

IMPROVE YOUR GRANT WRITING

IN 4 STEPS

A guide to creating successful grant applications for community groups

Developed by Mosman Council to Support Local Community Groups

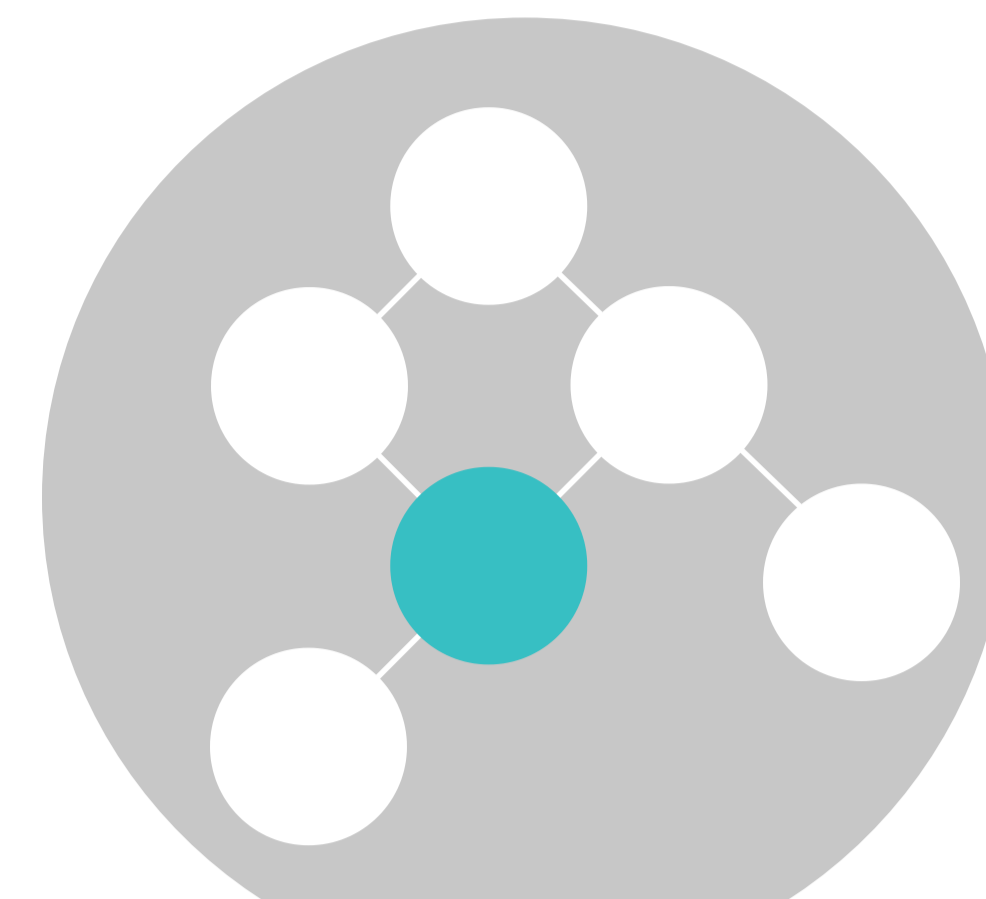
The tips outlined in this guide will help you formulate a compelling grant application for undertaking grant-funded projects. Most grant application processes will provide a structured form & assessment information for completing an application, and the tips in this guide will support your ability to effectively complete grant applications with a focus on demonstrating outcomes.

Set the strategic context

1

It is important to illustrate what is happening in your community to demonstrate why your project is needed. Use these tips to help set the strategic context in your initial project outline or pitch to improve your chances of being funded:

- Leverage data to demonstrate the need
- Clearly identify who will benefit from the project
- Demonstrate how your projects fits with the strategic drivers of the area: how does it relate to the objectives of the grant makers?
- Share the outcomes of similar projects to demonstrate viability



? How does this relate to Council's Community Grants Program?

Council's Community Grants and Assistance Policy outlines the purpose of the program and the 4 key objectives set by Council:

1. To support community development initiatives that improve the social and mental wellbeing of the Mosman Community
2. To assist community organisations to provide key services to the Mosman community that supplement those offered by Council
3. To recognise and encourage the efforts of community based projects that progress Council's Strategic Directions
4. To encourage collaborations and partnerships between community organisations

Information regarding eligibility can be found in the [Community Grants & Assistance Policy](#)

The annual Community Grants guidelines & further information can be found at:

www.yourvoicemosman.com.au/community-grants-project

Understand What Needs to be Addressed

2

Most grant applications will cover 6 key areas and it is important to be prepared to address each section in full:

- Goals & Objectives** - What are you aiming to achieve and what specific measurable objectives will get you there?
- Rationale** - this is where you address the specific situation, opportunity, problem, issue & need of the community that you aim to address
- Outcomes** - these are the long term results of the project and the benefits it will provide. You should include:
 - a list of outcomes for the various beneficiaries of the project
 - a measurement for each outcome (e.g. survey, number, quantitative data)
 - a time-frame for when this measurement will be taken
- Methodology** - describe the process to be used to achieve your outcomes. This may include:
 - a statement of problems and objectives
 - a clear description and explanation of the impact of the project and its activities
 - sequence and time-line of activities
- Budget** - planning is vital when detailing your budget as you must have a solid understanding of the project overall to effectively outline the budget implications. Section 4 of this guide provide detail on how to write a comprehensive budget section for your applications
- Evaluation** - the evaluation process is ongoing and can help improve your project as it develops, as well as demonstrate its success upon completion. It is important to document progress and changes to your project as they arise to give you the information required to complete a formal evaluation required by the grant-maker



Demonstrate project outcomes

3

What is your project going to deliver & what impact will it have? Ask yourself these questions when addressing the outcomes section of your application:

- What are the direct project outcomes?
 - ensure your application details who or what will be directly impacted by completing your project
- What are the indirect project impacts?
 - think beyond your organisation or group and identify what flow-on effects your project may have in the community
- What is your base-case or "do nothing" scenario and compare your anticipated impact and outcomes to this scenario
- What economic impact will your project have?
 - think about this in relation to construction, operational (jobs and expenditure) and visitation or touristic impacts (local & non-local)



? How does this relate to Council's Community Grants Program?

The Community Grants Assessment Team will be looking for projects that have a community development focus: projects that improve the social and mental well being of the community.

Projects with clear and measurable outcomes that make a difference in the community are more likely to be funded. Examples of these outcomes may be that community members:

- feel a greater sense of connection with their community
- are less socially isolated and have widened their support networks
- have developed new skills/knowledge that empowers them

Council also prioritises projects that aim to promote social inclusion and projects that involve partnerships and/or collaboration with other community organisations.

Review the annual Community Grants Guidelines at:

www.yourvoicemosman.com.au/community-grants-project

Include a Comprehensive Budget

4

Many applicants make the mistake of not putting enough preparation time into the budget section of their application. This often stems from the fact that in order to detail a comprehensive and realistic budget, you must first have a comprehensive understanding of the project overall - what are the key aspects and methods for undertaking the project, who will be involved and what resources are required to complete it?

- Review the categories you intend to request funds for and ensure they are in line with the grant-makers guidelines
- Identify and detail income sources for successful completion of the project - this includes all other fundraising avenues including internal funding provided by your organisation, and in-kind support for the completion of the project (including an estimated cash value)
- The expenditure section of your project budget should be broken down into clear categories with accompanying explanations for each expenditure line if unclear



? How does this relate to Council's Community Grants Program?

When applying for Council funded grant projects and undertaking grant funded projects, there are some important conditions that you must adhere to in respect to the budget sections of your projects:

- Deficit funding requests will not be considered (i.e. for activities already completed)
- Funds must be used for the purposes outlined in the application and detailed in the budget, and written permission must be obtained from Council if you intend to change expenditure items covered by grant funds
- You should provide evidence of how your organisation will make up any shortfall in funding if the total amount requested from Council does not cover the entirety of the project

Remember that part of the assessment criteria for Council's grant funding is determined by the extent to which applicants budgets are comprehensive, realistic and **provide value for money**

FOR MORE RESOURCES VISIT

www.mosman.nsw.gov.au/community/mosman-connects