**FUNDAMENTALS OF GRANT WRITING**

**Websites (free):**

[www.grantslink.gov.au](http://www.grantslink.gov.au/)

[www.tas.gov.au](http://www.tas.gov.au/)

[www.business.gov.au](http://www.business.gov.au/)

**Websites for a fee:**

[www.grantsearch.com.au](http://www.grantsearch.com.au/)

[www.ourcommunity.com.au](http://www.ourcommunity.com.au/)

**Grants enable you to:**

• Effect change

• Build community capacity

• Purchase things for your community

• Create opportunities for people

• Do what you need to do

**Why is good grant writing so important?**

Who, What, Where, Why, When and How

Good grant applications clearly state:

• Who will benefit?

• What is going to happen?

• Where is it going to happen?

• Why does it need to happen?

• When is it going to happen? and

• How is it going to happen and how much will it cost? You have to know this clearly in order to communicate it.

**There are hundreds of grant programs out there.**

• Show the grant funding body why your project is perfect for their grant program.

• Know who you are talking to; what other projects has that grant provider funded?

Tip: If you need to fundamentally change your project to suit the grant provider, it is the wrong grant program for you. Leave it for another time or grant program.

**Grant providers NEED to give their grants out**

• If you write a great application that meets the aims and objectives of that program – you are doing them a favour.

• However, there is a lot of competition for most grant programs.

• Seek honest feedback about your proposal/application before you submit it.

**The importance of planning**

Failing to Plan is Planning to Fail

Writing an application for a well planned project is much easier than seeking funding for a project with incomplete planning.

The grant provider will want to know the answers so you need to identify them and spell them out.

What? Why? Who? How? When? Where?

**Government jargon…made simple**

• Words like Output, Outcome, and Objective are commonly used by grant providers.

• Only use jargon if you understand what the term means and can apply it in the correct context.

Objective

• Issue or problem you want to overcome / what you wish the project to achieve

Output

• What the money will be spent on

Outcome

• The result, impact or benefits of the project (Specific, Measurable, Realistic)

**Planning Process**

• Step 1: Define the project (What)

• Step 2: Identify the need (Why)

• Step 3: Identify the people (Who)

• Step 4: Define the process (How and When)

• Step 5: Add meaning to ‘place’ (Where)

**Know your project**

• What is the scope of the project? What is going to happen?

• What will the project produce? (Outputs)

• What will the project contribute to our community? (Outcomes)

• What is the purpose of the project? (Objectives/Bigger Picture)

e.g. community benefit, tourism development, economic development, employment creation, social or environmental benefit?

**What are the risks?**

• What are the risks associated with the project? (Financial, Social, Seasonal)

• Is there anything that will prevent the project from coming to fruition? (Likelihood)

• What are the mitigation strategies for overcoming these risks? (Risk Management, Back-up plan)

**Why?**

Why does the community need this project? (Want vs. Need)

• What are the current limitations of the community?

• Is there evidence of community support?

• What benefits are to be achieved?

• Why is it important in the context of the area?

• Use FACTS: e.g. economic dependency, population decline, insufficient employment opportunity and difficult socio-economic conditions

• Is your organisation best placed to address this challenge/need?

• (Primary Objective) Or are there others who are better placed?

**Who?**

• Who will be the key driver/s?

• Who is the project for and who are the beneficiaries? (Target Groups)

• Who are the major stakeholders and partners and what is their capacity to help with the project?

• Is anyone else doing something similar in your community or even elsewhere?

• Can you strengthen your application by partnering with another organisation?

• Is your organisation an incorporated body, or do you need to be sponsored by another body?

• Who will manage the project?

• Who are your staff/volunteers? Do they have the right skills and experience?

What happens when they are no longer around?

**How?**

• Is it a one-off project, or do you really need ongoing funding?

• How will it be implemented and/or operated?

• (e.g. Steering committees and management structures, internal or external)

• Are there any special skills or resources needed?

• How will you ensure accountability for the project?

• (define roles and responsibilities)

• How will you know when you have achieved what you set out to do and how will you measure the outcomes of the project?

**How much?**

• How much will the project cost?

• How much cash and in-kind resources are available? (committed vs. expected)

• How much funding is needed? (No retrospective)

• Have you thought of everything? (Insurance, Auditing, On-costs for wages)

• Are your costs realistic? (Too high? Too low? Contingency?)

• When do you need the money?

• (Do you need a lump-sum payment or could the payments be spread over time?)

• Does the project represent good value for the grant provider??

• How will funds be managed?

**When?**

• When will the project start and finish?

• How long will the project take to complete / For how long should it be staged?

• Are there any seasonal issues with your project?

• If voluntary labour is used – how much time are volunteers actually able to give?

• If specialist skills are needed – are those skills available during the expected project timeframe?

**Where?**

• Where will the project be located? (local municipality, town and site, be reasonably exact)

• Will the project’s outcomes extend statewide, regionally or remain within the municipality and local area/community?

• What do you know about the target area / demographic group? What information can you find to justify that your project meets local needs? (Council / Committee documents / records etc.)

**Important**

When applying for grants, remember to think in the shoes of the grant provider:

• What is the priority of that organisation/agency?

• How does your project fit with those priorities?

• What are some examples of projects they have previously funded?

• Does that provider prefer ‘soft’ or ‘hard’ project outputs?

• Is the amount you are asking for within the realm of the provider? - Upper

& lower limits, percentage of project cost.

• Target and tailor your application accordingly.

• Never ever just change the names of the grant providers when applying for multiple grants simultaneously.

Your application is not all about you!

It’s also about your grant provider!

**WHO PROVIDES GRANTS?**

• Government (Commonwealth, State, Local)

• Community organisations

• Private sector – e.g. Telstra (Grants vs Sponsorship)

• Philanthropic foundations – e.g. Myer Foundation

• Tasmanian Community Fund

• Tasmanian Early Years Foundation

There is the potential to seek multiple grants for the one project; speak with grant providers.

It can be disappointing to not be successful.

If a project was worth an application in the first place, it may be worth reworking.

• If you can, learn why your application was not successful, and whether the program would accept a revised application in another round.

• Keep an eye out for more suitable grant programs.

• Ask yourself the right questions. For instance, are there partners you could be working with?

But it’s also important to be realistic…

• Are you really the best person/organisation to be delivering this project/program?

• Are other people/organisations already doing this?

• Is your focus too narrow? Or too broad?

• Have you involved the right people?

• Do you have support for your project in the community? (Did you provide letters to prove this?)

• Was your application clear enough to others? Do you need help in revising the application?

**Find out about Grants Programs**

Community Newsletters

Daily Newspapers

State Government Agencies

‘Grant Alert’ Service - email [cdgrants@dpac.tas.gov.au](mailto:cdgrants@dpac.tas.gov.au) to subscribe

Local Councils