



# Improving your chances of success with grant applications

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## What funders like to see

- Impact measurement or evaluation system
- “User led” - always putting service users first
- Working in partnership - using resources effectively



**Successful fundraising = planning and  
organisation**



## **Dull, but essential;**

- Organise your time
- Do the sums
- Get ahead of yourself - don't be run by deadlines
- Be sensible and realistic



## **Why do most bids fail?**

Because groups don't read the guidelines, so they apply to the wrong funder

**Funder research aims to find your target bids, the best possible match between what you offer and what they want**

**A partnership - working together to change the world**





## **A good bid is;**

- Very clear and easy to understand
- Doesn't assume any knowledge on the part of the reader (unless it's reasonable to assume it)
- Uses plain language
- Has all the right documentation with it
- Is clear and concrete about what exactly is going to happen if the grant is given; how many weeks, how many people, who those people are.



## **A very good bid;**

- Answers all questions fully, clearly and concisely
- Is honest, but positive
- Is about your impact, not about you
- Helps the funder to feel confident about funding you
- Is interesting, maybe even exciting!





## An excellent bid;

- Is written for, and to, that particular funder
  - Only includes the information the funder is interested in, not the things that interest you
  - Talks the funders language
  - Makes it easy for the funder to see how good a match you are
- .....is far more likely to be successful



## How can Voscur help?

- Funding Advice Review Service
- Some free support for smaller, key organisations
- Sign up to Facebook group
- Let us know what you need!

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