



The Essentials of Winning Grants

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1. Get your organisation grant-ready

- ✓ Legal status: **determines eligibility**
- ✓ Key messages
- ✓ Strong website: **first impressions count!**
- ✓ Strategic Plan
- ✓ Project 'wish list'

- ✓ **Project plans and budgets**
- ✓ **Capacity to deliver**
- ✓ **Funder relationship, reporting and acquittal processes**
- ✓ **Record-keeping**

Grants are only part of the fundraising mix

Can you demonstrate sustainability?

Common fundraising methodologies include:

- Direct mail
- Online campaigns / Crowdfunding
- Major donors (individuals and grants)
- Capital campaigns
- Lotteries / Art Unions
- Events
- Corporate partnerships and sponsorships
- Bequests
- Merchandise
- Social enterprise

Key Messages Statement

Clearly define:

- **what your organisation is all about**
- **your POINT OF DIFFERENCE**

- **Organisation description**
 - short version (150 words)
 - long version (300 words)
- **Vision, mission and purpose**
- **Organisation structure**
- **Organisational history**
- **Key achievements**

- **Scope**
 - size and nature of target group(s),
 - geographic coverage
- **Number of staff and volunteers**
- **Profiles of key staff**
- **Funding breakdown**
- **Niche offering**
- **Partnerships**
- **Examples of successful projects/case studies**

2. Plan your project

Planning your project

- Brief description
- Why does this work **need** to be done?
- **What will you do?**
- **Who** will benefit?
- What are the **expected outcomes?**
- **How will you know** if these outcomes have been achieved?
- Project **budget**

The Foundation Project – April 2012

3. Match your project to funding opportunities

Identify opportunities

- Our Community's Funding Centre
<http://www.fundingcentre.com.au/>
- GrantReady <http://www.grantready.com.au/>
- Philanthropy Australia's online database
www.philanthropy.org.au
- Government department websites
- Newspapers, other publications, funding briefing sessions, conversations with funders, other charities' annual reports.
- **Strategic Grants' Grants Hub**
<http://client.strategicgrants.com.au/demo/>

Then research prospective funders ...

- Do their interests and mission align with yours?
- What and where have they funded in the past?
- Does their grant range meet your budget needs?
- When will the grants be allocated?

4. Prepare your application

READ & FOLLOW THE GUIDELINES

Preparing an application

- ✓ Wherever possible, **speak to the funder** before applying
- ✓ Talk the **funder's** language
- ✓ **READ** the questions carefully and **ANSWER** them!
- ✓ Tell them **HOW** your project addresses **their criteria** within the responses

- ✓ Use demonstrable evidence & **cite your sources.**
- ✓ Ensure you have someone who **writes well** to put the application together.
- ✓ **Illustrate the need WELL!**
- ✓ **Balance** evidence with emotion
- ✓ Submit early and **meet all requirements**

5. Say thank you!

After applying

- ✓ When successful, **SAY THANK YOU!**
- ✓ Keep **records**
- ✓ **Report** accurately and on time
- ✓ Build long-term **relationships**



Thank you!

Questions?

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