

Applying for funding: Your step-by step guide



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You've come up with your brilliant idea; you're all ready and raring to go; now you just need the cash to make it happen. Well, here's how to secure those funds and get your project off the ground.

Before you start, remember to think clearly about what your project aims to do: who are you trying to help and what are you trying to change? Bear this in mind when looking for funding opportunities to make sure that they're appropriate for your specific idea.

Step 1 - Finding your funder



- ✳ You have an idea; you have the details of a potential donor; the next question you need to ask is.....'am I eligible'? Not all funders fund all projects. For example, some only fund sports related projects and others only fund applications made by a certain age group. Don't worry. Simply check out their website to see if your project (and you) fit their criteria.
- ✳ Still not sure? Give them a quick phone call to check. While you have them on the phone ask them any other questions that you have and ask if they can provide you with any tips or guidance on how to apply. Calling may even put you in a better position, as when they are reading through the piles of application forms it will be your name that will stand out from the crowd.

Adill's Story

Adill had an idea. One of his friends became pregnant at a young age and he wanted to do something to support other young single parents out there. He decided he wanted to put on a series of one day training sessions to help young single parents develop their own business plans.

Having been told by the Junction49 Team about some funding he could apply for, Adill double checked to make sure he was eligible before he began to fill out the application form.



Step 2 - Writing your application

- ✘ **Does the organisation provide an application form?** If yes, use it. If not, make sure that your application letter is no longer than two sides of A4. Any longer is too long.
- ✘ **Explain who you are and what the aim of your project is.** You know how important your project is, so communicate your passion and enthusiasm to the person reading it. Make sure you tell them **WHY** the project is needed (what problem it is going to address), **WHAT** you are going to do and the impact it will have, **WHO** is going to do it, **WHERE** they are going to do it and **WHEN**.
- ✘ **Funders want to know where their money is going** so try to include a basic budget in your application (many will have a template for you to fill in). In your budget include everything that you are going to need to turn your idea into a reality. Don't forget the non-obvious things such as stationery or transport costs, as these will all add up over time.
- ✘ **Be positive**, talk about all the good things that you are going to do and the positive impact it will have. The funder wants to feel confident that if they give you the money, your project will make a real difference.
- ✘ **Keep it simple.** You don't need to use fancy language or lingo. Make sure you are clear so that anyone reading the application can easily understand what you will be doing and why.
- ✘ **Keep it short.** Most funders won't have time to read through very long applications. Short, clear and to the point applications are more successful than those which go on and on and on and on...
- ✘ **If there is space try to include a human story.** Real stories of people that you plan to help let you show the real-life impact of your project. You need to make the funder feel that the impact your project is going to have means that it is too good not to fund!

Adill's Story

Adill downloaded the application form from the funder's website. There were two main questions that he had to answer. For the first question, 'What is the project about?' Adill broke down his project into different sections like this:



- ✘ What's the issue?
- ✘ What can we do?
- ✘ How do I plan to achieve this?
- ✘ What would the workshop involve?

This was a really clear way of explaining to the funder the issue he felt needed addressing, and the possible ways to take action. He then provided an overview of what to do and how he would achieve it (including the number of people he wanted to involve and the timescale). By ending with an outline of

what he hoped to cover in his workshops, Adill was able to show to the funders that he had clearly thought about his project in detail.

The second question was: 'How will the money and training help your project?'

When applying for funding it's really important that you know what you're going to be spending the money on. Having thought a lot about his idea, Adill was able to detail all the things he needed the funding for:

- ✘ Venue costs so that he could run the workshops in a central location that was easily accessible.
- ✘ Travel expenses for the young parents attending the workshops to make sure they could get there.
- ✘ Materials that he needed – flipchart, pens, paper, handouts. All the equipment that he needs to run the workshops.

Step 3 - Checking it again, and again, and again.....

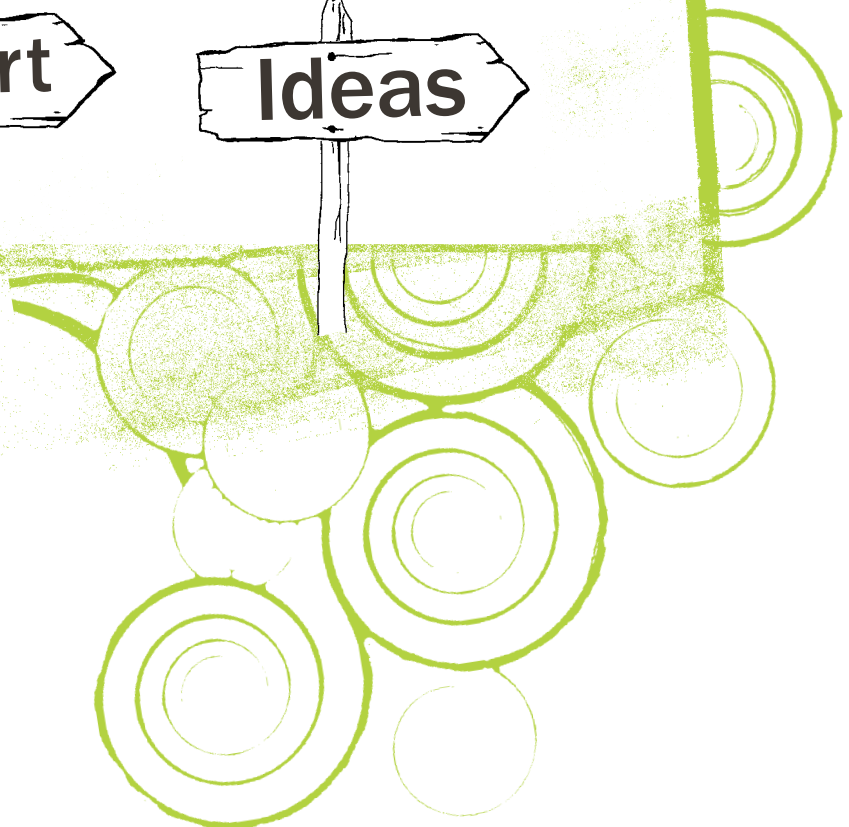


✘ Check, check and check the form again to make sure you haven't made any mistakes and that you have included all the correct information. Use the check list at the end of this funding guide to help you. It's a good idea to get someone else to have a look through or send it into the Junction49 Team who will happily take a look. Giving it to someone who doesn't know much about the project is a good idea to make sure everything you have written makes sense.

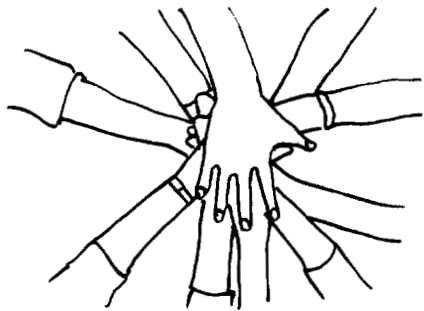
✘ **IMPORTANT:** Make sure that all of your contact details are correct. If someone wants to give you some money they need to be able to get in touch with you!

Adill's Story

Adill took his time over his application, writing some then coming back to it at a later date. Once he thought he had completed it, he sent it to the Junction49 Team to take a look. They came back with some suggestions of how he could make it just that little bit better. Once Adill had made the changes and done one final check, he submitted his application for funding. Then he just had to wait and see.



Step 4: Follow up and thank you



- * The funding process doesn't end the minute you do/don't get your money. If you are successful don't forget to let Junction49 know so we can send you a big congratulations. Also, don't forget to say thank you to your donor. It is likely that they will want to be kept up to date with how the project is going so make sure that you are ready to do this (we can help you with that bit as well...).
- * If you aren't successful don't despair, it doesn't mean you never will be. Get in touch with the Junction49 Team and we can help you to identify new funding opportunities and write your next application.

Adill's Story

A couple of weeks later Adill heard back about his application. He had been successful.

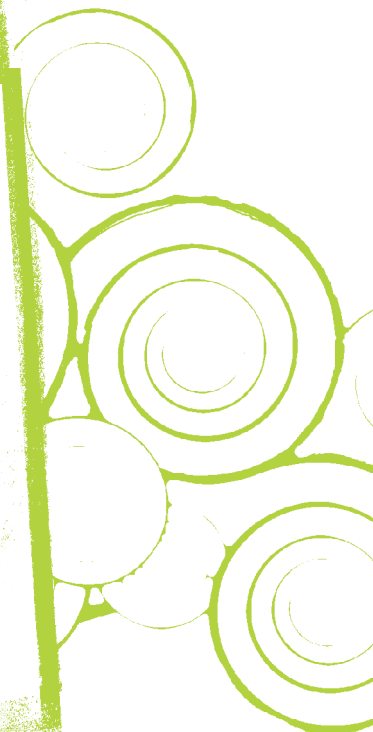
The funding organisation had loved his idea and offered to give him the money that he had requested as well as training to make sure he was fully equipped to run the project.

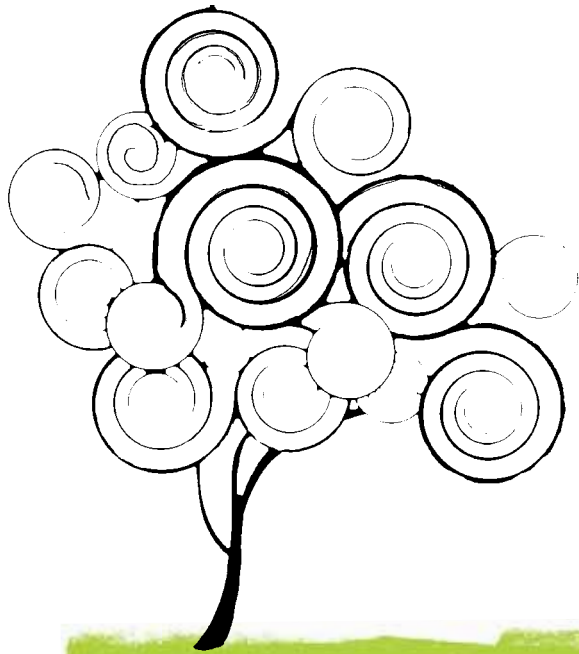
Adill updated everyone on Junction49 by commenting on his idea. Over the next couple of months as Adill was setting up his project he kept in touch with everyone on Junction49 through comments and diary entries, letting them know the progress he was making, as well as advising others about applying for similar funding.

Once Adill had completed his project he got in touch with the funding organisation to let them know how it went. They were so pleased with his success that Adill was invited to apply for further funding.

You can check out Adill's project here:

http://www.junction49.co.uk/idea/2486/do_you_have_a_business_idea/



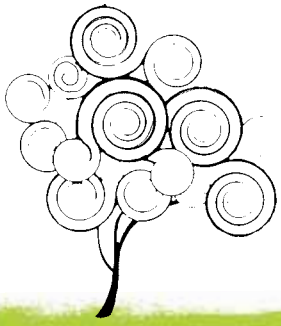


Top tips

- ✘ **Take your time.** You don't need to rush through the application process. If there is a deadline make sure you give yourself plenty of time to do some, go away, and then come back to it later.
- ✘ **Brainstorm first.** Make sure that before you put pen to paper you have all the information that you need and that you are clear on all of the different aspects of your project.
- ✘ **Don't be afraid to ask for help.** The Junction49 Team are always here to give you some support and advice.

Application checklist: Use this to make sure you have completed all the steps


Task	Completed (Y/N)	
Step 1:	Have you identified a funder?	
	Have you checked that your project matches their criteria?	
	Have you called them to chat to them about your idea (optional)?	
Step 2:	Have you used the application form provided? If there is no application form, is your application no more than two sides long?	
	Does your application clearly state the issue your project will address, why it is important, what you are going to do and the impact that it will have?	
	Does your application identify everyone who is going to be involved in the project?	
	Is your application clear and simple, and does it use positive language?	
	Have you included a human story?	
	Have you included a budget?	
Step 3:	Has someone else read over your application?	
	Have you sent it in to the Junction49 Team to read through?	
	Have you double checked all of your contact details are correct?	
Step 4:	If you are successful have you said thank you to your funder?	
	Have you contacted Junction49 to let us know the outcome of your application?	



We would like to especially thank our Junction49 Helpdesk volunteer, Ben Jones and TimeBank's Youth Advisory Group (Rozina Sabur, David Shanahan Willey, Bhavesh Shah, Tom Robbins, Evelina Kovalenko, Hannah Knight) for their support and input into the creation of this guide.



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