

EFFECTIVE GRANT WRITING WORKSHOP



GUERNSEY COMMUNITY
FOUNDATION

promoting effective philanthropy

LLOYDS BANK
FOUNDATION

Channel Islands



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AGC Conference 14 October
2023

WORKSHOP OBJECTIVES

1. Improve understanding of GCF, LBFCI, and SIF grant programmes and application processes
2. What to do, what to avoid
3. Improve your chances of securing funding



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Since 2020, SIF has awarded over £5.6 million towards a wide variety of charitable organisations

2 Grants Programmes:

Major Grants – applications for £25,000 +

Small Grants – applications up to £25,000

Outcomes:

- ❖ Improving the lives of people with specific needs, disadvantages or vulnerabilities
- ❖ Employment, education or training opportunities
- ❖ The protection of our natural environment, culture and heritage
- ❖ Improved health and wellbeing for our community
- ❖ An inclusive community, which challenges the barriers causing disadvantage or discrimination



GUERNSEY COMMUNITY FOUNDATION



Our grants programme is open to any charity, community group or non-profit organisation doing work in the Bailiwick.



Over the past 10 years we have distributed more than £3m to over 100 Guernsey charities across multiple fields, including mental health, the arts, younger people and the elderly.



Our main Guernsey Community Foundation (GCF) Grants Programme provides grants of at least £5,000 to local charities so that significant challenges or needs within the Bailiwick can be addressed.



Grant applications should show how the service or project, if funded, will address a proven area of concern, fill a gap in service provision within the Bailiwick, or improve the way a charity operates so that it can better meet the needs of the community or its service users.



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LLOYDS BANK FOUNDATION FOR THE CHANNEL ISLANDS

In 38 years, we have given £22m to charities in the Channel Islands.

The Foundation gives grants to charities helping socially excluded and disadvantaged people play a fuller role in the community.

The Foundation also provides developmental support including mentoring, to help charities to improve their resilience and sustainability.

Priority issues:

- Health including mental health or a disability
- Homelessness
- People leaving institutional care to live independently
- Addiction and dependency
- Loneliness and isolation
- Employment, literacy, financial literacy and debt problems
- Domestic violence
- Human rights

What we fund:

- Salaries
- Core operating costs
- One to three years of funding



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COMMON FEATURES

- Independent charitable funders but work in partnership
- Partner organisations supporting those in greatest need
- Support the sustainability of the charitable sector
- Set strategies and priorities
- Set eligibility criteria for grant programmes
- Finite pots of funding
- Open for applications all year round– with published deadlines
- Formal online application process
- Opportunity to meet or present to funders
- Decision-making bodies (Board & Panel)
- Conflicts of interest – decision makers will recuse themselves
- No appeal process
- Written grant agreement, terms and conditions
- Grant monitoring and reporting



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COMMON QUESTIONS

Eligibility criteria is subtly different for each funder, but all three ask variations of the following questions:

- Are you a registered charity / not for profit?
- What are your charities aims, objectives, key services/activities?
- Explain your charity's outcomes and impact
- Due diligence:
 - Governance (local, UK charity, affiliation to UK charity)
 - Registration with relevant authorities
 - Organisational policies and practices incl. safeguarding
 - Membership of professional bodies
 - Financial Position including reserves
 - Key financial information incl. sources of funding
- What are you applying for / explain what the grant will fund?
- Financial breakdown of funding request
- How many people will be supported?
- Outcomes and impacts – what difference will you make?
- Is your service / support unique?
- Partnerships and collaborations with others?
- What would happen if you didn't exist?
- What are your plans to fund and sustain this service/support?



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SUPPORTING & OTHER USEFUL INFORMATION

Supporting documentation:

- Bank details - your charity needs its own bank account
- Annual Accounts
- Job descriptions (for funding requests for salaries)
- Business Plan or Project Plan

Useful Information

- You can apply for multiple funding requests in a single grant application
- For major projects - quotes
- We cannot normally provide retrospective funding
- An individual cannot make an application for their own salary



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THE APPLICATION PROCESS

- Look online to find out more about each funder and to check eligibility criteria
- Read and follow guidance for each funder and funding programme **before** applying
- All application forms can be accessed online and can be revised and resubmitted if needed
- Upload all additional documentation requested e.g. job descriptions, accounts, organigrams
- We may ask to meet you or contact you with questions or requests for additional information if we need to

Please call the relevant funder if you are still unsure about the process. We can...

- Give advice on how to apply
- Manage expectations: we may advise that it is not worthwhile applying at this time, saving you time; we may suggest you apply for a higher/lower amount; or apply to another funder
- Ask you questions early on, avoiding delays down the line



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DOS AND DON'TS

DO

- Answer questions simply
- Be clear and specific – make it very clear what you actually need funding for
- Provide a detailed breakdown of costs if asking for help with more than one thing
- If asking for help with salaries, provide an up-to-date job description and factor in 'on costs', RPI
- Think about how you're going to measure success - will ask you to do this as part of reporting
- Be upfront about challenges facing the charity or any areas where you do not have expected processes, governance or policies in place
- Describe how you collaborate with other charities or organisations which carry out similar work
- Be realistic about future funding opportunities / sustainability
- Think about outcomes, not just outputs
- Explain how 'lived experience' affects your work



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DOS AND DON'TS

DON'T

- Waffle or repeat yourself
- Lapse into business-speak
- Be imprecise about how much you need
- Be opaque about where else you have applied for funding
- Be vague on your reserves – if you have high reserves we need to understand what these are for
- Apply for your own salary – a board member must do so
- Overpromise (likelihood of other funding, future plans, grants from the States etc)
- Exaggerate impact – or be too modest



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YOU'VE SUBMITTED YOUR APPLICATION – WHAT NEXT?

Your application will be acknowledged, and you will be advised when it is likely to be considered by a Grants Panel or Board

More information might be requested via email

Lloyds might request to arrange a site visit

SIF might request a meeting with the board

The Foundation might ask you to present to its Grants Panel who meet approx. 3 times a year and make recommendations to our board who have the ultimate decision



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POSSIBLE DECISIONS

Grant paid in full – conditions may apply

Grant paid in part (% of amount requested, or e.g. one year, not two) – conditions may apply

Deferred decision – more info is required

Co-funding: grant-giver wants to liaise with other funders

Reject outright

Reject, but invite to reapply once you've addressed certain things and/or provided more information



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IF YOU ARE SUCCESSFUL - WHAT HAPPENS NEXT?

Decision confirmed by email (if confirmed verbally this will be followed up with an email)

Grant letter specifying any conditions attached, media reporting etc

Grant recipients sign and return letter, and provide bank details

Offers can be withdrawn if you are slow to respond, or new details come to light

With multi-year grants, future years are dependent on impact, that the money was spent as intended etc



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IF THE GRANT APPLICATION IS UNSUCCESSFUL

It may be that we are oversubscribed and there are not enough funds to say 'yes' to every application

The organisations reserves might be too high

Duplication of services

Concerns about your charity – governance, safeguarding, impact etc (in which case we would tell you – and, if we can, offer to help)

Some feedback given, but not an obligation

Rejection doesn't equal failure

You can reapply unless told otherwise



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WORKSHOP / QUESTIONS

In pairs, choose one of your organisations. Describe its Inputs, Outputs, Outcomes and Impact either for the organisation or for a particular project.

Thank you for taking the time to come and find out more about our organisations and how we might be able to assist you in the grant application process. If you have any questions, please don't hesitate to ask.



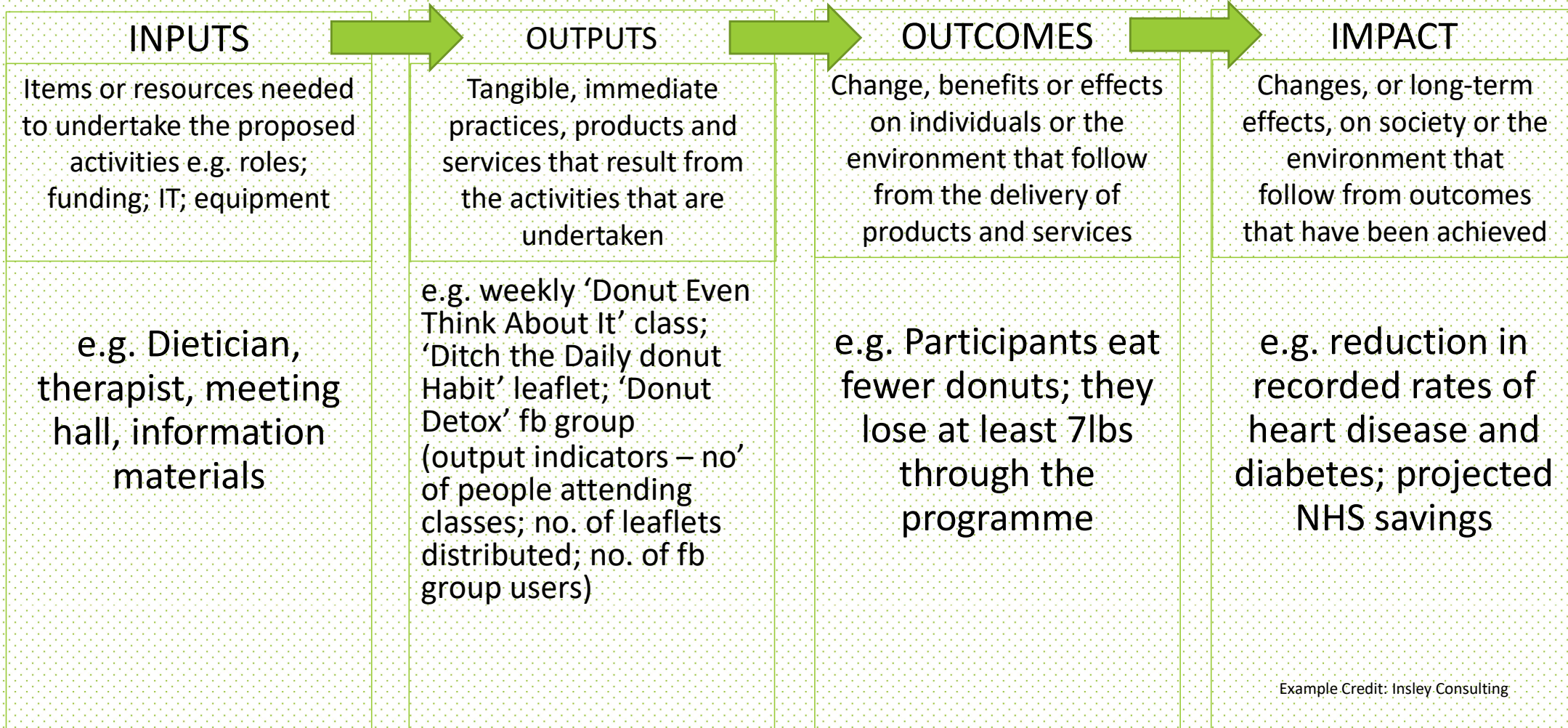
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WORKSHOP TASK



Example Credit: Insley Consulting

EMAILS, WEBSITES AND SOCIAL MEDIA

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