

## Writing Funding Applications (when the funder has no application form)

Some smaller sum funders don't have an official application form and so ask you to send in a covering letter instead. In this case it's absolutely vital you provide them with all the information they need in no more than two sides of A4 (any more and they could lose the will to live and bin it - they get so many letters that you have to make sure yours is short, sharp and to the point).

If a trust or foundation tells you what they would like you to say in your letter then make sure you cover all the points they raise. For those who don't you should be including the following:

**Trust Correspondent's name and full trust address:** NEVER send anything that looks like a round robin.

**Project title:** This should indicate exactly what the money asked for will fund (it's NOT the name of your group) and describes what you want to do.

**Summary:** Briefly say what you want to do, why and how much it will cost (exact figures).

**Background information:** Very briefly tell them about your organisation e.g. when you became a charity / constituted organisation. Talk about past achievements; give evidence of track record, where you operate, what you do, why you do it.

**Describe the problem or need:**

Back this up with hard evidence.

**Your proposals:** What do you want to do? How will it work? Who will benefit? What will the money be spent on? How will you measure how effective you have been?

**Why are you the people to do it?:**

Try and establish your credibility.

Why should the funder trust you? Do you have any links with other established and well-regarded organisations?

**Why have you approached this particular fund?:**

Show that you have read their guidelines and explain how your application fits their priorities.

**Tell them the total cost and how much you want from them:**

It's a good idea to let them know where the rest of the money is coming from if you're only asking them for a contribution. If so tell them which other funders you've applied to (this won't affect your application adversely but lets the funders talk to each other to see who's interested in funding your application. Reassure them that you'll let them know immediately if other funders stump up the cash in the meantime.

**The signature:** whoever signs must seem reasonably senior, be able to answer questions and be easily

contactable. Make sure that their status within your organisation is displayed e.g. chair, secretary, treasurer etc.

**Enclosures:** If they have guidelines, they will tell you what to enclose, if not you should enclose a detailed budget for the project, a copy of your latest accounts and signed and dated constitution (or other governing document), and if you have one, a project plan. If you have had any recent positive publicity it is okay to include that but **keep enclosures to a minimum** – if they want more information they will ask for it.

**N.B. Use no more than two sides of A4 for the letter!**

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If you copy this information sheet, please acknowledge North Tyneside VODA and make sure you have the latest version

**North Tyneside VODA**

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