



# Young K&C's Guide to Writing Better Funding Applications

By Young K&C's Fundraising and Development Manager,  
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## Preparation is everything, and is key to your success in securing funding!

In preparing your application, it is wise to consider the following:

- What am I trying to say?
- What words will express it?
- What image will make it clearer?
- Could my language be more succinct?
- Have I made it clear and jargon free?



### Six key steps to follow:

- Step 1: Choose your funder
- Step 2: Think creatively about your project
- Step 3: Tell your story
- Step 4: Apply the rules of journalism
- Step 5: Numbers matter
- Step 6: Defining performance - Impact and Evaluation
- Step 7: Get a second opinion

## Step 1: Choosing your funder

It's important to choose a funder whose programmes closely align with your needs, and who offer reasonable turnaround times.

Consider the following:

- See it from their perspective: think about the funder's needs
- Can you contact the funder first to talk through your application?
- Remember that building a relationship with the funder is important, a funder's success is built on your success

## Step 2: Think creatively about your project

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Tell the story you want to tell in a beautiful way



## Step 3: Tell your story

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### How do you know your project is needed?

Refer to local data sets and unique data you hold within your organisation:

[Ward Profiles and Atlas - London Datastore](#)

[Census 2011 - December Release Summary](#)

[Kensington and Chelsea Census Demographics United Kingdom](#)

### What will your project do?

- Use the voice of your service users/participants
- How have you involved your service users/participants in the project
- Try to use quotes





## Step 4: Apply the 5 rules of journalism

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Make sure your project description follows 5 key journalistic rules, the 5 Ws:

**WHERE**

**WHEN**

**WHY**

**WHO**

**WHAT**



## Step 5: Numbers matter

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### Example:

12 volunteers will take part in a training programme for six weeks, which will enable them to knit 50 jumpers to distribute to 15 families in need twice a week. One hour sessions will be run by two qualified training volunteers who will train each volunteer, over a three month programme.

We expect 12 volunteers to complete the course and produce garments for those in need. We expect 10 volunteers to progress in knitting and go on to further education at Kensington and Chelsea College, to undertake a level 2 qualification. We expect the 2 remaining volunteers to qualify as training volunteers to sustain the project.

### Show how you arrive at your budget

- Volunteer expenses £570 (12 volunteers x 12 bus fares £XX and lunch expenses £XX x 6 weeks)
- Training supervisor £800
- Freelance contract 6 weeks £XX

Keep your budget realistic!



# Step 6: Defining performance - impact and evaluation

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## Outputs

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**These are the things you are going to do with your project. They are usually counted via monitoring.**

E.G. We are going to knit 50 jumpers and train 12 volunteers.

## Outcomes

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**These are the results of the service for individuals.**

E.G. 10 of our volunteers will secure a place at Kensington and Chelsea College to study a level 2 qualification in knitting.

## Impact

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**The results of the services and campaigns community wide, you can demonstrate this in qualitative as well as quantitative project evaluation.**

E.G. Our volunteer knitters report they feel less lonely and their confidence has increased. As a result, 50% go onto study in their chosen field and 30% are confident that they will secure a job in a related field.

## Evaluation

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**This is the process you use to understand the effectiveness of your project in meeting its objectives.**



## Step 7: Get a second opinion

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Ask an external person to read over your application, sometimes fresh pair eyes makes all the difference!

### TOP TIPS

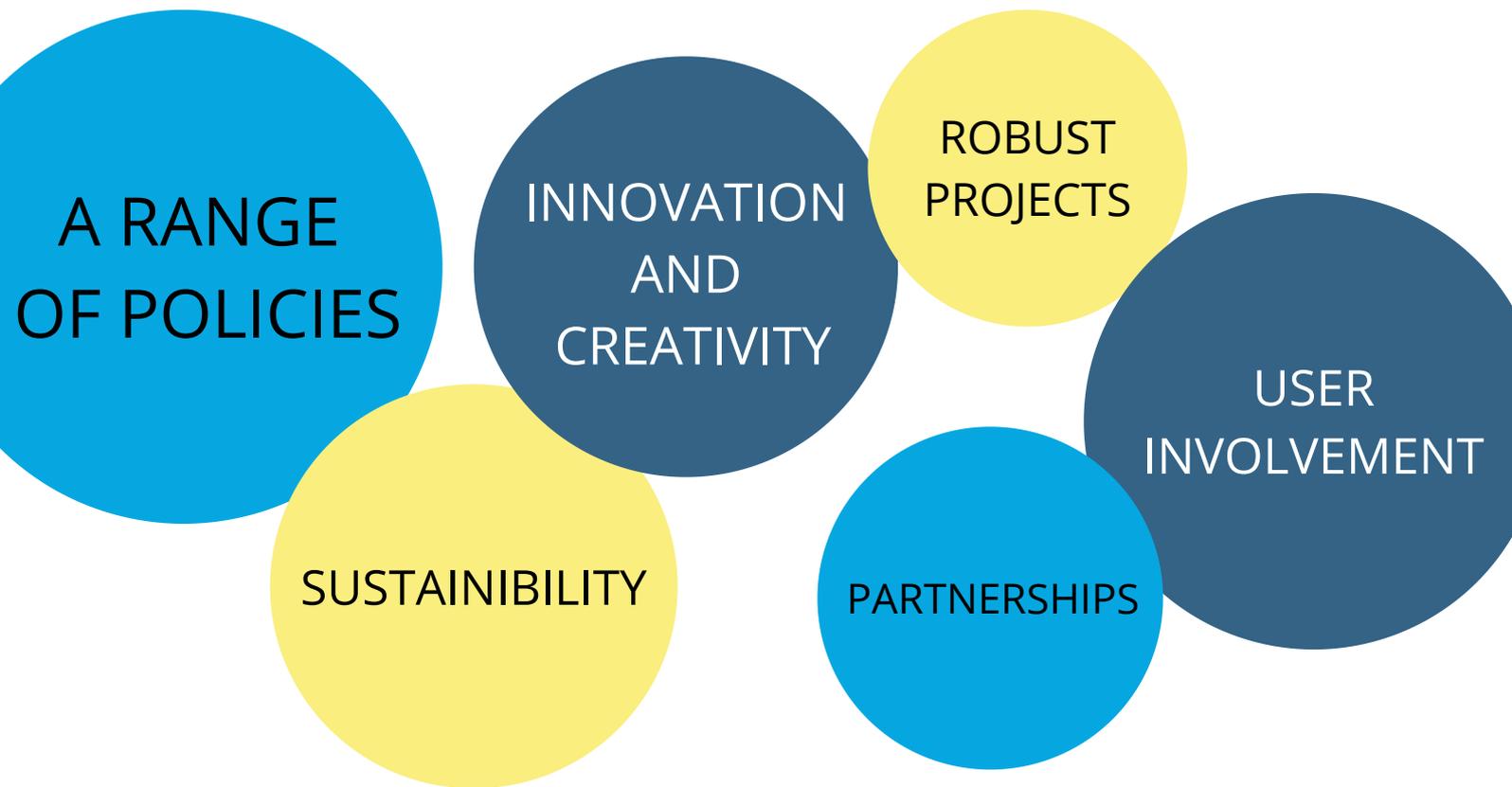
- Write well and use the funders tone
- Write with purpose - convey what you are trying to achieve and remember to state what success will look like
- Identify the needs of the funder
- Back up statistics with facts
- Explain how you add extra value
- Demonstrate impact - think about how you will show a difference
- Provide exactly what the funder has asked you for
- Use positive, definitive language, such as “we will...” or “our past results prove...”
- Answer the questions directly and use consistent tense
- Use plain English with short sentences and short paragraphs
- Be clear about how you will deliver the outcomes
- Use headings and bullet points
- Include something unique and exciting
- Don't forget about marketing and publicity



### Remember to avoid:

- Using jargon
- Using acronyms
- Long words and complex sentences
- Not fully reading materials
- Assuming prior knowledge
- Cutting and pasting
- Incomplete applications
- Unanswered questions
- Round figures
- Underselling
- Late applications
- Not following the prescribed format

## Remember that funders are looking for:



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**In these challenging times, Young K&C can support your organisation's fundraising efforts in a number of ways:**

- Guide organisations to develop a funding application ready to be submitted to a funder
- Discuss the different ways that organisations can raise funds and what might work best for particular projects
- Research and share grant funding opportunities
- Review and advise on your fundraising strategy

**To arrange a 121 support meeting for your organisation please contact Anita Richards, [anita@youngkandc.org.uk](mailto:anita@youngkandc.org.uk)**

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**Good luck... and don't forget to do your monitoring!**