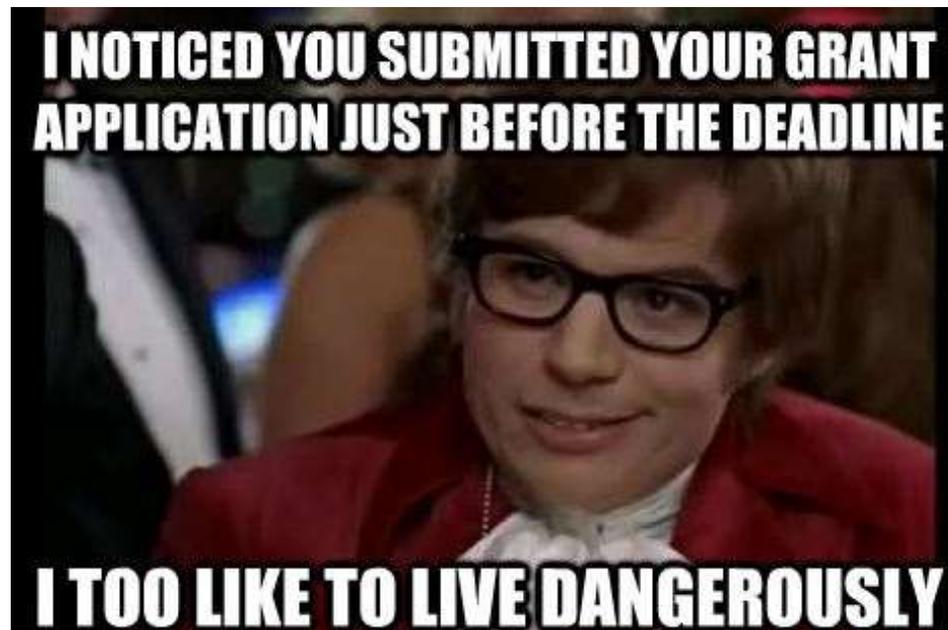


Successful grant writing

Renée Madsen, Create and Evaluate



Introductions

- Your name
- Your organisation
- Online folks – put yours in the chat box



Today's session

- How grants are assessed
- Where to find grants
- Setting up for success

BREAK 15 mins

- Grant guidelines
- Writing the grant application
- Acquittal

Will receive copy of slides and grants spreadsheet





What are grant assessors looking for?

What you'll be assessed on (criteria)

Alignment with the funding body's goals

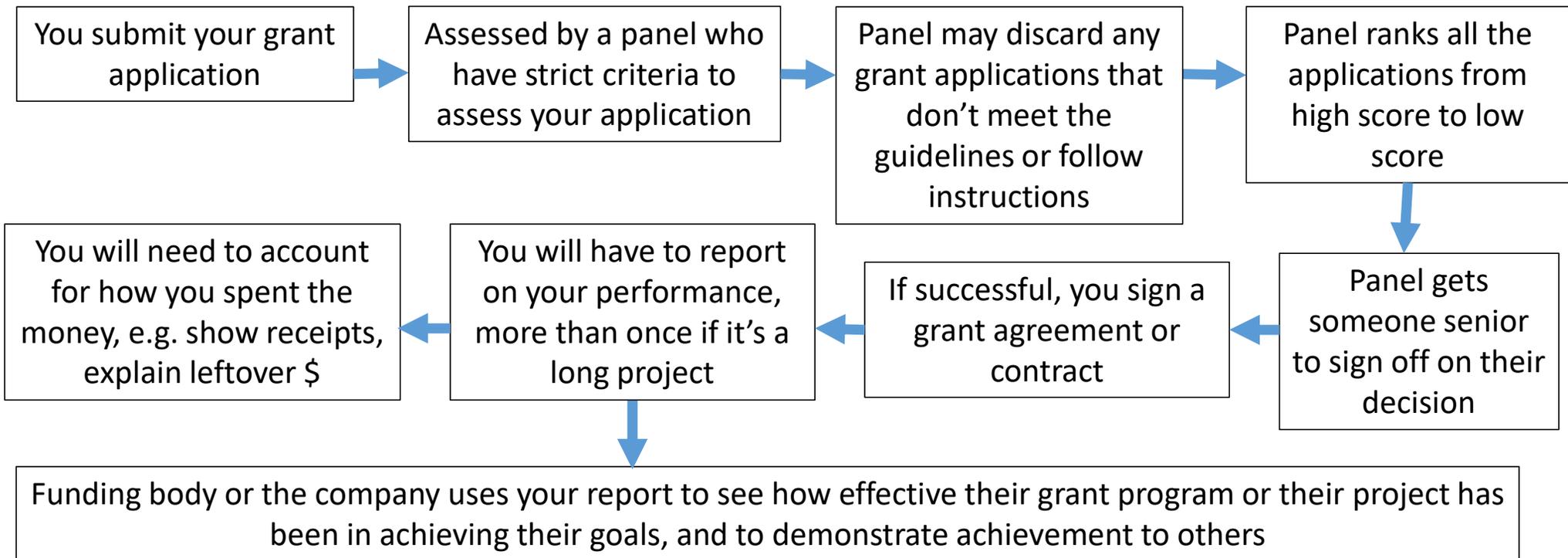
+

1. Community need
2. Community support for your project
3. Capacity to deliver

Look at who was successful in previous rounds – will give you some idea of what they're looking for



What happens to my grant application?

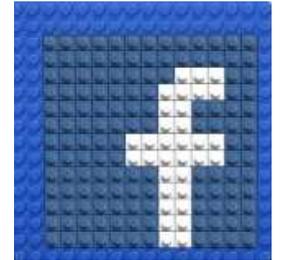




Finding grants

Get connected

- Follow people & organisations on social media
- Get on email lists
- Local MPs
- Government departments and local councils
- Townsville Chamber of Commerce and Townsville Enterprise
- Peak body for your industry
- Business networks, other community groups



Think outside the box

- Don't just look for 'veterans' or 'Defence' grants:



Health

Women

History

Social inclusion

Reducing isolation

Education about health

Sport

Environment

Business and employment

Think outside the box



- Celebration weeks
 - Qld Seniors Week Grants
 - <https://www.qldseniorsweek.org.au/apply-for-a-subsidy/>
 - Mental Health Week Grants
 - <https://www.qldmentalhealthweek.org.au/about/>
- Grants for business – community groups may also be eligible
 - Small Business Grants, Qld Govt
 - <https://www.business.qld.gov.au/starting-business/advice-support/grants/schedule>
 - Business.gov.au – answer some questions and get tailored grant info:
 - <https://www.business.gov.au/assistance/search>

Things to remember

- **It takes time to look for grants – have to keep an eye on it**
- FREE subscription service: Townsville City Council Grants Hub:
<https://townsville.grantguru.com.au/>

This is for all grants, not just council grants, business and not-for-profit

- For some grants, you can sign up for email notifications when they're going to open

Grants for business

- Small Business Grants and Grants Finder (Qld Govt) + Business.gov.au – answer some questions and get tailored grant info:

<https://www.business.qld.gov.au/starting-business/advice-support/grants/schedule>

<https://www.grants.services.qld.gov.au>

<https://www.business.gov.au/assistance/search>

- FREE subscription service: Townsville City Council Grants Hub:

<https://townsville.grantguru.com.au/>

- Advance Qld Grants – many different types of grants, especially for new inventions, science or start-ups

<https://advance.qld.gov.au/open-grants>

- GrantConnect Fed Govt <https://www.grants.gov.au/>



For community organisations

- Grants Finder, Qld Govt – answer some questions and get tailored grant info:

<https://www.grants.services.qld.gov.au>

- GrantConnect, Federal Govt <https://www.grants.gov.au/>

- Community Grants Hub, will promote new grant opportunities but will link you straight to GrantConnect

<https://www.communitygrants.gov.au/>

For community organisations:

- Townsville City Council
<https://www.townsville.qld.gov.au/community-support/grants-and-partnerships>
- FREE subscription service: Townsville City Council Grants Hub:
<https://townsville.grantguru.com.au/>
- FRRR Foundation for Rural and Regional Renewal – good resources too
<https://frrr.org.au/funding/find-funding-now/>
- QCOSS Qld Council of Social Services
<https://www.qcoss.org.au/grants> - grants with a deadline
<https://www.qcoss.org.au/grants/ongoing-grants/> - ongoing funding
- Our Community – paid subscription per year
<https://www.ourcommunity.com.au/>

Community organisations:
Which government departments are relevant to your work?



JUST A SAMPLE:

- Sports and recreation grants Qld Govt

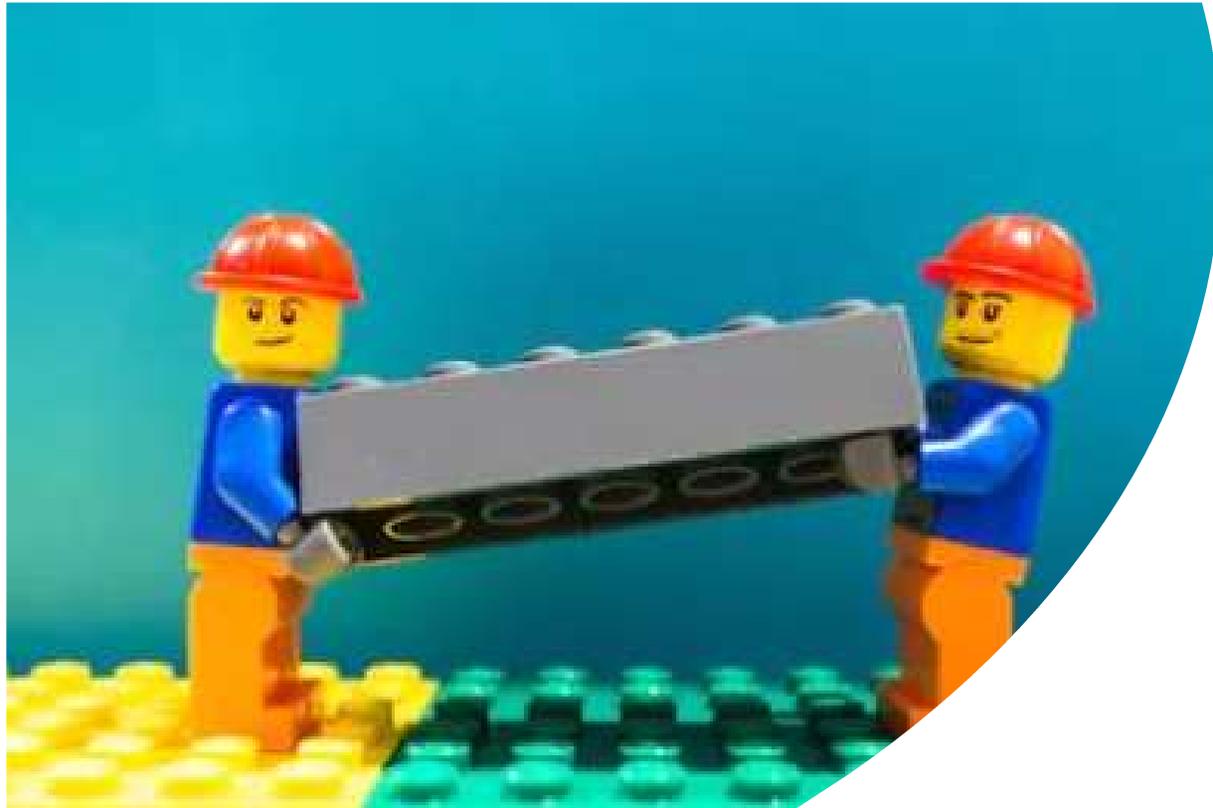
<https://www.qld.gov.au/recreation/sports/funding>

- Department of Communities Qld Govt

<https://www.communities.qld.gov.au/industry-partners/funding-grants>

- Community Benefit Fund (proceeds from gambling)

<https://www.justice.qld.gov.au/corporate/initiatives/community-grants>



Setting up for
success

Have your internal ducks in a row

- Financial statements
- Insurances, e.g. public liability, volunteers
- Regular committee meetings
- Website and social media



How will this help you get the grant?

- You may be asked about insurance, finances etc in your application
- Funder may look at your website/social media when assessing your application
- You'll reassure the funder about your **capacity to deliver**
- The grant may require you to put in some funds – know how much you can afford

Create a wishlist

- A list of pre-planned projects so you can be ready to go as soon as a grant comes up
- Prioritise these projects so you know which one to grab first

How will this help you get the grant?

- You may need to start your project quickly, e.g. within 3 months
- You have commitment in advance from potential partners and supporters
- Makes the grant application much easier to write

For each project on your wishlist:

- ✓ What are you going to do?
- ✓ Why is this project important?
- ✓ Where are you going to do it?
- ✓ When will you do it? e.g. anytime, seasonal?
- ✓ How long will it take?
- ✓ Do you have enough equipment/people?
- ✓ How much money will you need? Cash and in-kind
- ✓ Who else needs to be involved? Licences or permits?
- ✓ How will you know your project has succeeded?



Measure your performance

- Have a system to collect feedback and testimonials from clients, volunteers and partners
- Keep records/spreadsheets to show how numbers are going up or down
- Before and after photos, anecdotes and stories, case studies
- Best to have a **combination** of numbers (quantitative) and anecdotes/stories (qualitative)

How will this help you get the grant?

- Demonstrates your **capacity to deliver** and **community support** for your work
- Demonstrates your commitment to **measurable outcomes** and looking for ways to improve – very impressive to a funder

Share the load

- Don't always rely on one 'point person' to do everything related to grants and paperwork – we never know what's around the corner!
- Make sure you have a single place where all your grants paperwork is kept and make sure more than one person knows where it is
- Have a rule that everyone in your group gets a job – no matter how small. This takes the load off the people or person who does everything, or encourages newer people who are interested in things like grant writing to put their hand up

Have a strategic plan

- Mission statement – Who are you? What do you do? Why do you do it?
- Have **long-term** goals. What difference do you want to see?
- Have **short term** goals that link to your long-term goals.

How will this help you get the grant?

- Helps you find grants you wouldn't have thought about otherwise
- Funders want to give their money to people who who understand the big picture
- Shows that you've thought about your contribution to long-term **outcomes**

Build relationships



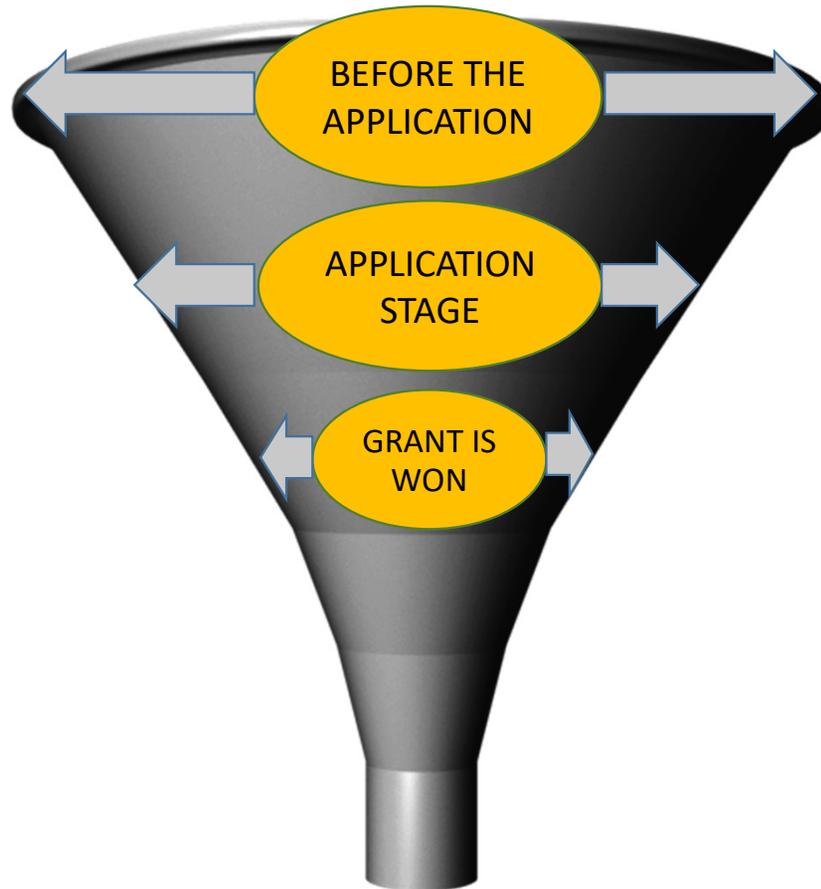
- When you need a relationship, it's too late to build it!
- Other community groups, target groups, businesses/sponsors, local council, letters of support, testimonials, potential sources of volunteers, funder

How will this help you get the grant?

- Auspicing – when another organisation looks after the 'business side' of the grant
- Funders like partnerships and in-kind support – more bang for their buck
- Having partners on board and ready to go is very attractive to a funder – shows **community need, community support** for your project and **capacity to deliver**
- You can generally achieve more together than you could going solo

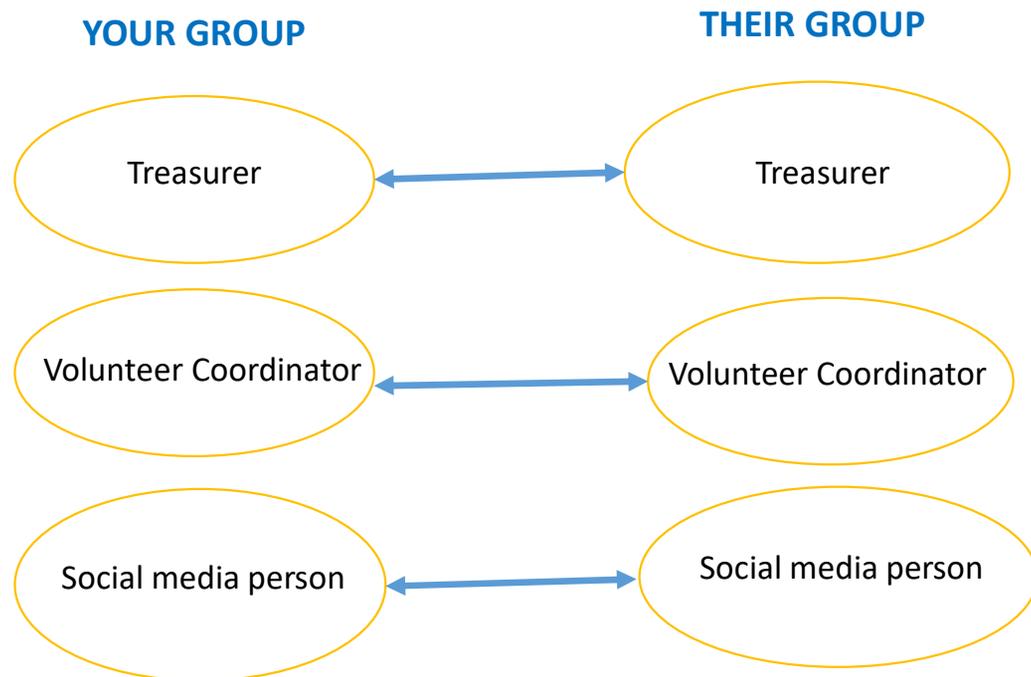
The funnel

Build your relationships **BEFORE** the application, when you have room to move



Build connections at different levels

Don't rely on one person or position in your group to build the relationship with another group



Chat with the person next to you - handout

The actions we discussed:

Have your internal ducks in a row

Create a wishlist

Measure your performance

Share the load

Strategic planning

Build relationships

- Which of these things could be improved in your organisation?
- How might you go about it?
- Does your neighbour have any tips to share from their experience?

Today's session

- ✓ How grants are assessed
- ✓ Where to find grants
- ✓ Setting up for success
 - Grant guidelines
 - Writing the grant application
 - Acquittal





Grant guidelines

2 main items of paperwork

1. Guidelines

- **Why** the funding body is giving out this grant
- What you **can** use the funding for
- What you **can't** use the funding for
- Are you **eligible**?
- How your application will be assessed (**criteria**)
- Instructions – how to apply and what you need to **attach**
- **Closing date** and when you'll hear back

2. Application form

- Word document and/or Excel spreadsheet
- Online form

Example

3 reasons you have to read the guidelines:

- There's no point applying if you are not **eligible**
- The guidelines will tell you what the funder's **goal** is for this grant, so you can match your goal to theirs in your application
- The guidelines will give you **keywords** to use in your application



Eligibility

- Don't do anything with the application form until you read the guidelines
- Eligibility criteria are non-negotiable
- If you're not sure if you're eligible, **contact the funding body & ask**
- Guidelines may say the money can only be given to an incorporated organisation
- If you're not incorporated, ask the funder if **auspicing** is allowed:
 - An incorporated organisation receives the funds and passes it on to your group
 - Your group is still responsible for doing the work, keeping records, and writing the final report
 - The incorporated body will submit the report to the funder, as they are legally responsible

What is the funder's goal for this grant?

- Why is the funder giving out this grant?
- What does the funder want to get out of this grant?
- What's their goal/s?
- Funders want to give their money to people who are aligned with them, who have the same goals and the same values
- In your application, **make your goal the same as theirs**

The funder is the customer, you're the supplier

- What does THE CUSTOMER want?
 - To support a particular section of the community better? e.g. young people
 - Greater awareness of a particular social or health issue in the community?
 - Show everyone what a great company they are by giving back to community?
- How does your grant project give them what they want?
- Can you give them something they'll be proud to publicise, put in their annual report, tell the media about, tell their Minister about?

Example – **grant funding** to promote community connections and social inclusion

“We would like to buy a bbq so we can hold more events with the local community.”

OR

“We would like to buy a bbq so we can hold more events with the local community, because we understand **community connection** is important. Our club plays a vital role in keeping our members connected and supporting each other. We would like to expand these connections to the broader community by holding bbqs and encouraging others to join our club, because we recognise the value of **social inclusion** and making sport accessible to everyone.”

Keywords

- The language used in the guidelines is the language you should use in your application
 - **engaging** and **culturally appropriate** events
 - **improve social connections** and **healthy lifestyles**
- Print the guidelines as a hard copy
- Get a highlighter and physically highlight keywords

Give it a go

Let's highlight some goals and keywords





Writing the application

In this session we'll cover

- Examples of good answers to application questions
- Practical tips for writing applications

Put your key messages upfront + be specific

- Put yourself in the funder's shoes – if you were giving this grant, what would you want to know?
- Put the important info upfront. Don't make the reader go looking.
- Don't tell a story from start to finish – give them the ending first.
- For grants: Be specific about what you're using the money for:
 - Improving your website **VS** hiring a web designer, upgrading your internet connection, paying for sponsored ads on Facebook
 - Setting up a support centre for vets **VS** buying furniture, buying ipads, paying wages for a bus driver
- Use dot points if you like – easier to read than a block paragraph

Example answer on a grant application

Our group runs a veterans support centre that doesn't get used very often. We have tried community events in the past but haven't had much interest. We believe that having some well-known sportspeople from around Townsville coming to an event would be good way to increase interest from veterans. This would get people to come our centre, where we can show them what a great centre we have and how much we can offer them. We would like to hold an event where members of the community can come and meet well-known sportspeople from around Townsville.

Example answer on a grant application

Our group runs a veterans support centre that doesn't get used very often. We have tried community events in the past but haven't had much interest. We believe that having some well-known sportspeople from around Townsville coming to an event would be good way to increase interest from veterans. This would get people to come our centre, where we can show them what a great centre we have and how much we can offer them. **We would like to hold an event where members of the community can come and meet well-known sportspeople from around Townsville.**

Same example – reworded

Our veterans support centre plans to run a ‘Meet Your Favourite Sports Star Day’ where members of the veteran community can come and meet well-known sportspeople from around Townsville. While people are at the event, they will be given a tour of the centre and provided with information about what support the centre can offer, including healthy lifestyles, business mentoring, and monthly bbqs. This will increase people’s interest in the centre and encourage them to participate in our programs.

Same example – reworded

Our veterans support centre plans to run a ‘Meet Your Favourite Sports Star Day’ where members of the veteran community can come and meet well-known sportspeople from around Townsville. While people are at the event, they will be given a tour of the centre and **provided with information** about what support the centre can offer, including **healthy lifestyles, business mentoring, and monthly bbqs.** This will increase people’s interest in the centre and encourage them to participate in our programs.

Answer all parts of the question

Question: **Provide a brief description of your project including:**

- **what is the purpose of your project**
- **details of activities involved in its implementation**
- **how the project will encourage inclusiveness and diversity.**

One way to answer:

We will hold an event to raise awareness of mental health during Mental Health Week. All of our clients and key partners will be invited to participate and there will be information stalls, music performances and guest speakers.

Answer all parts of the question

Question: **Provide a brief description of your project including:**

- **what is the purpose of your project**
- **details of activities involved in its implementation**
- **how the project will encourage inclusiveness and diversity.**

A better way to answer:

We will hold an event to raise awareness of mental health during Mental Health Week. All of our clients and key partners will be invited to participate and there will be information stalls, music performances and guest speakers. **Preparing the event will involve finding guest speakers and performers; hiring equipment such as venue, chairs, marquee and PA; organising a bbq and creating a social media campaign. Targeted invitations will be sent to organisations that can support our message of inclusiveness and diversity such as Cootharinga Society, Aboriginal and Islander Health Service...etc**

A few final tips

- Have a 'source document' that you use to copy & paste common questions in every application: what does your organisation do, who are your key staff, etc. **ALWAYS** tailor it to application you're writing
- Get an outsider or a 'details person' to read your application
- Online application forms - write it in a Word document first:
 - Easily edit and play around with the word limit
 - Easy to share with other people
 - You won't lose your work if the online system crashes suddenly
 - Check if the form lets you save and come back to it, or have to do it all in one go



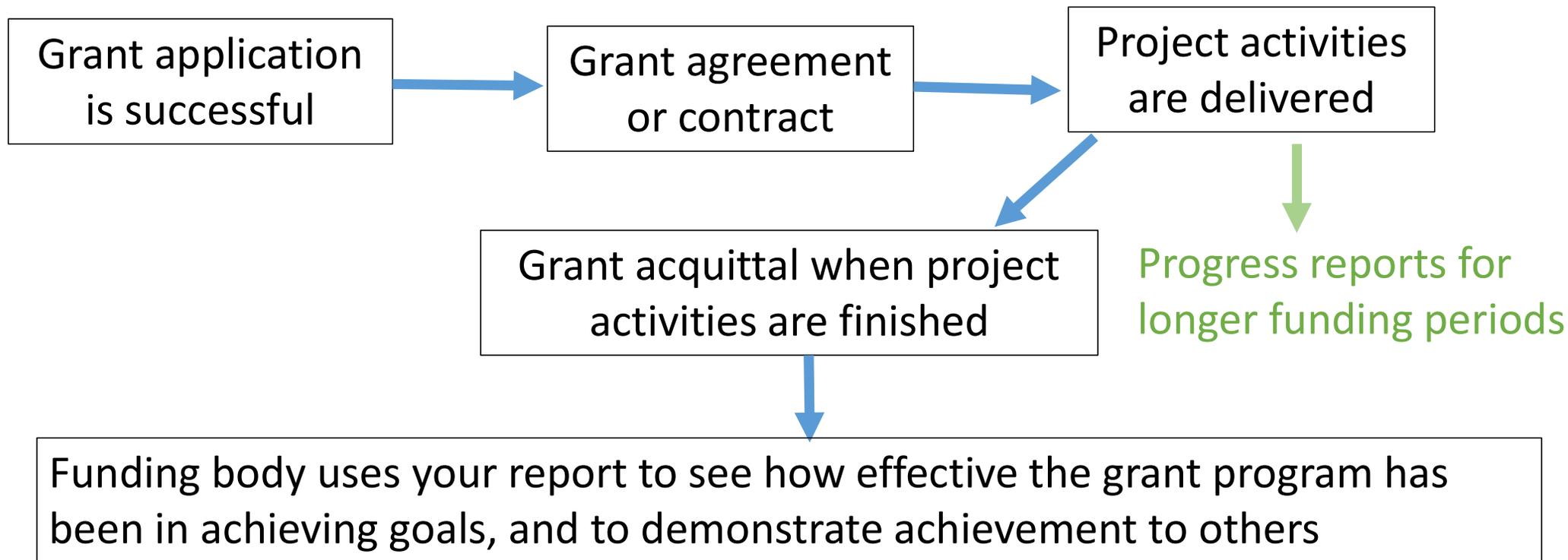
Acquittal (reporting)

What is acquittal?

- The process of reporting to your funding body about how you spent your grant funds.
- What's expected:
 - **Performance report** about your activities and your **outcomes – what difference did you make?**
 - **Financial report** to show exactly what you spent the money on
 - **Photos, receipts** or any other evidence the funding body asks for

Acquittal is not optional!
You must submit everything
they ask for, and on time

Where does acquittal fit in?



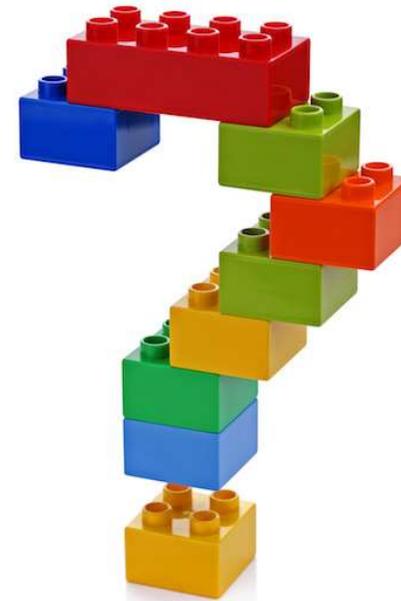
Why is acquittal / reporting important?

- May be a payment riding on it
- You may not be eligible for future funding if you don't acquit satisfactorily
- Funding body could take legal action if you don't acquit satisfactorily
- Position your group well for future funding depending on what you write
- You're contributing to knowledge about whether the grant program is effective and whether it's worth continuing in future
- Upskill your group members – reporting is an essential skill for long-term sustainability of your group

What we've covered

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Time for questions



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