

A close-up photograph of a person's hands writing on a form with a pen. The background is slightly blurred, showing a white cup of coffee on a wooden surface. The text is overlaid on the image.

# Getting Started with Grants

Rachel Ireland Consultancy

# Introductions

*I help people who want to make a difference in their community to develop their idea, start their not-for-profit group and apply for funding.*

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# **What we'll cover**

- **How to apply for grants**
  - **using the One Community Grassroots Grant Fund application as an example**
- **Local & National Funding Opportunities**
- **Resources & Support**
- **Q&A**
- **Feedback**

# **How to apply for grants**

**The Grassroots Grant Fund is designed to support small community projects that foster local empowerment, pride in place, and enhance life chances within the Kirklees area.**

**This funding is being provided by The UK Shared Prosperity Fund (UKSPF) which is part of the UK government's Levelling Up agenda.**

# **How to apply for grants**

## **The Grassroots Grant Fund**

### **Round 1**

**Open 8/1/2024 - 16/2/24**

**Projects should start after 22/03/2024**

### **Round 2**

**Open 01/05/2024 - 31/05/2024**

**Projects should start after 26/07/2024**

# How to apply for grants

## The Grassroots Grant Fund

Location: Must be delivered in Kirklees.

Grant amount: up to £2,000

Timeline: up to 12 months

[Apply here.](#)

# **How to apply for grants**

## **Criteria**

**Empowerment and Community-Driven:** Initiatives must be driven by the local community, ensuring that the proposed activities align with the needs and strengths of the community. Organisations should be based in the community the activity will take place in.

**Place-Based Activities:** Projects should have a tangible impact on the local area, contributing to the overall improvement of the community's well-being and sense of pride in place. Activities must be focused on enhancing the physical or social environment within the Kirklees community.

# **How to apply for grants**

## **Examples:**

*Establishing community gardens can promote healthy eating, provide a sense of community ownership, and beautify the area. Residents can work together to maintain the gardens, fostering a stronger sense of connection.*

*Initiatives such as fitness classes, wellness workshops, and health screenings can improve the overall health of residents. Healthy communities tend to be happier and more engaged.*



# How to apply for grants

## Examples:

*Investing in programmes for youth, such as after-school activities, mentorship programs, and sports leagues, contributes to the development of strong, resilient future community leaders.*

*Establishing a coffee morning can connect people, tackle isolation or loneliness and provide a safe space for people to meet.*

# How to apply for grants

## Who can apply:

- You do not have to be a charity to apply, but you must be a constituted community group.
- You do not need to have a GAP registration.
- You will need to have at least 3 unrelated Trustees/Directors.
- You will need a bank account in the name of your organisation, and you will need to have at least 2 unrelated bank signatories.
- Priority will be given to small community organisations and groups who have a turnover of less than £10k (revised to £25k) and who have not been funded by One Community previously.

# **How to apply for grants**

## **Basic details**

- **Organisation name and address**
- **Main contact**
- **Organisation start date**
- **What type of organisation you are**
- **How many full-time/part-time staff and volunteers**
- **Project name**
- **Project start and end date**
- **Postcode for main delivery location**
- **Which ward do most of the beneficiaries come from?**

## **Question**

***Please describe the overall aims and objectives of your organisation and the activities or services your organisation provides.***

***(100 words)***

# **Aims & Objectives**

According to the Merriam-Webster dictionary, an **aim** is:

'A clearly directed intent or purpose.'

For example: My aim is to win the race.

An **objective** is:

'Something toward which effort is directed.'

For example: I will train for two hours every day so that I can win the race.

# **Aims & Objectives**

So, if we put those two definitions together, we could think of the **aim** as being the **target, defining purpose, goal or intended outcome**, and the **objectives** as being the **actions planned** to reach that target.

The **aim** is the **what**, the **objective** is the **how**.

# ***Aims & Objectives***

*Here, we need to tell the funder:*

*What type of organisation you are.*

*What you were set up to do.*

*What your vision and/or mission is.*

*What your key objectives are?*

## **Padley Group (example)**

**Aim: No-one in Derby or Derbyshire is affected by homelessness and the associated poverty and social isolation.**

### **Objectives:**

**Padley Group support and empower those affected by homelessness to improve their lives. We achieve this by providing:**

- Food, toiletries, clothes and facilities to meet basic needs.**
- Support, advice, training and volunteering opportunities to improve financial security and independence.**
- Support to move into and sustain a tenancy.**



# **Action**

***Can you write your aims and objectives in 100 words***

## **Question**

***What is the aim of your project? Tell us what you're trying to achieve with your project.***

***(100 words)***

## **Top Tip**

***Write from the perspective that the person reading your application has never heard of your group and has no idea what you do.***

# **Who?**

## **Who is your project for?**

*Can you describe your target beneficiaries? Are they people of a specific gender, age or background. Are they people who share a particular issue, challenge or concern? Do they all live in the same town, village or neighbourhood?*

## **Who do you want to help?**

*Who are the people who most need the support or service you are offering? Think about how they would describe themselves, or their need for support. You can also add in here how many people you're planning to support through the project?*

# **What?**

**What are you hoping your project will achieve?**

Imagine your project was a huge success – what would that look like? What would it mean to your community? We'll come on to talking about outputs and outcomes, but here it can be helpful to talk about your end goal. What would be the ideal result of the delivery of your project?

**What exactly does that look like?**

Give the funder a clear picture of what a successful project would look like. How do people feel? What are they saying to you? What difference has it made to real people?

# **When?**

## ***When and how often will it happen?***

*Be really clear about when your project and/or the sessions/activities will take place. How many sessions/activities and how often will they be run?*

## ***What are your project timescales?***

*Be clear about the project's start and finish dates (check the guidance for when your project can start and how long it can run for). Within that, can you list any key events or milestones, like when you'll start sharing details of your project online, when the first session will be, when you plan to ask people for feedback.*

# **Where?**

## **Where will it take place?**

*Mention the name of the venue or location you'll be using. You might want to say why you've chosen to deliver there – is it easy to access on foot or on public transport? Is it somewhere your target beneficiaries feel safe and welcome?*

## **Where are you needed?**

*Another way to think about this is to ask where there is the most need for the type of support you offer. Can you go there rather than asking them to come to you? Is your project designed to remove any barriers to people being able to participate?*

# **Why?**

## **Why is it needed?**

*Have you noticed or been told that something is missing in your community? What is not happening or not working that you want to fix?*

## **Why is your organisation the one to make a difference?**

*Is there a reason for this need? Why isn't another organisation doing this, and if they are, are they seeing more demand than they can cater for? Or perhaps what you plan to do is different, complementary to that, for a slightly different demographic.*



# **How?**

## **How will your project be delivered?**

*What are the first steps in turning your idea into action? How will you get started? You could talk about the people you'd need to get together or the room you'd need to book.*

## **How will it work?**

*Give some details of each session or activity. How many staff or volunteers will be there and what will their responsibilities be? How will people hear about the sessions and how do they show an interest or attend?*

# **Action**

**Can you write about your project in 100 words**

# **Outputs, outcomes and impact**

Here are some helpful definitions:

- **Outputs:** are always numbers. These are the tangible results of your project that you can measure. It might be the number of activities or sessions, the improvement in attendance at school or the number of participants securing a job.
- **Outcomes:** are the difference made. Do people feel more confident, happier, less anxious? These are the answers you might get on a participant feedback form.
- **Impact:** what are the long-term effects of your project on beneficiaries, the community, the organisation. How will the project affect real change?

# **Outputs, outcomes and impact**

*Example from The Prince's Trust:*

**Output:** 10 young people secure an apprenticeship

**Outcome:** 70% of participants feel more confident about getting a job

**Impact:** our programme contributes towards reducing unemployment between 18–25-year-old in West Yorkshire.

# **Outputs, outcomes and impact**

*Example from wellbeing groups:*

**Output:** 20 older people who live alone attend a group activity in a warm space twice a week.

**Outcome:** 90% of attendees tell us they've made friends, feel less isolated, and feel part of their community again.

**Impact:** Collectively, as a group of organisations focusing on positive mental health and wellbeing, we reduce the pressure on the NHS.

# **Outputs, outcomes and impact**

*Keep these definitions and examples in mind when you answer the next two questions:*

*Question: What Outputs will be delivered to achieve the aim? (200 words)*

*Question: What Outcomes will be delivered? (200 words)*

## **Question**

**Please explain how you will track the outcomes  
and outputs of your project.  
(100 words)**

*Tracking and measuring can usually be kept very simple for small community projects. Think about tracking the following:*

- *How many people enquire about your project?*
- *How many people turn up and participate? (each session and in total)*
- *Age, gender, ethnicity, postcode.*

*Use a feedback form to ask people if they enjoyed the session and (where relevant) if it made them feel:*

- *Less isolated*
- *More informed about a topic*
- *Happy and fulfilled*
- *More confident*



**The application form then goes on to ask you the following:**

- **Select impact and outcomes from the drop-down list**
- **How many people will benefit from this funding?**
- **Checklist of beneficiary types**
- **Same for Ethnicity, Issues and Age groups**

# **Project Budget**

- *How much are you applying for and a breakdown of those costs*
- *Bank details*
- *Names of signatories*

# Project Budget

Start to work out the costs you would like to apply for. You might find it helpful to use these headings:

- Staff costs/Sessional workers/project staff
- Room hire
- Delivery costs (i.e. materials, refreshments)
- Travel (for staff, volunteers or participants)
- Marketing (i.e. Facebook advertising or flyers/posters)
- Overheads, (i.e. rent, utilities)

# Project Budget

Example:

Heading	Details	
Facilitators	2 facilitators x 3 hours @ £15ph x 5 sessions	£450
Volunteer costs	Travelcard @ £10 x 4 volunteers	£40
Venue hire	£20 x 5 sessions	£100
Refreshments		£50
Flyers	Printing 500 flyers	£40
Contribution to insurance/IT		10% £68
<b>Total cost of project</b>		<b>£748</b>

# **Supporting documents**

*Organisations that have not applied before or have not applied in the past two years must provide:*

- *Constitution or governing document*
- *Bank statement (no older than 3 months)*
- *If you are a registered charity your latest accounts. Constituted organisations should supply a cashflow/accounts*

# **Local & National Funding Opportunities**

- One Community - different grants available, including the Community Grants Programme (up to £3k)
- Mayor's Safer Communities Fund - projects that support the Police & Crime Plan - now up to £8,000 -
- Awards for All - small lottery grants:
  - apply for up to £20,000
  - get your project funded for up to two years.

# Finding the right funder

## Local resources:

- TSL website
- Kirklees portal

## Funding Databases:

- My Funding Central
- Grants Online
- Get Grants
- Funds Online
- Charity Excellence Framework

## **Follow-up support**

I'll forward the slides and an information sheet.

Please make sure you've put your email address in the chat to confirm you are happy for me to send you free resources (2 emails per month)

Find my full [index of resources here](#).



## **Follow-up support**

I offer a small number of 1-1 appointments each month for local groups, funded by TSL. You can book this [here](#).

If you'd like some feedback on your answers on the application form, I'm happy to do that, but please allow some time ahead of the deadline for this.