



Oxfordshire Community and Voluntary Action

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8 Key Questions When Writing a Funding Application

A good way of knowing that you have made yourself clear & understood when writing a letter of application is to view your application through the eyes of the funder. Take a look at your application and ask yourself the following key questions...

1. Who are this lot?

Have you explained who you are, how much you want, what for & why? This information can be presented in a summary and should be clear and concise. A clear description early on gives funders confidence that you know what you are doing.

2. What is the experience of this group – can I trust them?

Introduce the organisation as well as the project you want funding for. This is the section where you need to build your credibility as an organisation which deserves to be funded.

3. Who will benefit and how?

Who are the people that will benefit from your project? How many will benefit and what are their needs? Will they be consulted about the service or involved in the running of it?

4. How do I know that it will work?

Have you described the methods and activities you will use to fulfil your objectives? Is this project based on a successful model developed elsewhere or is it a natural extension of work you have already undertaken?

5. How will they know if their project is successful?

It is important to show that you have planned how you will gather information during the project and how you will evaluate it.

6. How much is it going to cost?

The budget – make sure it has been presented in a clear and logical way and that it is backed by realistic costings that will allow you to provide a good level of service.

7. Why does it interest us (the funder)?

Are you sure that you meet the funder's requirements and guidelines? Make specific reference to their criteria in your application.

8. How will the group continue to sustain this project when our funding runs out?

Have you shown what will happen to the project or the beneficiaries of the project when it is no longer supported by this funder? For long term projects you could break the work down into phases. This way it is possible to get money for different phases from different funders. For more information and assistance with writing funding applications there is software and books in the resource centre at OCVA. To use the facilities here please call the office on (01865) 251946.

Software available: 'Apply Yourself' and 'Budget Yourself' from Funderfinder

Books: 'Writing Better Funding Applications'

'The Complete Fundraising Handbook' (DSC publications)