

Covid Bounce-Back Programme

Workshop 3 - Navigating the Funding Environment and Bidding For Grants

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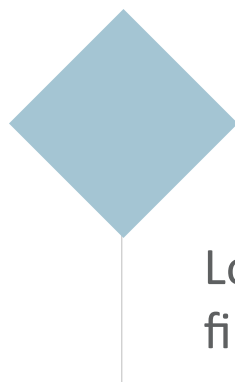
January 2022

Introductions and Housekeeping

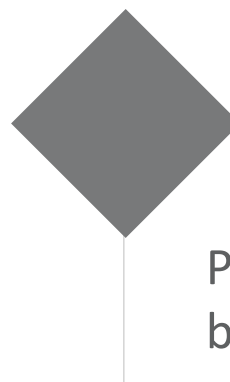
Aims of the session



Walk through different sources of funding for organisations, including grants and other opportunities



Look at different financing available at different stages, including seed finance, grants and loans



Provide tips on bidding for money and look at the funding sources within Yorkshire and nationally.

Agenda

Agenda item

1. Organisational health check - Know Thyself
2. Your Feedback
3. Different types of funding sources at different stages
4. Types of finance available
5. Funding strategy
6. Funders perspective and terminology
7. In the shoes of a funder - group exercise
8. Tips on bidding for money and where to go
9. What you should do before you apply
10. What makes a good application, common mistakes, where to look for funding
11. Close

Organisational health check - Know Thyself

Why?

Funders undertake background checks to make sure that you meet their funding rules.

- Also known as Due Diligence checks

Questions

- When did you last take stock of:
 - Who you are?
 - What you do?
 - Why you do it?
 - What do you want to achieve?

Questions

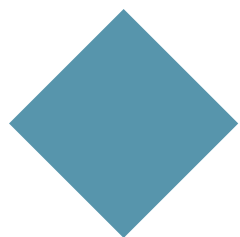
- Are you in the best position to consider and apply for funding?
 - Do you have a Business plan/strategy and is it current?
 - Do you have good Governance?
 - How is your Financial Reporting?
 - Can you demonstrate a track record in your field?
 - Is your information on the Charity Commission and/or
 - Companies House up to date and clear?

Questions/comments? on
Organisational Health Check

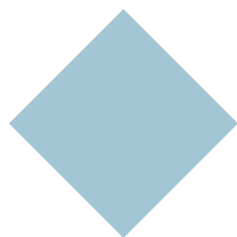
Your feedback

Question:

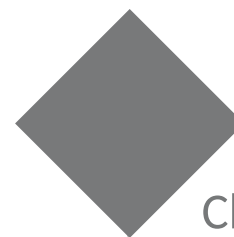
In one word what has been your experience of getting funded?



Great
Successful-ish
Successful



Mixed



Challenging
Tiring
Terrible!
Disorganised Funder
Unattainable
Troublesome
Insurmountable
Difficult
Frustrating

Question: If you haven't any experience in this area, what are your main concerns?

- Time involved in putting a bid together.
- Level of Competition
- Not being able to explain why we need the funding well

Question: What are the main problems you have faced trying to get funding?

- Time
- Sourcing funders
- Researching eligibility
- Fear
- Pitching the idea
- Competition for funds
- Don't understand the criteria
- Continuation funding

Question: Who did you apply to?

- Range of national and local funders
- Local Authority
- Awards for All
- Community Foundation
- Art Council
- PRS/Young Enterprise
- Barnsley Council
- Enterprising Barnsley
- Esmee Fairburn
- Decorative Arts Society
- Museums Development Yorkshire
- Heritage Lottery
- Art Fund Paull Mellon
- Social Enterprise Exchange
- Garfield Weston
- South Yorkshire Community Foundation
- Dearne Valley Partnership

Question: Were you successful or unsuccessful?

- Mixed response across small and large grants.
- Would have liked more specific feedback.

Question: How did you find out about the funding?

- Direct mailing lists
- SYFAB
- My contacts
- Research
- Coalfield Regeneration Trust
- Arts Council News Letter
- Grant search
- Social Media
- Barnsley Council
- Social Enterprise Exchange

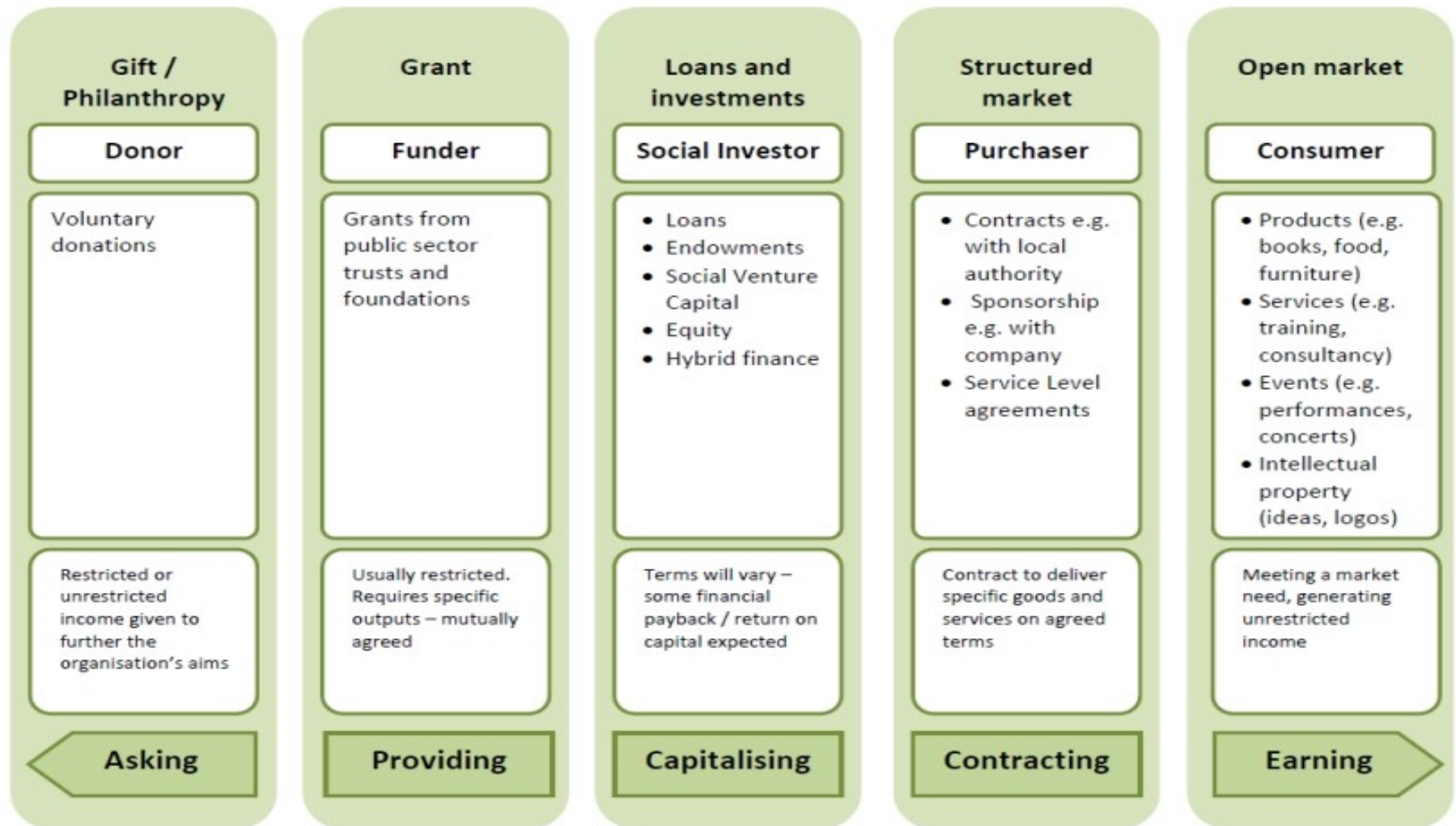
Question: If you have had good experience/s in your relationships with funders, what was it?

- Supportive grants team in helping me understand
- the requirements.
- DVLP were very supportive
- Awards for All team
- Ward Alliance
- Community Fund very supportive
- The Brelms Trust
- Liz and Terry Brammal
- Esmee Fairbairn kept in touch

Question: Is there anything else that has given you a problem or you wish you knew more about?

- Got fed up with fundraising
- How to work out staff costs
- Sustaining our work through multiple funding streams
- Why Funders choose to support some bids and not others which are fundable
- How to get funding
- How to record funding on Tax Returns
- How to make applications stand out
- How to get funding as a sole trader
- How to build relationships with Trusts
- Contract and Partnership working


Different Sources of funding



Source: www.jobboardman.org

Funders at different stages

- Seed finance - Initial stage of business development - Investors commit their capital in exchange for an equity interest in a company such as www.angelinvestmentnetwork.co.uk
- Grants - All stages - 100's of grant giving bodies from small Trusts and Foundations to Governmental bodies
- Loans - Established stage - when the organisation can pay it back.
- Contracts and SLA's - established and demonstrate a track record.



Funding strategy - What is it and why is it important

Elements:

- Identify the types of funding already received
- Internal review - what is your current approach, achievements, resources and legal obligations?
- External Review - What are similar organisations or people in your field doing and how are they being funded?
- What do you want funding for and when?
- Funding targets - current and future
- Resources - Time, staff, outsourcing, web platforms
- Action Plan - Live document and regularly reviewed
- Identify your funding sources
- Build your case for support - what you do and why
 - 1.who you benefit and why they need you
 - 2.what would happen if you were unable to reach them
 - 3.how much money you need
 - 4.the impact you will achieve
- Demonstrate impact
- Use your social media channels

Keep it simple and jargon free

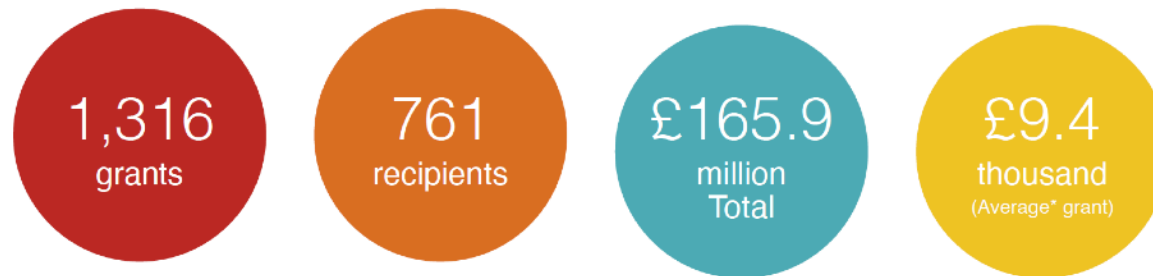
What can you get funding for?

- Revenue
- Project/service delivery
- Capital and refurbishment
- Pilot scheme
- Equipment

Funding in Barnsley - a snapshot

Grants made by

39 funders between 2000 and 2021



*median

Funders

(number of grants)

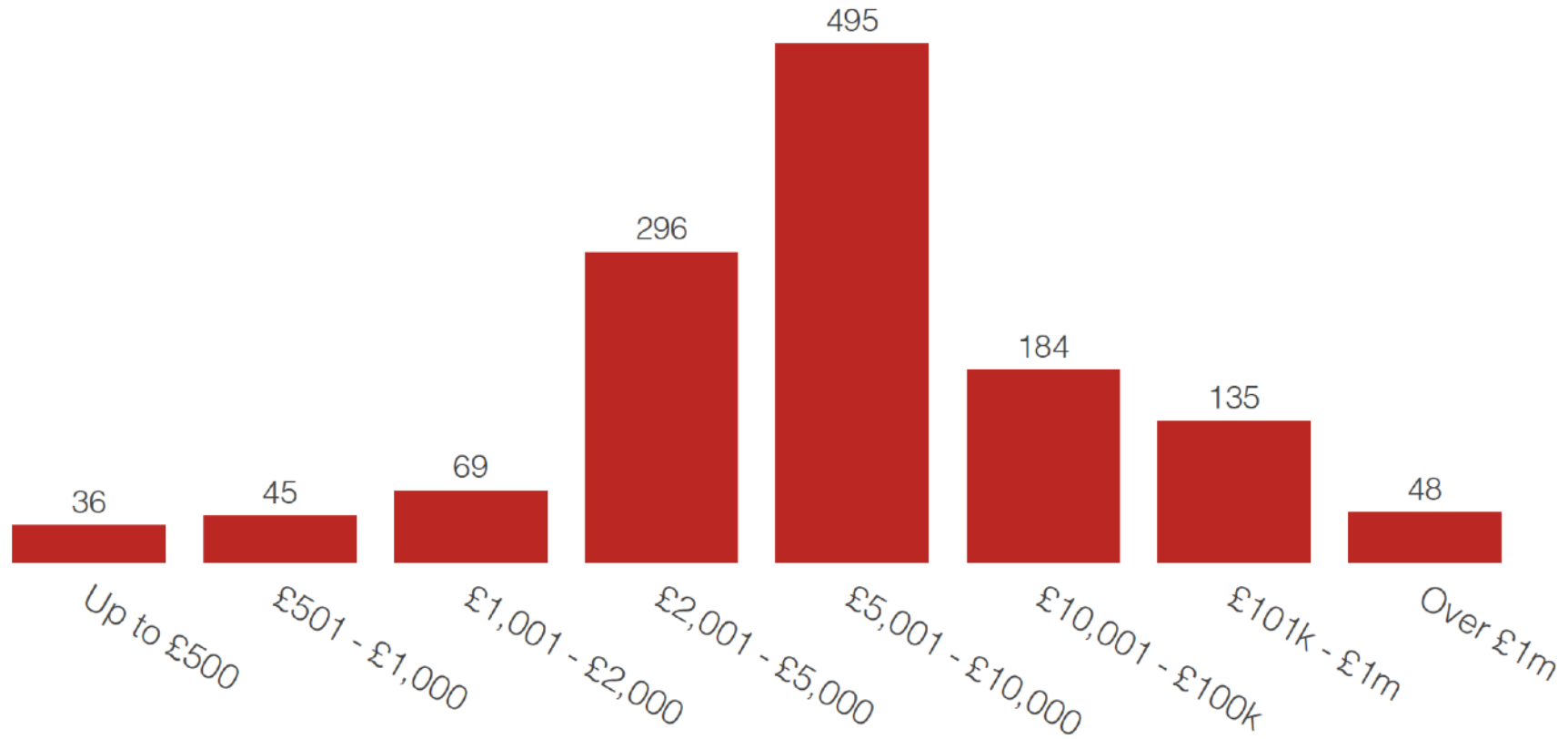
39 funders included in results. Top 10 funders:

The National Lottery Community Fund (685) Sport England (152) Department for Education (152) Co-operative Group (71)
Department for Digital, Culture, Media and Sport (56) The National Lottery Heritage Fund (28)
Department for Environment, Food and Rural Affairs (17) Department for Transport (16)
Lloyds Bank Foundation for England and Wales (15) Home Office (13)



Amount awarded

(number of grants)



Based on 1,308 grants.

421 projects found totalling £2,913,637

England × Awards for All × Barnsley × [Clear selection](#)

Ordered by Most recent

Filter by

[Reset filters](#)

GRANT

Grant amount

- Under £10,000
 £10,000–£49,999

Award date

- 2017
 2016
 2015

[See more options](#)

Funding programme

Awards for All

ORGANISATION

Country

- England ×

Local authority

Barnsley

Westminster constituency

All constituencies

B M C (Bully Me and See)

£10,000 to [Hard Knocks Boxing Club](#) on 13 September, 2017

The group will raise awareness and teach skills of preventative measures in being bullied to families from diverse communities. This will increase the confidence of children and parents, and improve their self esteem and wellbeing. [View full grant details](#)

Location: Dodworth, Barnsley, Penistone and Stocksbridge

Grant Programme: Awards for All

New Start Project

£9,944 to [Barnsley Woolley Miners Cricket Club](#) on 2 August, 2017

The group will deliver evening cricket training sessions for disengaged children and young people. This will provide diversionary activities to increase positive behaviour, raise aspirations and improve health and wellbeing. [View full grant details](#)

Location: Darton East, Barnsley, Barnsley Central

Grant Programme: Awards for All

Butterflies support and activity sessions

£9,990 to [Butterflies Dementia Support and Activities Group](#) on 19 July, 2017

The group will run a series of support sessions and activities for people with dementia and their carers. This will provide respite, social opportunities and fun activities for people affected by dementia. [View full grant details](#)

Location: Central, Barnsley, Barnsley Central

Grant Programme: Awards for All

Questions/comments so far?

Funders perspective and terminology

01

Types of Funders

02

How they work

03

Terminology

Types of Funders

- Statutory
- Trusts and Foundations
- Lottery
- Corporate bodies
- On line platforms
- Direct Selling
- Donations

How funders they work



Funders Terminology

What do they mean and why do they use them?

Buzzword Bingo

What terms have you come across and wondered why funders use them?

Buzzword Bingo

Additionality	FCR	Impact
Inputs	Outputs	Outcomes
Overheads	Value for Money	Indicative Allocation
Vire	Area of benefit	CSR
SROI	Benefiaries	Sustainability

Questions/comments so far?

In the funders shoes

Group exercise:

You are a decision making funding panel with a budget of £500,000 and 4 projects asking for a total of £ 780,000.

How do you decide which ones to fund?

The groups: total ask £780,000

Project 1 - £180,000 over 3 years

Arts organisation needs funding to with 60 children with learning difficulties needs to improve their mental health through arts activities.

Project 2 - £ 250,000 over 3 years

Organisation needs funding to provide support and language lessons to 120 refugees to improve their life chances.

Project 3 - £120,000 over 1 year

Hospice needs refurbishment costs of the main day room as a result of recent flooding for 20 residents.

Project 4 - £230,000

Homeless charity needs funding to provide hot meals and outreach support for 300 vulnerable adults and young people

Tips on bidding for money and funding sources

What you should do before you apply

- Check that you and your proposal meet the published eligibility rules.
- Make sure the information you have is current - if not sure then contact the funder to check and see if they intend to change anything soon.
- Read the guidance.
- Contact your support organisation for advice.

Support Organisations

- <https://barnsleycvs.org.uk/support>
- <https://www.syfab.org.uk>
- NCVO – Know How non-profit
- NAVCA / Small Charities Coalition/UKCF
- NESTA
- Heritage Alliance/Arts Professional / Arts Marketing Association
- <https://www.enterprisingbarnsley.co.uk>
- <https://www.ipse.co.uk>

What makes a good application

- Use of plain English - no jargon, acronyms and no waffle.
- The budget adds up and the costs fair and reasonable.
- The project is clearly written and understandable.
- The need for the project is clearly argued.
- The project addresses the aims and outcomes of the funding programme.
- The delivery plan is realistic within the timescales and the budget.

Common mistakes

- The applicant has assumed that the funder knows about them - don't
- The budget doesn't match the project and doesn't add up.
- Value for money based on number of beneficiaries and type of work.
- Poor project planning.
- The need for the project not clear.
- Outside the scope of the funding programme.
- Guidance hasn't been read.
- Ineligible.
- Doesn't meet the programme aims.

Where to look for funding

- SYFAB
- Barnsley Council
- South Yorkshire Community Foundation
- <https://www.grantfinder.co.uk>
- DSC
- Community Matters Yorkshire/Grants Online
- <https://fundsonline.org.uk/search/>
- Social Media
- <https://www.heritagefundingdirectoryuk.org>



Close