Let's Get Started

GRANT APPLICATION TOOLKIT

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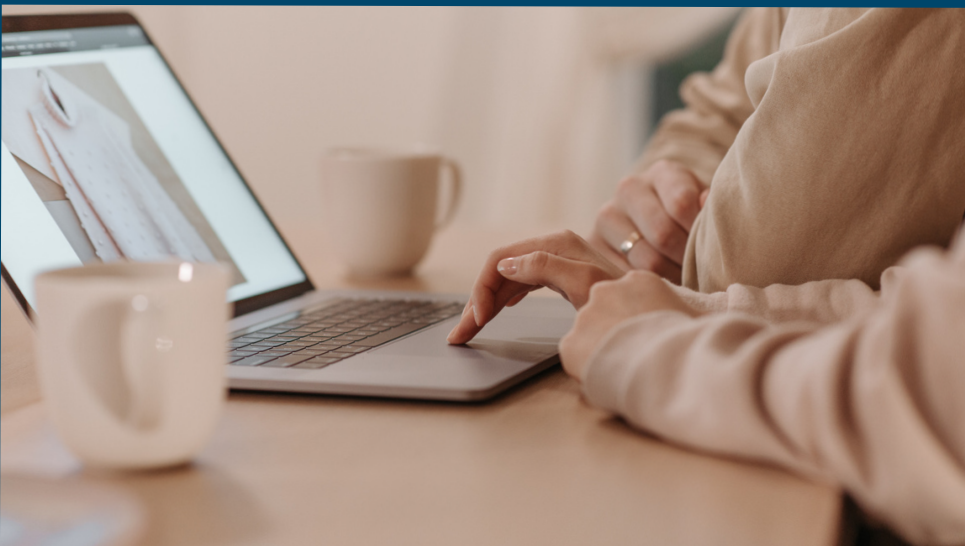
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We acknowledge the Bundjalung, Gumbaynggirr and Yaegl people as the Traditional Owners of the land on which we live and work. We honour the First Nations peoples culture and connection to land, sea and community. We pay our respects to their Elders past, present and emerging.

# BY FAILING TO PREPARE YOU ARE PREPARING TO FAIL

Benjamin Franklin

01

UNDERSTAND YOUR NEED

Never assume you know what the needs are within your club, group or organisation. Yours is only one perspective. In order to properly understand the different areas of need and priorities, you need to consult all stakeholder groups to gain their different perspectives. Stakeholder groups include board members, staff members, volunteers, financial members, clients, different ethnicities, genders, age groups, etc.
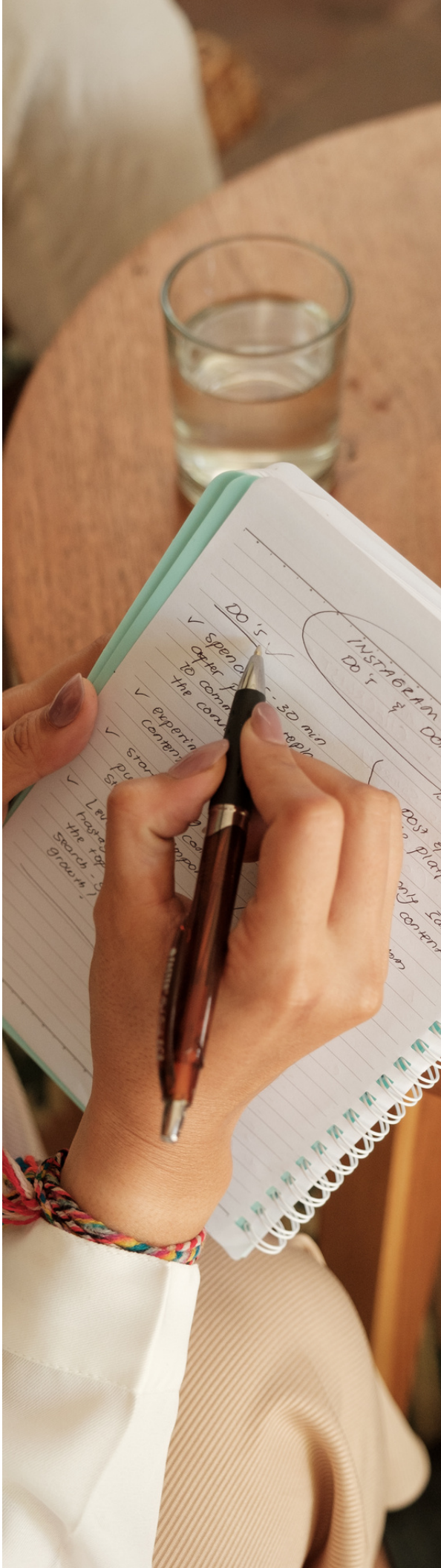
BRAINSTORM IDEAS

Depending on what it is your club, group or organisation does will determine what questions you should ask but generally you want to know what would improve the individual's experience. Encourage everyone to contribute and ensure participants respect each other's input.

Some of the needs identified may include: more resources, more opportunities, more support, better facilities, better outcomes, greater participation, or greater level of safety.

Establish a committee of interested stakeholders to work with you on developing the ideas.

EVALUATE PRIORITIES

Make a list, grouping similar ideas, then bring your committee together to establish the priorities. Once you've gained consensus – and this may take time, especially with large committees. Don't rush the process as you need to bring everyone along on this journey. Some ideas could probably be implemented without the need for grant funding, so choose items with big impacts that would be out of reach without external funding.

DISCUSS POSSIBLE SOLUTIONS

Select a couple of the top priorities from your list to workshop further and put the others aside for future grant applications. No information is ever wasted.

During this next stage, your committee needs to discuss what can be done to address the need. It might be a new project, equipment, or infrastructure.

This is your opportunity to innovate. Look around your community to see what already exists, identify possible partners to help leverage your application, and share outcomes for a larger portion of the community, and research what others are doing successfully elsewhere to address the same or similar need.

Obtain advice from experts such as in the case of infrastructure when assessing the viability of your ideas.

Note: Grants are not the only way to raise money for activities. Fundraising events might result in sufficient funds to undertake the things you'd like to do. Local sponsorships and community grants are also available if you look around.

02

PREPARE A PLAN

Before you can seek funding, you need to properly understand your proposal. These are all things you are likely to be asked in the application process so it's better to be prepared with your answers as application deadlines are often tight.

- What problem are you trying to solve?
- What are you proposing to do to solve your problem?
- How will your proposal solve your problem?
- How will you make it happen?
- Who will it benefit?
- How many people will it benefit?
- How will you demonstrate the need?
- Who are your partners, and stakeholders? Obtain letters of support
- What do you need to successfully carry out your proposal? Skills, staff, volunteers, resources, equipment, approvals, licences, transportation, venues, etc. Build a comprehensive list.

- What will it cost? You will need to know as close an estimate as possible as you don't want to come up short and find that you don't have the money necessary to complete your project. This will out you in breach of your contact and you may have to return the funds provided by the funding body. Likewise, they will expect you to return any money left over from the project. You don't get to pocket the savings. You will need to report on your grant and provide an acquittal showing receipts or evidence of your expenditure toward the completion of your funded project as outlined in your application. You can not change your mind and spend money on different items as you will be in breach of your contract and you may be asked to return the funds.
- When will your project start and finish?
- How will you measure success?
- What skills and experience does your organisation have to prove it is up to the task of completing the project with successful outcomes?
- How will you acknowledge your funding bodies?

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03

SEEK SUITABLE GRANTS

When you can answer the basic questions toward an application, it's time to seek an appropriate grant opportunity.

Start by searching existing grant databases that enable you to easily search a wide range of opportunities in the one place.

Clarence Valley Council provide free access to residents to the Grant Finder database via the Clarence Valley Council website. Simply register to start searching.

ASSESSING SUITABILITY

First, read through the guidelines carefully and look at previous successful applications to ascertain what sort of things the grant body has funded in the past. This will give you a sense of the activities they value.

You know when you have found the right grant when:

- Your goals match those of the funding body.

All funding bodies have a goal that they want to see achieved with the money they provide. When your goals align with theirs, you have a much better chance of success.

- You organisation meets the eligibility criteria.
- The amount on offer meets your budgetary needs, and
- All budgetary items are allowed under the terms of the grant. Otherwise, you will need to determine how you will fund ineligible items.
- The closing date is at least a few weeks away. A good application takes time to write so don't rush to meet a deadline that is way too short.

- You can ensure your project will be completed by the deadlines specified.
- Your organisation can manage the administrative aspects of the grant - eg. accounting, reporting/acquittal requirements and other obligations such as how you will acknowledge the funding body's financial contribution toward your project.

There may be other stipulations to consider. Sometimes the funding body, for instance, will only provide funds if your club/group/or organisation agree to contribute a percentage of the total cost – either through cash or in-kind.

04 WRITING YOUR APPLICATION

Once you have identified a suitable grant opportunity, it's time to apply.

Tips for applying for grant funding:

- Link your objectives back to theirs so they can clearly see that you have shared goals
- Be clear and succinct in your answers. Plan what you want to say and edit it down to as few words as possible. Do not waffle on or repeat yourself. Often these fields have character limits, and you want to get as much of the important detail across as possible.
- Speak their language. Take note of the language the funding body uses in their terms and conditions and guidelines and reflect that back to them where possible.
- Provide evidence of the need for your project.

Leverage local statistics to support your argument. ABS is a great resource and data can be broken down to specific pockets of your community. Clarence Valley Council provides access to the most recent statistics on the Clarence Valley area at: https://profile.id.com.au/clarence-valley

- Provide evidence of your ability to complete the project and meet the specified goals.
- Provide evidence of any partnership and/or collaborative agreements.
- Provide evidence of local support for your project. Letter of support are great if there is space for it in the application process.
- Follow submission guidelines carefully.

05 GLOSSARY OF TERMS

ACQUITTAL

An acquittal is an accurate report on the outcomes of the funded activities and the expenditure of the grant. Acquittal reports are required upon completion of your project and are used to confirm that the funding was used for the purpose intended in the funding application and to demonstrate that the terms of the funding agreement have been met.

AUSPICE

An arrangement where an incorporated organisation manages grant funding on behalf of an individual, group or organisation who may not meet the funding criteria of a grant. Auspice arrangements may not be eligible for funding, so contact the funding body if nothing is expressly mentioned in the guidelines.

BUDGET

A financial plan that details all expenses and revenue associated with the project or program that you are seeking funding for – including in-kind contributions. Your budget amounts should be identical for both expenses and income to demonstrate your ability to complete the project or program.

DEDUCTIBLE GIFT RECIPIENT STATUS

A DGR is an organisation or entity that can legally receive tax deductible gifts and deductible contributions. More information is available on the Australian Tax Office's website.

ELIGIBILITY CRITERIA

These are the key points and considerations in grant guidelines that your organisation and project will be assessed against. In order to be successful with a grant application, you must meet all the criteria outlined in the grant guidelines including both the Applicant Criteria and Project Criteria, so read all documentation carefully before attempting to apply.

EVALUATION

An evaluation assesses the effectiveness and impact of your project or program in achieving the objectives and goals you initially set out to achieve. Evaluations may be undertaken at key points throughout the delivery of your program or at the completion of your project.

EVIDENCE-BASED

This means that you are able to provide evidence to show why you believe your project or program will be successful. Usually through statistical data or the ability to demonstrate the success of similar projects or programs in similar areas of demographic.

EXPRESSION OF INTEREST

An EOI is the preliminary stage of a grant application process, though not all grants applications include an EOI stage.

GRANT OR FUNDING ROUNDS

The period of time that a grant is open for application. Some grant programs will have multiple rounds, and these will open and close at various times through the year.

IMPACT

The benefits that will occur as a result of your project or program.

INVITATION ONLY

This means that applicants can only apply for funding if you have been invited to do so by the funding body.

IN-KIND CONTRIBUTION

An In-Kind Contribution means the contribution toward the completion of your project or program of a good or service other than money. Some examples include donated goods like equipment or materials, or donated services like marketing and professional advice. Applicant contributions to a project, including salaries, wages, and overheads, are usually considered In-Kind Contributions. Some funding providers will consider voluntary labour (volunteers) as 'in-kind' support, while others may not.

GOALS & OBJECTIVES

A goal is what you want to achieve through your project or program, whist objectives are the small, measurable steps you take toward achieving your goal. Apply the **SMART** goals model when setting out your goals and objectives. They should be **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-specific. There are lots of resources online to guide you on the SMART model.

OUTCOMES

Outcomes are the result of delivering a project. Example outcomes might be that participants have increased knowledge or confidence, that community members experience a decrease in disadvantage, or that there is increased access to facilities.

PHILANTHROPIC

Philanthropic trusts and foundations distribute funds for charitable purposes. These can be set up by individuals, families, companies, and not-for-profit organisations. Philanthropic entities operate differently depending on how they are set up legally, how much funding they have, over how long they want to distribute their funding, and their strategic aims.

06 RESOURCES, LINKS & TEMPLATES

GRANT DATABASES

Grant Finder:
https://grantguru.com/au/clarencevalley
Foundation for Rural & Regional Renewal:
https://frrr.org.au/funding/

LOCAL DATA & STATISTICS

ID Community Clarence Valley
https://profile.id.com.au/clarence-valley

COMMUNITY GRANTS

Clarence Valley Council Grants:
https://www.clarence.nsw.gov.au/Community/Community-funding-and-grants

Australia Post:
https://auspost.com.au/about-us/supporting-communities/grants/community-grants-program

Bendigo Bank:
https://www.bendigobank.com.au/community/community-funding/

Newcastle Permanent:
https://www.newcastlepermanent.com.au/charitable-foundation/funding

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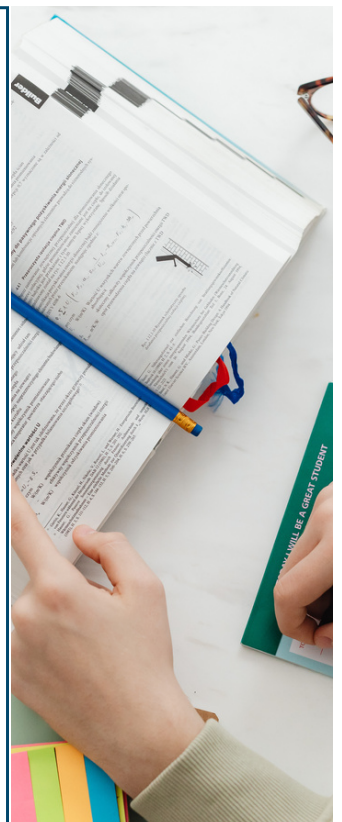
30 December, 2022

Contact name
Organisation
Business address
City, State and Postcode

To Whom it May Concern

Re: Name of project - Letter of Support

The [name of organisation offering support] is excited to support [name of organisation undertaking the project] project proposal designed to [outline benefits].

We believe that the proposed project is [state why you support the project]. We are also excited at being able to build on our existing collaboration with XXXX to deliver [outline common goals].

The partnership will [outline your organisations involvement in the project]

We are committed to working with [the organisation undertaking the project] who is [state your organisations relationship with the the project organisation] and support their funding application for this project.

Sincerely,

Somebody Jones
Chief Executive Officer

BRAINSTORMING

Thinking about each of the aspects of the organisation in which you engage, what can be improved? What would make the biggest impact to improve your personal experience?

What do we need?	
What would be the benefits?	
What would be nice to have?	
What would be the benefits?	

IDENTIFIED
PRIORITIES

01 NEED:

02 NEED:

03 NEED:

04 NEED:

05 NEED:

SMART GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THIS TEMPLATE TO CREATE YOUR GOALS.

S	SPECIFIC	
M	MEASURABLE	
A	ACHIEVABLE	
R	RELEVANT	
T	TIME SPECIFIC	

PROJECT PLAN

Date   : ....

Project Name   : ....

Prepared by   : ....

1. Organisation description.

What do you do? Core business, volunteers, participants/audience, overview of activities

2. Current programs and activities.

What programs and activities do you deliver?

3. Previous grant and project management experience.

Outline previous grants that you have received and successfully acquitted to demonstrate your ability to do what you say you will in this grant opportunity.

4. Skills analysis.

Outline relevant skills and experience within your team required to complete your project

5. Statement of problem being addressed.

Why is this project needed?

6. Project goals.

What do you want to achieve? Goals are long-term changes that you work towards.

7. Project objectives.

How are you going to achieve your goals? Actions that have measurable outcomes

8. Project target.

Who will benefit from the project?

9. Partners.

Who else will be involved and what will they do?

SWOT ANALYSIS

STRENGTHS

What does your group do well? What is your competitive edge

OPPORTUNITIES

What external factors provide opportunities for your group?

WEAKNESSES

What does your group not do well? What can be improved?

THREATS

What factors may present potential threats to your group?

PROJECT BUDGET

PROJECT NAME _____ DATE _____

INCOME

DATE	DESCRIPTION	AMOUNT

FIXED EXPENSES

DATE	DESCRIPTION	AMOUNT
TOTAL		

OTHER EXPENSES

DATE	DESCRIPTION	AMOUNT

TOTAL EXPENSE	
TOTAL INCOME	

TIMELINE

Start date _____ **Finish date** _____

Task	Due by	By whom	Complete

YOUR NOTES:

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FOR SUPPORT AND ADVICE CALL

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