



Getting your work ready for funding applications







Rick Thompson
CEO

findacure
7,000 rare diseases, 1 common goal

Building your organisational appeal

Once you have identified the grants you wish to target the hard work begins – now it is time to win them. **To do this you need to stand out for the crowd.**

You need to know how to simply communicate the following things:

-  **Your mission & aims** - Why do you exist, and what are you trying to achieve?
-  **The need** - Prove your community needs support, ideally using personal beneficiary stories.
-  **How you help** - In general, what do you do to meet your aims and achieve your goals?
-  **The ask** - What are you asking for support to do? How much do you need to do this?
How much are you asking for in this application?
-  **The value** - How will this funding help the project practically, and what should this achieve?
-  **Success measures** - How will you know if you have succeeded?

Project or organisational funding

Project funding

Addresses a facet of your work.

Look to fund all of your project costs – this can include staffing the project.

Should have clear aim and outcomes.

Requires a clear and complete budget.

Target funding sources that link to the need addressed or route of delivery.

Can open up a wider diversity of funding, and may be possible for a single funder to support the initiative.

Likely to be shorter term funding.

Organisational funding

Supports all of your work.

Likely to explicitly fund core costs (staff, rent etc) that let you do your work.

Focussed on supporting your purpose.

Budget with more generalised allocation.

Target funders who support organisational growth, or specific roles.

May be fewer funders, single funders may support a role, but single funder for whole organisation may be less desirable.

Likely to be longer term funding.

Building projects

Thinking about the work you do as projects can be a great way to diversify your funding, and access different sources of funding.

New and established projects have different needs and different types of funders. Pilot projects are likely to have lower budgets, with established ones needing more evidence of impact.

To develop a project consider:

- its name, brand, and role.
- the need that it address and the suitability of your intervention.
- Measures of success or impact.
- what you will need to deliver it.
- any burden the project imposes, and how to alleviate this.
- who will deliver the project and how long it will take.

Share your thoughts and experiences with other rare disease patient advocates in our virtual chat room.

RareChat

launches 30th April on Mental Health

www.findacure.org.uk



Building budgets

With a clear project plan, you can build a detailed budget – this makes your applications transparent, and gives funders confidence that you can deliver your work.

Direct project costs

Software Speakers
Venue & catering Travel expenses (including beneficiaries)
Consultancy
Web design or support Promotion
Printing

Core costs

On-going costs of running your organisation
Salaries Staff support
Accounting
Rent Office supplies Services
Pensions
Management

Capital costs

Fixed one time costs on equipment, land, construction etc.

Computers AV equipment
Vehicles Land or building

Core costs

This can be the hardest part of a budget, particularly in project budgets. However, the contribution of people is usually one of the most crucial components of our projects.

If only working with volunteers

- Ensure you include some budget to cover their out of pocket expenses.
- Consider if securing project funding could let you begin to pay staff, either in a part time capacity or as a self employed contractor.
- Be aware of the guidelines if looking to move a voluntary trustee into a staff position.

If you have employees

- Make sure you include all added costs in your budget.
- You can include the cost of staff management.
- Factor in potential salary changes in long term applications.



National Insurance
Pensions
Student loan
Expenses
Training

Core costs – allocating budget

There are three main approaches for allocating staff time into your budget – funding a position, paying for days, or paying for a percentage of staff time.

Funding a position

Easy for you

High value funding

Harder to tie a whole role to a project.

Project needs to warrant a staff member and long term investment

Organisational funding over projects

Budget by days

Need a daily rate for staff members that covers all costs (including holiday)

Low value funding

Hard to predict time

Hard to build sustainable funding stream

Good for pilot projects

Percentage of time

A compromise approach

Funding value can vary

Need to justify the percentage of staff time.

Allows more sustainable funding stream

Helps cover intangibles

Established projects with lots of contributions

Monitoring and evaluation

Whenever you are applying for grants it is really important that you have an idea of how you will measure success.

Track
engagement
with your
project

How many people
do you help and
how?

Run surveys
of beneficiary
need and
feedback

Collect quotes
and stories to
show your
impact

Sometimes this can feel like another piece of work that stops you delivering for your beneficiaries – BUT good monitoring and evaluation will help you **prove your value** to funders in the future, and **identify what you beneficiaries need**.

Summary

Successful fundraising relies on a lot of variables, but there are key things you can do to prepare your organisation for trust and grant applications:

- Have a **clear mission and message** that is consistent across your communications.
- Think about your work in terms of **projects**, and use them to unlock more funding opportunities.
- Build **budgets in detail** to give **transparency** to your funders, and **demonstrate credibility**.
- Always **monitor your work** – even the most basic feedback can make a huge difference.
- Never be afraid to **value your time**, and find a way to bring funds into support staff wherever you can. **People are fundamental to the success of small charities.**