

# Grant Writing

The art of a winning application



# Who am I? Why are you here?

- Grants Coordinator
- Write and review Councils applications
- Develop Councils grant programs
- Have been an assessor
- Convened assessment panels
- What to do
- What not to do
- Why do I have to do that?
- Why do they ask stupid questions?
- Why don't I get funded?

- All grant programs are different, this is general information that you need to mould to suit each application.
- There are rules to grant writing
- Sometimes, rules will be broken

# Who are you?

- Organisation type? service provider, community group, sporting club etc.
- Area of interest? Community development, infrastructure, events
- Have you applied for grants before?
- Council grants or other funding bodies?

# Council programs

- Community, Arts & Culture - open now
- Events – Grants & Sponsorship - open now
- Sport & Rec infrastructure – July 2019
- Eco-schools – Dec 2019
- Local Heritage – opening soon.

# Session overview

- Funding providers – what do they want?
- Grant assessors – what are they thinking?
- An ideal world.
- Managing perceptions
- How SMART is your application?
- Examples
- Do's and Don'ts – including Budgets
- Rules for Grant Seekers
- Other Resources
- Questions

# What is a grant?

- Money given to your organisation as a result of an application made to a grants program for a specific purpose.
- It is not a source of ongoing funding for a program or organisation or event

# Competition is fierce

- The most common outcome of a grant application is – thanks, but no thanks
- The next most common is – yes, but we can't give you everything you want
- The most elusive and sought after response – YES!
- You must convince the panel the merits of your project

# It's not about you, it's about them

- Goals & objectives of the funding body and program
- How can you help them achieve their goal?
- Align your objectives with theirs
- Target your application
- Tailor your application
- Refine your application
- Highlight where objectives meet

# What are grant providers seeking?

- Outcome oriented – maximised
- Collaboration and partnership
- Governance & accountability – you will do what you say
- Probity and transparency – defensible funding recommendation
- Value for public money

# Weak Applications have...

- No answer
- No relevant information
- No detail
- No community benefit
- No collaboration
- No track record
- No professional credibility
- No support
- No proof
- No approval/authority
- A sense of entitlement
- No links to objectives

# What do assessors think

- What are they actually planning to do?
- What are they asking us to fund?
- Why didn't they collaborate with Abc?
- Why didn't they read the guidelines?
- Why would we fund this?
- Why did they even bother?

# An ideal world

- Organisation details
- A Grant Strategy
- Project template

# Organisation details

- Corporate info –
- ABN
- Incorporation
- Bank details
- GST status
- Insurance
- Mission statement
- Previous grant wins
- History
- Board members
- Annual reports
- Financial returns

# Grant Strategy

- Identify potential grants
- Nominate a grants coordinator
- Define roles & responsibilities
- Look at other options for funding
- Be prepared

# Project Template

- Need/problem you want to address
- Solution / options
- Actions / elements to implement
- Cost of each action/element
- Timing for each stage / action/ element

# Think Outside the Box

- Multiple grants/sources for different components
- Bert Payne All Abilities Playground
  - Sport & Recreation (NSW) – play equipment
  - Cancer Council – shade sails
  - Stronger Communities Programme (Fed) – ancillary infrastructure
- Church Point Masterplan
  - Office of Environment & Heritage x 2
  - Roads & Maritime

# Managing Perceptions

- What is your group on this earth for?
- To play bowls.
- Who, what, why
- We are a vibrant group of both older and younger people who come together to encourage and support each other in a social environment to play bowls.

# Perceptions and Attitude

Question:

Do you have a plan to make your event self sustaining into the future?

Answer:

We are self sustaining. The grant money from the NBC will be used to promote the xxxx – something the Council should be doing as a matter of course.

# Guidelines and other info

- Read the guidelines, FAQs etc
- Read them again
- Review the application form
- Check details (dates, upper and lower limits)
- Previous recipients – alignment, collaboration
- What is the grant program trying to deliver

# Eligibility and suitability

- Are we eligible? Organisation & project
- Alignment of objectives
- Links to strategies or plans
- Information required
- Does the timing work?
- Can you fulfil the grant conditions?
- Is the effort worth the potential reward?

# Grant Conditions

- Timeframes for funding to be spent/project start & completion dates
- Promotion and marketing
- Reporting
- Insurance
- Legal permission and approvals

# Before you start - checklist

- Do you have organisational support?
- Do you have the skills/capacity?
- Have you established any partnerships?
- Is grant funding your best/only option?
- What is your pitch?
- Supporting documents – quotes, photos, approvals

# What is your pitch?

- There's a problem/issue/challenge
- I know this because.....
- The good news is.....
- The bad news is.....
- Together we would be able to.....
- A problem, linked to a solution, linked to a mutual objective

# How SMART is your application?

- **S**pecific – clear, well defined, unambiguous
- **M**easurable – so you can demonstrate it was achieved
- **A**ttainable – realistic and achievable
- **R**esourced – skills/knowledge and tools
- **T**imebound – defined timeframes

# Consider this..

- Who
- What
- When
- Where
- Why
- How
- Specific
- Measurable
- Achievable
- Relevant
- Time bound

# Why

- Do you want to do this project?
- Is it important to the organisation?
- Is it important to the community/beneficiaries?
- Will this make a difference?
- Am I asking this funding body?

# What

- Is the need for this project?
- Are the objectives?
- Are the expected outcomes?
- Are the key milestones?
- Resources will be required?
- Is the average grant awarded under this program?
- Is my budget?
- Are the funding agreement requirements?
- Approvals do I need?

# How

- Will you engage appropriate resources?
- Will you implement the project?
- Will you assess and measure your outcomes?
- Much will the project cost?
- Much funding do we need?
- Will the project be funded?
- Does the project fit with grant objectives?
- Will you determine if project is sustainable?

# Who

- Should be involved and are they?
- Is responsible for managing the project?
- Are our partners?
- Are the beneficiaries/target audience/stakeholders?
- Is supportive of the project?
- Else is providing funding?
- Has done this before?

# When

- Do I need to start and finish the project?
- Will the tasks/activities need to be finished?
- Will you need to measure and evaluate?
- Will we consult with other stakeholders?
- Does the grant close?
- When is the next round?

# Where

- Will the project / activities take place
- Will you promote / publicise your project?
- Will you launch the project?

# Definitions in grant land

- Objective – what you (or the grantmaker) want to achieve
- Outcome – the change it will make to peoples lives
- Output – what will actually be done, quantifiable – ‘Activities’
- Impact – what will remain in the long term

# Verbs are great for objectives and outcomes

- Increase
- Decrease
- Improve
- Upgrade
- Install
- reduce
- Encourage
- Provide
- Restore

# Examples

- Project description
- Objectives
- Outcomes
- Questions
- Budgets

# What is your project?

- Describe your project in 50 - 100 words
- Clear and succinct
- **WWWWH** are you doing and how it meets the program objectives.
- What will this be used for?

# Project description

**Manly** is an internationally renowned tourism location, with over 5.6 million local & 2.4 million **domestic & international visitors** annually. Large crowds of visitors alongside **23,000 residents** traverse the iconic Corso & connecting Wharf each day.

Building on community benefits delivered by 'More to Manly: Safer Laneways Project', this project will **improve pedestrian safety, increase community confidence** in our public spaces, & encourage growth in Manly's vibrant tourism economy through the installation of **203 strategically placed bollards & reinforced landscape treatments** to stop hostile vehicle intrusions in heavily populated public areas.

Who Gives a Fork in Pittwater' will encourage 225 cafes, restaurants, pubs/clubs in Pittwater to publicly commit to and share environmentally beneficial actions they have implemented with the community (57,155 residents and 640,000 visitors pa).

The project will be extremely high profile, head chefs and local business owners in Pittwater will pledge to "Give a Fork!" about priority environmental issues like climate change, food waste and littering.

To participate in the project and receive benefits like free promotion, project ambassadors implement practical actions eg offering "meat free Mondays", "locavore" food options and "going plastic free" and share their successes with the wider community via social media, in shop signage etc

# Example Objectives

- To encourage the 225 food related businesses in Pittwater to publicly commit to "give a fork" about key environmental issues.
- To increase the number and range of environmental actions adopted by 225 food related businesses
- To provide education to wider community on the links between food choices and environmental impacts.

# Outcomes

**What outcome/s will the project deliver ?**

“A new columbarium wall with 496 niches”

This is not an outcome, it's an output. You've missed the opportunity to define the benefits

# better

The project **supports business opportunities by realising the potential of the site and developing greater financial sustainability of the cemetery.** The existing columbarium (C 2000) (with 496 niches) has recently sold out and there is now a growing wait list. The cemetery is well loved by the local community and there is **significant demand for additional memorialisation options within the site.** The new wall is expected to **increase the annual income by 150%** with funds reinvested into the Reserve

This project will **assist in regulatory compliance, particularly public safety** as the income from the new columbarium wall will be reinvested into the cemetery to fund an **ongoing monument inspection program and a tree management program** that will prioritise the removal of damaged/diseased trees that have been identified in a recent arborist report **to ensure public safety.**

Manly Cemetery is actually a highly valued recreation and tourism destination due to its scenic location and historical value as one of Sydney's oldest cemeteries established C1850. The cemetery has reached full capacity for in-ground burials with limited opportunities for cremation memorials. **Construction of a new wall and memorial gardens will satisfy** this demand as well as contribute to the **maintenance and development of recreational and tourism facility** through **maintenance and conservation projects to preserve iconic monuments and other historical features of the cemetery.**

# Are these outcomes?

The outcomes for this project are:

- Finish the final stage of the pond filtering system for capturing storm water thus increasing water storage capacity by 14 mega-litres thus reduce consumption of town water.
- A major increase in habitat for native flora and fauna including migrating bird species.
- Improvement in the XXXX Park Reserve facilities for the local community, all users including golfers with spinal cord injuries, homeless war veterans and other special needs users will have greater access to the XXXX Park facilities.
- Creation of better safety barriers in locations such as public walkways surrounding the Reserve by using all the fill from the planned excavation.
- Create a unique pond system filtering debris and waste through an extensive system of native plants/grasses. It would also provide benefits to water quality around Fisherman's Beach, which is currently affected by storm water discharge during and following wet weather.
- Provide an increase in the total area of threatened ecological communities such as the Themeda grasslands within XXXX Park Reserve which is part of the Sydney Basin and South East Corner bioregions listed under the Biodiversity Conservation Act 2016.

# better

Outcomes include:

- Increased stormwater capture and recycling
- Reduced consumption of town water
- Increased and improved habitat for native flora and fauna including migrating birds
- Increased accessibility for all people, including people with a disability
- Improved safety for all users of the reserve
- Improved water quality at adjacent XXXX Beach
- Increase in total area of threatened ecological communities such as the Themeda Grasslands within XXX Park Reserve.

Then use the earlier information to expand on HOW you will deliver these outcomes

# Manly – pedestrian protection – outcomes & output

The project outcome is to **provide physical protection from hostile vehicles and improved levels of safety and amenity for all visitors** to this international tourism, entertainment and residential precinct, through the implementation of superior/best practice measures.

Key activities will be undertaken in pedestrian-only areas that are, or lead to, highly vulnerable and exposed public areas including:

- Manly Wharf Frontage: install 38 heavy duty bollards for vehicle protection at speed
- Belgrave Street: install 40 heavy duty bollards, moveable planters and additional in-ground palm tree plantings
- Darley Road: Upgrade 30 existing light duty stainless steel bollards to heavy duty specification at this busy intersection/crossing
- Rialto Lane: Install single bollard to impede vehicle entry
- Corso Entry: Upgrade existing 25 light duty stainless steel bollards to heavy duty specification at main pedestrian crossing
- Manly beachfront: install 18 bollards including between sandstone columns, relocate flagpoles to road frontage
- Sydney Road: install 9 heavy duty bollards
- Henrietta Lane: Install 2 heavy duty electric bollard
- Whistler Street: upgrade 40 existing bollards

The installation of heavy duty bollards and natural elements **will mitigate harm to pedestrians, public and private property** by physically preventing access to these high pedestrian traffic zones and act as a visual deterrent to perpetrators, be it terrorist or intoxicated driver. It will also **provide visitors to this entertainment, hospitality and recreation precinct with a feeling of safety and security, including those visitors participating in large-scale public events, fun runs and festivals.**

# Q.What other contributions are there?

- Northern Beaches Council will match the funding that is being requested and will also provide a Project Manager for the project at an estimated in kind value of \$XXX

# better

Northern Beaches Council will match the \$XXX that is being requested in this application. These funds have been identified within the 2019/20 DRAFT Budget.

Council will also provide a Project Manager for the project at an estimated in kind value of \$XXX in addition to the costs that will be incurred prior to determination of this grant application including the preparation of geotechnical investigations, a site survey, architectural design fees and costs associated with the lodgement of the DA with an estimated value of \$XXXX. This grant is to fund the shortfall in funding the full scope of works. Without the grant, the project will need to be scaled back proportionally.

# Budgets

- Income and expenditure
- Cash and in-kind
- GST
- Define elements/activities/main headings
- Partial funding
- Contribution
- Contingencies / overheads – eligible?

# Income

Income	Amount
Council grant Unconfirmed	\$50,000
Office of Sport Grant confirmed	\$131,000
Applicant contribution confirmed	\$81,280
<b>Total</b>	<b>\$262,280</b>

# expenditure

Expenditure	Amount
6 lane cricket net enclosure	\$139,995
2 lane public cricket nets	\$66,570
Black PVC coated wire	\$25,715
Earthworks	\$30,000
<b>Total</b>	<b>\$262,280</b>

- Provide evidence to support this – quotes, letter of offer for the confirmed grant, a statement from the applicant board/executive

# Project Name

- Descriptive, accurate, catchy
- Who gives a Fork?
- One Million Coffee Cups
- The Green Home
- #SaturYAY at Youth Reach
- Upgrade of XXXclub change rooms
- Nolan Reserve Cricket Nets upgrade

# The Detail

- Activities or elements
- Detailed budget
- Realistic timeline
- Roles & responsibilities
- Objectives, expected outcomes, outputs and impacts

# Knowledge & information

- Never assume
- Aim of the project and how you will implement
- Define the beneficiaries
- Where and how has this been done before
- Quantitative and/or qualitative data & measures

# Questions to ask yourself

when writing a grant application

- What does the reader need to know?
- Why does the reader need this information?
- What background knowledge does the reader already have?
- What is the text going to be used for?
- Who is the intended reader of the text?
- Are the language and vocabulary used suitable for the intended reader?
- Has all the necessary information been included?

# Supporting Documentation

- Key word – *Supporting*
- Letters of support – current and targeted
- Financial statements
- Newspaper articles
- Photos
- Research
- Design or concept drawings
- Approvals

# Organisational Capacity

- Previous experience in similar projects
- Previous experience managing grants
- Individual and/or organisational skills & qualifications
- Funding already secured
- Risk assessment

# Templates & Reports

- If a template is provided – use it
- Your reporting is linked to their reporting
- Your success is their success
- Your success will lead to further success
- Your lessons learned will help everyone, not hinder you
- Should be detailed, boastful, accurate

# Reporting information

- Invoices or receipts
- Outcomes & outputs – measurable either quantitative or qualitative
- Photos
- Return on investment (financial or promotional)
- Are you becoming self sustaining

# You've got one!

- Celebrate with a happy dance
- Say thanks and return funding agreement
- Do what you said you would
- Reporting, variations, acquittals
- Invitations
- Acknowledgement

# Didn't get it

- Favourite expletive, go for a walk, calm down
- Seek feedback
- Reflect on what you could do better
- Your best teacher is your last mistake
- Start work on the next one

# Rules for grant seekers

- Be prepared
- Read the info
- Don't procrastinate
- Plain language (wwwwh)
- Answer & address everything
- Highlight other contributions
- First impressions
- Show evidence
- Don't fudge
- Be innovative
- Independent review
- Letters of support/consent
- Never assume

# Lessons to be learned

- Have your approvals
- Know your project details
  - Costs (income & expenditure), Outcomes, Output, Community benefit
- Team effort – it's not a one person job
- Provide evidence
  - Quotes, Photos, Media, statistics
- Collaborate
- Don't leave it to the last day
- Read the materials provided
- Don't copy/paste answers

# Grant Guru – free service

- Accessed through Councils website
- Register and receive updates on grant opportunities
- Top tips on securing funding
- Grants explained
- Find grant writers
- [Grant Guru draft site](#)

# Other funding sources

- <https://lcsa.imiscloud.com/communitydevelopment> (resources for community groups and managing a project/grant)
- <https://www.grants.gov.au/> (Federal)

# What would help you?

- Future sessions on grant writing – 1 on 1 help?
- Online resources – what do you need/want?
- ??

# Questions.....???