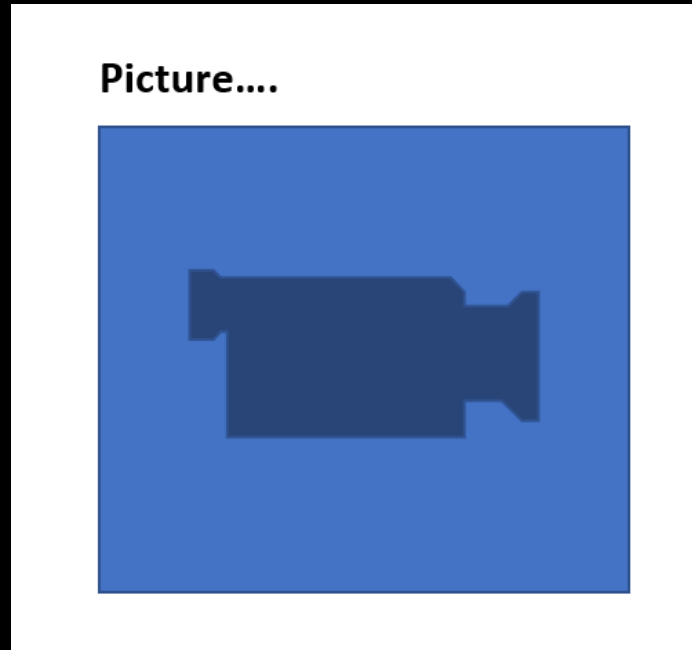


- Your BACK WALL answers to Questions asked earlier please!

or kevin.wegg@eastsoffolk.gov.uk

- Or see us in the marketplace area!... *AND FINALLY!.....*

Thank you so much!....



....for all **YOU** do to help and support our community!...

kevin.wegg@eastsoffolk.gov.uk
01394 444270

And those 6 Questions once again are.....

- Completing Funding Applications: What is most **difficult or frustrating**?
- Do Funding Applications ask **too many questions** and/or are you able to articulate what you **need us to know**?
- Funding deadlines too **tight**? Does it take too long to get a **decision**?
- What funding **help/training** would you welcome – How delivered?
- Has this seminar **met your needs** and if not, what was missing?
- What is the **greatest challenge/risk** your organisation faces right now?