# FUNDRAISING
## SMARTS
### FOR YOUR
### GOOD SPORTS CLUB

**PART 2**

## WINNING GRANTS

**GOOD SPORTS**

INSPIRING A HEALTHIER SPORTING NATION

# WINNING GRANTS

**In Australia, there are millions of dollars available to qualifying organisations through grants. Grants can provide the funding injection your club needs to afford a special project or item and do more for your community. However, the competition for grants is fierce, especially in our COVID-affected economic climate.**

## WHAT FUNDERS LOOK FOR

- All funders are looking for **outcomes** or **benefits** from the grant.
- They want clearly written applications that address all selection criteria succinctly.
- Government funders look for accountable, best practice organisations with proven track-records to deliver services in areas they have identified as priority needs.
- Most philanthropic grants are relationship driven and expect a social return on investment. Many require charitable status and Deductible Gift Recipient (DGR 1) Status. Your club may be able to partner with the Australian Sports Foundation when DGR status is required (https://asf.org.au/news/dgr-status-explained/). Ensure you check the funder guidelines to see if auspicing is permitted.
- Both government and philanthropic funders expect collaboration, where possible and appropriate for streamlined project delivery.
- Corporate sponsorships or partnerships generally require a commercial arrangement where the corporate expects or requires an estimated value of promotional benefit via co-branding etc.

# PREPARE YOURSELF FOR GRANTS SUCCESS

Writing a grant application can take up significant time and energy. Before you put pen to paper – or fingers to keypad – make sure your investment will be worth it.

Take the following steps to find grants that you have the best chance of winning, and which will provide the best value to your club and community.

**1 SEARCH for available grant opportunities.**

Good places to start are

www.goodsports.com.au/grants-calendar

www.gemlocal.com

www.sportscommunity.com.au/grant-category/grants-open-grants/

(Use the code Goodsports20 at the payment gate to receive a 50% discount.)

**2 RESEARCH to establish what your club needs and how well-equipped you are to apply for grants.**

- What are your club's aims, goals or ambitions?

- Who can help you gather the information you'll need to submit grant applications (consider people from inside your club – e.g. your accountant or manager, but also those from the community who might be able to help you articulate a need or impact)?

- What resources do you have to manage a grant or project if you are successful?

- Has your club been successful at winning and using any grants in the past?

- How will you measure and report on success?

**3 MATCH. Looking at the grants available, ask:**

- How well do the club's goals and the funder's goals align? (Do not just rely on the grant application document for this information. Do some research into the funder.)

- What are the timings of available grants, and do they sync up with your funding needs?

- Can you reasonably put together a strong application before the deadline? Always allow for more time than you think.

- How will you measure and report on success?

- Are there criteria you will struggle to meet? Are these key criteria? Do not apply if you don't meet all criteria.

- Are you confident you can meet all the funder expectations?

**4 CALL Introduce yourself and your organisation**

- Note that you have read the guidelines and their website and just have a couple of quick questions if now is convenient.

- Clarify that your project meets their objectives.

- Ask other questions that may have not been clear in your research.

# WRITE YOUR GRANT APPLICATION TO WIN

Where there is a prescribed application form, start by highlighting the key words from the guidelines in what the funder wants to achieve. Be sure to use these words back in your responses. Write clearly and succinctly, not as a lengthy narrative.

## FOLLOW THESE STEPS:

**1 ENGAGE**
- Have a hook or introduction.
- Explain who you are and what you want.

**2 EXPLAIN THE PROBLEM**
- What is the issue your project will address?

**3 GIVE THE SOLUTION**
- What are you going to do?
- What are your objectives and strategies?
- Who will benefit?
- What is the timeframe and budget?

**4 SHOW THE IMPACT**
- What are your anticipated outputs?
- What are the expected outcomes?
- What evaluation measures will you use?

**5 PROVE YOU ARE TRUSTWORTHY**
- What experience do you have?
- Is there a track record/evidence of success?
- Who will be working on this project?
- How will you collaborate?

**6 MOTIVATE**
- Summary.
- Call to action.

Once you have written and checked your draft against the criteria, re-read it thoroughly. Do a spellcheck, check of numbers/figures, and ask someone to proofread your application to make sure it makes sense.

**See the Strategic Grants Writing Checklist on page 7 for more detail.**

## GRANTS APPLICATION DOs AND DON'Ts

**DO** address all criteria and answer all questions

**DO** be as accurate and specific as possible

**DO** talk about the outcomes and benefits

**DO** make sure you have the legal and tax status or insurances needed

**DO** show a commitment to partnership and collaboration

**DO** show you are capable of delivering outcomes

**DON'T** apply if you don't meet the selection criteria

**DON'T** submit out-of-date information, especially financial information

**DON'T** provide a lengthy story that doesn't directly answer the question – write to be clear

Grant writing success depends on your ability to understand a funder's values and goals, and clearly align them with your own. It relies on building relationships, submitting a strong application and exceeding expectations with your reporting.

Together, you can achieve great things for your club and community.

Grant strategies to bridge the divide between
**grant-seekers** and **grant-makers**

**Project name:**

**Aim:**
- What is the purpose or intention; the desired outcome?  (ensure this contributes to delivery of your organisational mission)

**Project need:**
- WHY needed?
- What gap in services / research is it fulfilling?
- How do you know this need exists?
- Demonstrate with data, evidence and references that the project is needed and that it's not just a great idea by 1 or 2 people
- What will happen if the project does not proceed?

**Key differentiating factors:**
- How is this project different to others that may be similar?
- How does it contribute to similar work or the larger body of research or knowledge in your field?
- *Why is your organisation the best to deliver this project?*

**Target group:**
- Who is this project helping? Age, gender, nationality, socio-economic, other characteristics.
- How many people will be assisted?
- In what areas (geographically) do they reside?

**Objectives:**
- Objectives are the measureable outcomes to achieve the aim / goal.

**Strategies:**
- The tasks that will be implemented to achieve the objectives.
- Each objective generally has its own set of strategies.

**Time frame / Key milestones:**
- Confirm project will be ready to start or won't have already started before funding becomes available.

© Strategic Grants 2020

Grant strategies to bridge the divide between
**grant-seekers** and **grant-makers**

# Strategic Grants - Writing Checklist

1. When writing an application, ensure that your organisation / project is eligible and the project fulfills the funding round objectives. If ANY doubt at all, contact the funder.

2. Ensure that applications always contain the most relevant and up to date information about the organisation and clients / cause that it represents.

3. Ensure that the ask is at the front of the application (where possible) and that it focuses on the people being helped – NOT the organisation itself. While important to demonstrate organisational capacity –the data to endorse the need should focus on the people / cause impacted.

   **Remember: Fundraising 101 – People give to People**

4. Clearly define the AIM of the project.

5. Demonstrate the project need and qualify with data.

6. Define the strategies the project is using to address the needs.

7. Substantiate all outcomes figures.

8. How is the project being evaluated?  WHO is going to evaluate?

9. Budget

   – Adhere to guidelines

   - Factor in other income

   - Include in-kind support

10. Spell & Grammar check

11. Ensure all formatting is consistent throughout the document and adheres to any funder guideline specifications

12. Proof read

13. **Get a third party to check the application and to confirm:**

a. Is the need stated up front, backed up with impactful statements and data?

b. Do they understand what the project will be delivering?

c. Do they feel that the project is delivering an effective service and filling a need?

d. Are all the statements backed up with evidence?

e. Has the organisation effectively portrayed its experience, success and effectiveness?

f. Are suitable and effective evaluation techniques in place to appropriately capture outcomes data?

g. Is the proposed budget justifiable and reasonable?  And does it represent value for $.

h. Is the application technically (grammatically) at its best?