

## Applying for funding

### Tips on applying for funding.

#### Before applying:

- Read the application form and guidance notes carefully, or the funder's website.
- First thing to check: the "exclusions" section. Make sure that schools or organisations that are part of the LEA or don't have charity status are eligible to apply.
- Are you in the right geographical area that the funder prioritises?
- Will your planned project or activity meet their criteria? Could it? (Eg: funder requires element of community benefit - could the project involve a workshop for parents? Could you link with a local community group in some way? Could it end with a launch event which the local community are involved in?)
- Browse previous projects that have been funded by the trust or body - this can give a better idea of the kind of thing they will fund.
- Even if the funder doesn't usually give to arts projects they might be persuaded if you're in the right geographical area or if you will improve the quality of life of the target group that they prioritise (eg disaffected young people).
- If they allow it, phone them and talk through your application or idea before writing a full proposal or send or e-mail them a short outline proposal or draft. This can save you a wasted application if you are definitely "barking up the wrong tree". It may also get them enthused and involved in developing your project in advance of seeing the application, or you may even get some good ideas for developing your project idea!
- Get your timing right: Allow enough time for the application to be assessed before your project start date and enough lead in and planning time **MOST FUNDERS WILL NOT FUND PROJECTS THAT HAVE ALREADY HAPPENED, EVEN IF ONLY PART OF THE PROJECT HAS**

HAPPENED. Check their deadlines and timescales for assessing applications and make sure this fits in.

- Talk to your Local Authority Arts Development Officer about your project idea while you are still shaping it - their advice or suggestions may help make it a stronger application. Get them, or the RBC Funding Support Officer to check over your draft. Allow time to make the suggested changes.

**When writing your application or proposal:**

- Address application to the named person
- Outline aims and objectives of the project
- Include timescale, date, venue etc.
- Demonstrate clearly how the project will meet their aims - use some of their buzzwords and language from their publications but show the relevance to your own project.
- Be clear how you will evaluate the project
- Make sure your budget balances. Income should come to the *same total* as Expenditure.
- Send everything the funder asks for to avoid delays in assessing your application. Equally, if they don't request it, don't send it.
- Provide supporting information (eg previous successful projects)
- When writing a letter of application or proposal: Write no more than 2 sides of A4 - funders receive many applications, a concise and punchy outline is more pleasing to the eye and the temper!
- Invite the funder to ring and discuss the project with the most appropriate person. Be sure to give clear and direct contact details - they don't like wasting time, any more than you do.
- When completing an application form: Be sure of what the question is asking, some can be very ambiguous and misleading - if not sure ask the funder. Read any guidance notes given.