

BASE Conference

Fundraising

Where to look?

Next Steps!

Its not Magic.....



Where to look?

■ Trust/Foundation Funding

- Esmee
- Big Lottery
- Henry Smith

■ Statutory

- Council
- PCT/GP
- European

Bid Writing – What to do?

**Keep it
simple!**



Get the fundamentals right!

- Read ALL the guidance
- Read the application form
- *Again*
- *and*
- *Again*

Focusing on your target groups

- Describe the target group
 - In demographic terms
 - As a proportion of the local population
 - In terms of the barriers they face
 - Their learning needs
- Show that your organisation or partnership can provide sustainable support
- Show that you know how to reach, recruit and retain the target group

Provision for project management

- Identify who has responsibility for what
- Strategic management
- Responsive Operational project management
- Monitoring and evaluation

Partnership – some basics

- Get partners involved at an early stage, they must know why they are there and what the added value is
- Make sure you know *why* you need to work with others
- If you have partners, partnership agreements **MUST** be developed

What the assessors will look for

- **All sections of tender form completed adequately**
- **Fit with specifications – meeting the critical Outcomes**
- **Clarity**
- **Strengths and Weaknesses**
- **Added value**
- **Value for money – itemised and accurate budgets with eligible and realistic costs**
- **Capability and capacity to deliver – (importance of partnership)**
- **Sustainability**

Equality and Diversity

- NOT bolt-on or tokenism
- Strategic commitment
- Relevant to the project
- Integrated
- Actively developed
- Monitored and improved

Good budgets...

- Reflect on project: *well planned*
- No obvious omissions
- **Keep it realistic**
 - Value for money: maximum focus on project activity and impact
- Projected expenditure itemised and clear
- Figures add up

Successful tenders depend on...

- Meeting or exceeding the specification
- Demonstrable capability and capacity
- Not “bending” the specification
- Not trying to “bend” what *you* do to create a better fit to the specification
- Spending time on proper planning and preparation

Unforced errors!

- Bidding for what's not there
- Not responding to the specification
- Not answering the question (at all/ parts/ answering a *different* (or your own) question)
- Leaving blanks
- Incomplete or unclear information or statements
- Irrelevancies
- Budgets that don't add up
- **Missing the deadline for submission**

Good tenders are

- Straightforward to read
- Convincing
 - How the project will work
 - Why it will be successful
- Complete
- Competitive
- Interesting
- Provide what is asked for - directly

The written word

- Tell a story
- Be clear, definite and direct – use active not passive tense
- Explain jargon and acronyms
- Assessors only see your tender- they are not psychic

And finally.....

- Profiling your organisation
- Developing Project Idea
- Budget (Full Cost Recovery or Not)
- Consultation (Meaningful and Evidence Based)
- First Draft (Lead Person)
- Second Draft (Steering Group)
- Third Draft (Lead Person and Independent Grammar and Spelling Check)
- Submit