

HOW TO ATTAIN THE \$ IN GRANTS\$



Government Grants



Australian Government



Government Grants



- \$130 billion Job Keeper
- \$27 million for Indigenous Arts, Regional Arts
- NSW Small Business Bushfire Funding
- Australia Council for the Arts – 2020 Resilience Fund - \$5m
- NSW Govt. \$750 million Small Business Support Fund



Time and Capacity





**\$how me
the
money!**

What's required?



- ✓ Capacity Building
- ✓ Sustainability
- ✓ Creating Profile for your Business
- ✓ Planning your Grant Application
- ✓ Proactive, not Reactive
- ✓ Acquittal of Grant
- ✓ Project Plan
- ✓ Business Plan
- ✓ Capital Expenditure
- ✓ Application = Connection, Communication, Delivery



What are funders looking for



- Who are you?
- What do you want the money for?
- How does this ask link to your strategic plan?
- How will it impact?
- Strategy & Storytelling
- Total Project Value
- People give to people, not projects



What are funders looking for



- Not just buying an output, buying an outcome
- To invest in a positive impact
- Evidence of the Demand
- Proof of Outcome
- For applicants to stop talking about activities and projects and talk about impacts



Your Grants Checklist



- Are there grants for us?
- Are we eligible?
- Know what Grants are available
- Making the submission
- Doing the work
- Reporting / Acquittal



What makes for a Successful Proposal?

- ✓ A program/project that is within the scope of the funder's area of giving.
- ✓ Sufficient documentation supported with facts.
- ✓ A project that reflects people needs, not organizational needs.



Why are Projects Declined?

- Problem hasn't been documented properly.
- Problem does not strike reviewer as significant (It failed to “grab” the reader).
- Prospective client groups have not been involved in planning and determining project goals.
- Proposal is poorly written, hard to understand.
- Proposal objectives do not match objectives of the funding source.
- Proposal budget is not within the range of funding available through the funding agency.



Why are Projects Declined?

- Proposal program has not been coordinated with other individuals and organizations working in the same area.
- Funding source does not know the capabilities of those submitting the proposal.
- Project objectives are too ambitious in scope.
- Writer did not follow guidelines provided by the funding agency.
- Insufficient evidence that the project can sustain itself beyond the life of the grant.
- Evaluation procedure is inadequate.



Statement of Need Exercise

The statement of need must be able to answer the following questions at a minimum:

- How will the defined population be impacted or different when the project is completed?
- What documented proof/evidence is available to support the need for your project?
- Who will your project serve?



Statement of Need Exercise

- Are there any special circumstances to consider about your defined area or population?
- What are your organisations needs?
- Brainstorm and write down three needs and two solutions for each need.
- How did you identify with the needs and develop the solutions?



Measuring Outcomes

- Goal Statement
- Objective Statement
- Activities and Tasks that are Necessary to Accomplish the Objective
- Benefits and/or Results of Each Objective that Leads to Measuring Outcomes;
- Performance Indicators of Success



Case study

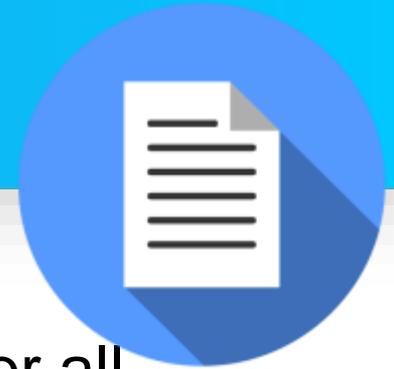


Previous NSW State Government Grant

1. What is the **primary purpose** of the applicant including a **brief overview** about the applicant?
2. Provide a **(i)description** of your project including information on **(ii)what your project will do** and how it will help **(iii)achieve the objectives** of the Activity.
3000ch/500words
3. **Demonstrate** your understanding of the **need** for the funded Activity in the chosen community/communities and/or target group/s.



Case study



4. **Describe** how the **implementation** of your proposal will achieve the Activity objectives for all stakeholders, including **value for money** within the Grant funding.
5. **Demonstrate your experience** in effectively **developing, delivering, managing and monitoring** activities to achieve the Activity objectives for all stakeholders.



Writing a Grant Application

You must state your case – clear, concise, compelling

Short, Succinct & to the point



Conditions of a Grant

- A report is provided to the funding body at the end of the funded project or works, including an audit on the expenditure of the funds
- Your organisation is properly insured to cover staff, contractors and other relevant factors
- You have legal permission to carry out any proposed works



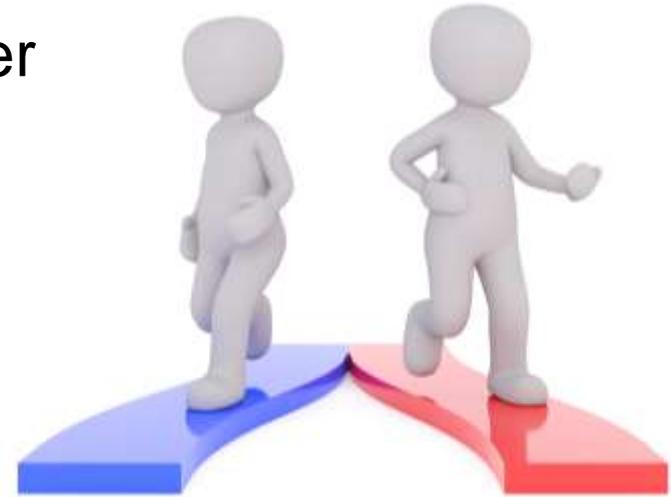
In Addition

- There may be a requirement that the organisation must make a contribution towards the costs involved, from their own funds and/or from another community source – 50/50 funding
- It is important that you read and understand the conditions of grant. If you have a question, contact the organisation offering the grant program for clarification.



Suitability

- Grant Writers should apply for grants that suit particular identified needs
- Taking into account the time to deliver on the grant if successful
- Available grantors for the type and purpose,
- The grantor's requirements,
- When the funds are needed
- Organisation's policies.



How does your mission align with the Funder's Core Priorities?



How do you collaborate with others?



Grants

- Need for funding = commercial potential
- WIIFM & VFM Principles
- Market Opportunity
- Management Capability
- Local, State or National Benefits



Grants - Recap

- ✓ Know the program rules
- ✓ Plan application
- ✓ Be creative but honest
- ✓ Research Successful Grants
- ✓ Provide Information required
- ✓ Answer the question you are asked, not what you think you are asked.
- ✓ No superfluous information



Social Media and Grants

- Twitter
- Facebook
- You Tube
- Blog
- LinkedIn
- Podcast
- Vimeo
- Instagram



Grants - Recap

- Grants = telling a story / Painting a picture with words
- Plan – 4.55pm application – ‘Send’
- Proactive, rather than reactive
- People can only help you, if they know you exist
- Cultivating a relationship with Funding Body



Commonwealth Government Grant Guidelines

- Intended results – should lead to or contribute to the results expected
- Grants are given to make a difference – something has to happen with the money!
- **Grant givers and makers are in the business of enablement.**
- Flexible, Responsive, Manage risk, Community Service Delivery, Enhancing Community Development Initiatives and Advancing Participation in Community Life



Relationships

- Work with other “connectors”
- Internal and external resourcing
- Local, State and Federal Current Affairs



Who, what, where, when, why = How?

Who?



What?



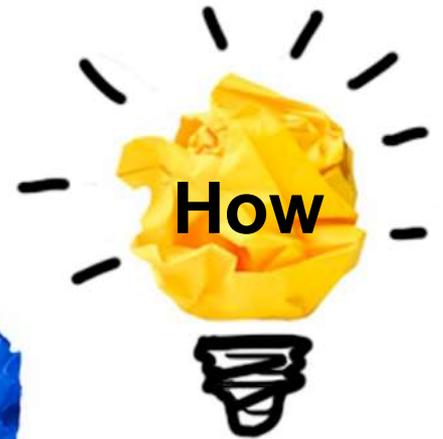
Where?



When?



Why?



You Should:



- Carefully follow the instructions.
- Always tailor the proposal and the specific budget request based on your research into the funding body's priorities and guidelines.
- Use positive language.
- Shorter is better. Keep your proposal tight and the details condensed.
- Document the 'need' or 'problem' on multiple levels. **Be specific!**



Tips for Success

- **Use language describing an ‘investment’, rather than a ‘gift’.** Be explicit on the benefits for the grant provider.
- **Avoid dwelling on problems. Focus on opportunities** that result from the challenges your organisation faces and the problems that the project, through adequate funding, will address.
- **Provide a realistic assessment of the urgency** that drives your project submission. Your proposed timeline must reflect both the need for urgent action and the realities of funding cycles.



The Project

Project Title

Provide a short title (less than 10 words) that describes the project activity for which funding is being sought.

Project Summary

Project Summary
(up to 100 words)



The Project

Please provide a full project description
(up to 1000 words)

- The aim of your project
- Description of project location
- Why the project came about
- If it is part of larger project, a description of the larger project
- What the funding will be used for
- The timeline and activities which will be involved
- Who will be involved in developing and delivering the project
- The strategic value of the project



Commonwealth Government grants administration

The seven key principles

1. Robust planning and design; efficient, effective, ethical with built in risk management processes
2. Outcomes orientation – maximise outcomes from available funding
3. Proportionality – scale, nature, complexity and risks
4. Collaboration and partnership – effective and constructive consultation and cooperation for effective, efficient and equitable processes



Commonwealth Government grants administration

5. Governance and accountability – clear roles and responsibilities, defensible funding recipient selection and public accountability
6. Probity and transparency – internal controls, public sector values and duties
7. Achieving value with public money – careful consideration of costs, benefits, options and risks



Grant Writing Top Ten

1. Make it about your reader (your prospective client)
2. Answer the question
3. Try not to waffle
4. Make it clear what's in it for them
5. Be direct
6. Avoid sweeping statements
7. Give great examples
8. Remember – looks can kill
9. Jog their memory
10. Make it word perfect





THE GRANTS GUY



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