

FUNDAMENTALS OF GRANT WRITING

Grants enable you to:

- Effect change
 - Build community capacity
 - Purchase things for your community
 - Create opportunities for people
 - Do what you need to do
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Why is good grant writing so important?

Who, What, Where, Why, When and How

Good grant applications clearly state:

- Who will benefit?
- What is going to happen?
- Where is it going to happen?
- Why does it need to happen?
- When is it going to happen? and
- How is it going to happen and how much will it cost?

You have to know this clearly in order to communicate it.

WHY THIS GRANT PROGRAM?

There are hundreds of grant programs out there.

- Show the grant funding body why your project is perfect for their grant program.
- Know who you are talking to; what other projects has that grant provider funded?

Tip: If you need to fundamentally change your project to suit the grant provider, it is the wrong grant program for you. Leave it for another time or grant program.

Grant providers NEED to give their grants out

- If you write a great application that meets the aims and objectives of that program – you are doing them a favour.
 - However, there is a lot of competition for most grant programs.
 - Seek honest feedback about your proposal/application before you submit it.
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The importance of planning

Failing to Plan is Planning to Fail

Writing an application for a well planned project is much easier than seeking funding for a project with incomplete planning.

The grant provider will want to know the answers so you need to *identify* them and spell them out.

What?

Why?

Who?

How?

When?

Where?

DON'T BE SCARED!

Government jargon...
made simple

- Words like *Output*, *Outcome*, and *Objective* are commonly used by grant providers.
- Only use jargon if you understand what the term means and can apply it in the correct context.

Objective

- Issue or problem you want to overcome / what you wish the project to achieve

Output

- What the money will be spent on

Outcome

- The result, impact or benefits of the project (Specific, Measurable, Realistic)

- Step 1: Define the project (What)
 - Step 2: Identify the need (Why)
 - Step 3: Identify the people (Who)
 - Step 4: Define the process (How and When)
 - Step 5: Add meaning to 'place' (Where)
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Know your project

- What is the **scope** of the project? What is going to happen?
- What will the project **produce**? (Outputs)
- What will the project contribute to our community? (Outcomes)
- What is the purpose of the project? (Objectives/Bigger Picture)

e.g. community benefit, tourism development, economic development, employment creation, social or environmental benefit?

What are the risks?

- What are the risks associated with the project? (Financial, Social, Seasonal)
 - Is there anything that will prevent the project from coming to fruition? (Likelihood)
 - What are the mitigation strategies for overcoming these risks? (Risk Management, Back-up plan)
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Why does the community **need** this project? (Want vs. Need)

- What are the current **limitations** of the community?
- Is there evidence of community **support**?
- What **benefits** are to be achieved?
- Why is it **important** in the context of the area?
 - *Use FACTS: eg. economic dependency, population decline, insufficient employment opportunity and difficult socio-economic conditions*
- Is your organisation **best placed** to address this challenge/need?
 - *(Primary Objective) Or are there others who are better placed?*

WHO? IDENTIFY THE PEOPLE



- Who will be the key **driver/s**?
 - Who is the project for and who are the **beneficiaries**? (Target Groups)
 - Who are the major **stakeholders** and **partners** and what is their capacity to help with the project?
 - Is **anyone else** doing something similar in your community or even elsewhere?
 - Can you strengthen your application by **partnering** with another organisation?
 - Is your organisation an **incorporated** body, or do you need to be sponsored by another body?
 - Who will **manage** the project?
 - Who are your **staff/volunteers**? Do they have the right skills and experience? What happens when they are no longer around?
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HOW? DEFINE THE PROCESS

- Is it a one-off project, or do you really need **ongoing** funding?
 - How will it be implemented and/or operated?
 - (e.g. Steering committees and management structures, internal or external)
 - Are there any special skills or resources needed?
 - How will you ensure accountability for the project?
 - (define roles and responsibilities)
 - How will you know when you have achieved what you set out to do and how will you measure the outcomes of the project?
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HOW MUCH?



- How much will the project cost?
- How much **cash** and **in-kind** resources are available? (committed vs. expected)
- How much **funding** is needed? (No retrospective)
- Have you thought of everything? (Insurance, Auditing, On-costs for wages)
- Are your costs **realistic**? (Too high? Too low? Contingency?)



- **When** do you need the money?
 - (Do you need a lump-sum payment or could the payments be spread over time?)
- Does the project represent **good value** for the **grant provider??**
- How will funds be managed?

WHEN?



- When will the project **start** and **finish**?
- How long will the project take to complete / For how long should it be staged?
- Are there any seasonal issues with your project?
- If voluntary labour is used – how much time are volunteers actually able to give?
- If specialist skills are needed – are those skills available during the expected project timeframe?

WHERE? ADD MEANING TO PLACE

- Where will the project be located? (local municipality, town and site, be reasonably exact)
- Will the project's outcomes extend statewide, regionally or remain within the municipality and local area/community?
- What do you know about the target area / demographic group? What information can you find to justify that your project meets local needs? (Council / Committee documents / records etc.)



When applying for grants, remember to think in the shoes of the grant provider:

- What is the priority of that organisation/agency?
- How does your project fit with those priorities?
- What are some examples of projects they have previously funded?
- Does that provider prefer 'soft' or 'hard' project outputs?
- Is the amount you are asking for within the realm of the provider? - *Upper & lower limits, percentage of project cost.*
- Target and tailor your application accordingly.
- Never ever just change the names of the grant providers when applying for multiple grants simultaneously.

Your application is not *all* about *you!*

It's also about your *grant provider!*

WHO PROVIDES GRANTS?

- Government (Commonwealth, State, Local)
- Community organisations
- Private sector – e.g. *Telstra* (Grants vs Sponsorship)
- Philanthropic foundations – e.g. *Myer Foundation*
- Tasmanian Community Fund
- Tasmanian Early Years Foundation

There is the potential to seek multiple grants for the one project; speak with grant providers.

NOT SUCCESSFUL?

It can be disappointing to not be successful.

If a project was worth an application in the first place, it may be worth reworking.

- If you can, learn why your application was not successful, and whether the program would accept a revised application in another round.
 - Keep an eye out for more suitable grant programs.
 - Ask yourself the right questions. For instance, are there partners you could be working with?
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But it's also important to be realistic...

- Are you really the best person/organisation to be delivering this project/program?
 - Are other people/organisations already doing this?
 - Is your focus too narrow? Or too broad?
 - Have you involved the right people?
 - Do you have support for your project in the community? (Did you provide letters to prove this?)
 - Was your application clear enough to others? Do you need help in revising the application?
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FIND OUT ABOUT GRANT PROGRAMS

Community Newsletters

Daily Newspapers

State Government Agencies

'Grant Alert' Service - email cdgrants@dpac.tas.gov.au to subscribe

Local Councils

Websites (free):

www.grantslink.gov.au

www.tas.gov.au

www.business.gov.au

Websites for a fee:

www.grantsearch.com.au

www.ourcommunity.com.au

www.dpac.tas.gov.au/divisions/cdd

1 800 204 224

cdgrants@dpac.tas.gov.au