



## Grant fundraising, Top Tips!

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### What is the grant funder looking for?

- Read funders' criteria in slides from CNWL
- Reach disadvantaged young people – numbers, target demographics (poverty, people facing disadvantage and discrimination, racial equity, inclusion of disabled young people, gender, sexuality, looked after children, young carers)
- Good organisation – well organised, reliable, committed, trained staff
- Safeguarding and health and safety in tip top condition
- Organisations that are responsive to enquiries from the funder, build a relationship where possible
- Fundraising is linked with performance – high quality service delivery, good communications, good record on monitoring and reporting, meet deadlines

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## About your organisation

- What does your organisation do?
- Think of something special about your organisation – what are your organisation's strengths? what is your organisation passionate about?

### Top Tips

- Depersonalise – it's not about you, it's about your organisation.
- Think about a similar organisation that you admire – how would you speak about them? What would you say?

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## Planning your project

- Is it a new programme?
- Or an increase in capacity of an existing service?

### Options:

- Deliver extra hours of provision, either a new session or add extra hours to your existing provision.
- Deliver new activities, eg extra staff/resources
- Being able to take additional young people.
- Refocus an existing session (or sessions) to deliver the funder's criteria
- Show clearly how you are meeting the funder's criteria.



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## What will your project do?

A good answer will say

- what you plan to do
- when and where your activities will take place
- how often
- and how it will help local children

Be as specific as possible. How many young people? Location? Activities?

Use future tense. Short sentences and short paragraphs. Use headings.

Five rules of journalism: Who, what, when, where, why

Highlight any partnerships

Say how your project will help to deliver the funder's aims

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## Budgeting

### Be realistic

Ensure that you are paying at least London Living Wage of £13.15 per hour to all staff.

You may want to pay more – youth work is a skilled job, being a senior youth worker carries a lot of responsibilities.

Include oncosts if the staff members is on payroll (PAYE)

- Employers National Insurance contributions, use online cost calculator
- Pension contribution (auto-enrolment), 3%, London Living Pension 7%
- Factor in paid annual leave, at a minimum of 12% for statutory minimum
- Factor in any other entitlements such as paid sickness absence, maternity, accrual of redundancy entitlement, other paid absences
- Other costs – DBS checks, payroll costs
- £13.15 per hour, costs closer to £18 per hour once oncosts are factored in
- Add in additional paid hours for set up, tidy up, reflective practice, note taking, training

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## Budgeting - continued

### Be clear

#### Staff costs

1 additional youth worker x 15 sessions x 4 hours x £18 per hour = £1080

1 senior youth worker x 15 sessions x 6 hours x £22 per hour = £1,980

Freelance tutors 5 x £20 per hour = £300

Staff training = £400

#### Equipment

10 x tennis rackets = £200

10 x tennis balls = £20

Print costs = £100

Food x 15 sessions x £50 per session = £750

#### Overheads

Contribution to cost of insurance, management and supervision (itemise where possible) = £1,000

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## Using your data to show what you do

- Do some research. Look at your records.
- How many children and young people were registered in the last year?
- How many sessions did you run? How many hours of provision?
- How many attendances did you have? How many young people attended each session on average?

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## Using your data to evidence impact

- Looking at your records.
- How many girls/boys? How many young people from different ethnicities? How many young people with special educational needs and disabilities? LGBTQI++? Eligible for free school meals?
- What do your staff and volunteers say? What have they observed?
- What do young people and parents say?
- Consider doing a short survey to find out more about what young people want and need and develop some evidence.

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## Connecting with your funder

### Social media

- follow funders across platforms - Facebook, Instagram, LinkedIn etc
- @ tag your funders
- Use interactive images to demonstrate your good work state how beneficial the grant you have been to improving outcomes for young people
- Like funders posts and be part of the conversation

### Monitoring and reporting

- Make this a top priority. Allocate plenty of time (don't leave it to the last minute). Meet the deadline.
- Answer questions as fully as possible – use your data and your questionnaires.
- Highlight successes (even if not directly related to the project that they have funded)

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**Any Questions?**