

How to: Write a Funding Bid

In the current economic circumstances the world of funding is as competitive as ever. This information will give you an introduction into what you can do to maximise your bid and links for further information and funding opportunities in West Sussex.

It's not surprising that funding bodies are reporting unprecedented volumes of funding applications at the moment. Those in the voluntary sector responsible for income generation have to look further afield for pots of funding. So, how do bidders make sure that their efforts are fruitful and proposal-writing time is well spent?

It's all down to planning and preparation – and sound, unemotional decision-making. There are many techniques that can be adopted by funding bid writers to help boost chances of success; here are just a few to consider.

AN OVERVIEW OF WRITING EFFECTIVE FUNDING APPLICATIONS

All funders whether charitable grant-making trusts, government grant programmes, Lottery distributors, business or individual donors, seek information on **at least four levels of enquiry**, in order to decide whether to give funding, or not:

Four Levels of Enquiry

1. What your organisation does & the difference the work makes

2. Organisational management

3. Project details

4. Financial details

What funders want to know within each level of enquiry?

1. What your organisation does and the difference it makes

- The beneficiaries
- The work and why it is needed

- The aim. This should sum up the purpose of your project and the effect it will have. It helps focus everything that you do. Choose a simple aim and word it carefully. It should be one sentence and something that you can achieve or at least influence strongly over the course of your project. For example: "To engage young people positively in the community". The needs that you have identified should help you to write your aim.
- How the work is delivered
- Outline when and where it is delivered

2. Organisational management

- Name of the organisation
- Legal status, organisational status, mission, age
- Aims of the organisation
- Staffing and volunteers – staff professionalism /experience, numbers of volunteers and how you support them i.e. supervision/expenses/training
- Management & governance – staff structure, numbers of trustees and their skills/experience, policies, business plan
- Where you get your money from
- Property – if you have any

3. Project details

- Purpose of the work / what you need the money for?
- Who will benefit?
- Evidence of need & the problem that is addressed
- The difference you want to make (outcomes). Outcomes are the changes that your project can make over time, to address the need(s) you have identified. They are **the result of what you do**, rather than the activities or services you provide. For people, this might be things like improved health, new skills, more confidence or getting a job. Outcomes are best described using words of change, such as: 'more', 'better', 'less' or 'improved'. In some cases outcomes may involve keeping a situation stable, or stopping things from

getting worse. Outcomes can be for the benefit of: Individuals; communities; the environment; or organisations.

- A single project may identify outcomes at many levels. For example, a family centre may identify outcomes for children, their families and for local schools
- The activities/objectives (outputs)
- Resources to deliver the project (inputs)
- Implementation strategies/project plan/timetable
- Project budget – what you will spend the money on
- Management and organisational structure
- Monitoring and evaluation measures
- Other funders you intend to approach

4. Financial details

- Organisation's annual income/expenditure
- Organisational projected annual budget
- What financial controls / safe guards
- The financial management structure
- Degree of financial skills and knowledge within the organisation
- Previous Annual Report

Funding Opportunities

There is a grants and funding section on the County Council website to help you find funding. In particular we recommend that you use the online search function called West Sussex 4 Funding. This allows you access to a comprehensive database of funding opportunities and you can tailor your search for particular purposes. Click here to access the West Sussex 4 Funding pages:

<https://www.westsussex.gov.uk/leisure-recreation-and-community/grants-and-funding/search-for-funding-sources-and-advice/>

You can also find information on the funding streams we offer below.

[West Sussex County Council Members Big Society Fund](#)

[West Sussex County Council Small Grants Fund](#)

[West Sussex County Council Community Initiative Fund](#)

To find out more and for support with writing funding bids, speak to your local Council for Voluntary Service (CVS) or talk to the WSCC Partnerships and Communities Team: communities@westsussex.gov.uk.