HOW TO APPLY FOR
GRANT FUNDING
Information Guide

street games

A USEFUL QUICK OVERVIEW OF THE KEY POINTS TO CONSIDER WHEN APPLYING FOR GRANT FUNDING

CONTENTS

BASIC REQUIREMENTS

All grant funders will require all applicants to be able to provide or evidence the following as an absolute minimum requirement to be eligible to apply for grant funding:

- Have a governing document (eg. a constitution or memorandum of association)

- Have a board or management committee of at least three unrelated people

- Have a bank account in the name of the group, requiring at least two unrelated signatories – sometimes you will be required to submit your annual accounts with your submission. If you are a new organisation you would then submit an income and expenditure forecast

1

GOVERNANCE

Secondly, check to see which organisation's are eligible to apply to ensure that you meet the funder's basic governance criteria. This is referred to as your organisations legal status or structure. Here are some examples of legal structures for community groups and not for profit organisations:

- Unincorporated association

- Charitable Trust

- Charitable Incorporated Organisation (CIO)

- Company Limited by Guarantee

- Community Interest Company (CIC)

- Industrial and Provident Society/Community Benefit Society/ Cooperative Society

- Community Amateur Sports Club (CASC)

See page 17 for full details on the above structures.

2

FINANCE

Check in the funding guidance if there are any limits or constraints relating to your income or turnover. Sometimes it might state that you are only eligible to apply if you have an income/turnover under £250k or £500k annually as an example as this limit differs fund by fund. Turnover is the total sales made annually and is sometimes referred to as gross revenue or income. You will usually find this information in your annual accounts.

If the annual accounts are not easily to hand and you are a registered charity you can find this information using the Charity Commission website www.gov.uk/government/organisations/charity-commission

If you are an incorporated company, for example, Limited by Guarantee etc. then you can find this information using the Companies House website www.gov.uk/government/organisations/companies-house

The application form could also ask you to declare reserves held and why you are not using them to deliver this project. You need to be completely transparent with these types of questions. For example, you might hold reserves to cover operating costs for a set period of time e.g. 6 months, in line with your governance requirements.

Please note that there are various terms used to describe this, for example, unrestricted, free, restricted, designated.

Restricted / designated – any cash balance that has been earmarked for specific or limited use

Unrestricted / free – any cash balance that is freely available to spend on any purpose

Check the above points in the funding criteria before doing anything else as it could save you a considerable amount of time.
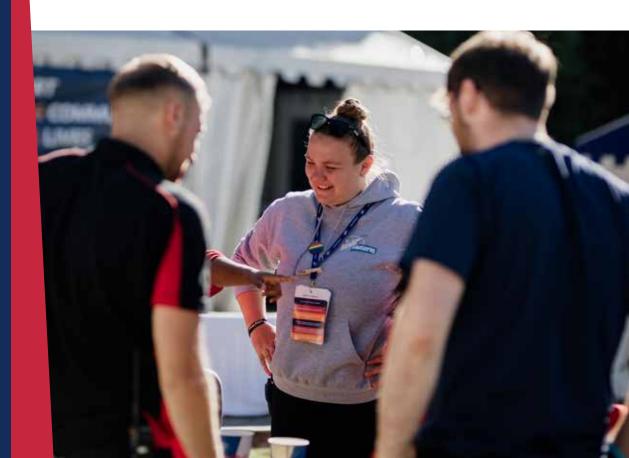
PROJECT FUNDING CRITERIA

Having established that you meet the basic governance criteria you then need to focus on the main funding criteria against your project idea and if you have sufficient time to assemble a high-quality application. It will be an extremely competitive process for grant funding so you really need to feel confident that what you have in mind for a project and application will fit the project funding criteria. You will also need to consider if you have sufficient time to pull a credible application together before the closing date.

4

WORD, CHARACTER COUNT

It is very important to take note of all word or character counts on application forms, because if applying online the application form will likely be set up to not accept any further words or characters. You should always comply with the word count instruction as this demonstrates to the funder that you have read the application guidance and you are being professional in your approach. It is this attention to detail, which will make you stand out from other applicants. If you are working on an application draft with other members of your organisation you could make use of live documents using One Drive or Google Docs as a way of spreading the workload.

5

THEORY OF CHANGE (TOC)

TOC is a succinct and simplistic way to describe the positive impact and focus of your organisation; funders most common grievance is that they can't actually understand what you do!

This is where a 'Theory of Change' can help you to easily explain how the activities/intervention your organisation provides contributes to a chain of results, that leads to a positive change/impact.

In a single line you can summarize your entire theory of change, using the formula below:

Because (WHY), we work (WHERE), to help (WHO, WHAT, HOW) in order to (WHEN).

E.g. Because there can be no peace without justice and no justice without peace (WHY), we work in Gambia (WHERE) to help defenseless communities (WHO) get a fair hearing in court (WHAT) through legal education (HOW) in order to elevate one million people in conflict with the law within 10 years (WHEN).

You can also articulate your TOC using infographics, to find out more visit the StreetGames website.

6

DRAFTING THE APPLICATION FORM

7

It's always useful to set up a word draft of the online application form for your drafting purposes. This enables you to refer back to the draft for future applications. It might seem time consuming to set this up but over time as you have more and more previous drafts to refer to, it will save you time, by using wording on previous applications (where this is appropriate).

Drafting the application form is simply your opportunity to describe the work that you do and what you want to achieve through your project. When answering the questions, try to allow the funder to picture in their mind's eye your organisation, the proposed project and why it is needed. The following questions are likely to be asked with some suggested mocked up answers below to illustrate this.

> **Please describe your organisation or group and the work you do in the community**

Just set the scene by including things such as your organisation's objectives which will be found in your constitution, when you were first set up, where you are located and which communities and groups of people you serve, types of sessions or activities delivered, and the number and background of participants, staff and volunteers. Here is an example below:

Anytown community group was set up in 1998 to provide accessible and affordable local sports activities to disadvantaged children aged 8-14 years throughout the anytown estate in the anytown local authority area, within county and region. It was felt that there was very little for children to do outside school and so a group of volunteers set up the group. Two activity sessions are delivered on a weekly basis with an average of 30 participants attending each session. Activities include football, basketball and dodgeball. The sessions are delivered by qualified coaches and supported by other volunteers.

The answer to this question just gets the funder to picture your organisation in their mind's eye. It's a little like in a job interview when they ask you to describe your previous experience.

Please describe your project and what you want to deliver

Again, just describe what it is that you want to do with the money you are requesting. This will include the type of activity, venue and location, participants and timescale.

We want to deliver a sports leadership programme for children aged 14-16 years over 8-months at anytown. It will consist of identifying 15 young people locally who are most likely to respond positively to the programme. It will start with an informal session to understand training needs by way of games and discussions. Participants will then complete a training programme to develop them as leaders and help them to explore future aspirations. They will then undertake a set number of volunteering hours in the community and will be tasked with organising a small sports event.

Please describe why your project is needed

This is a very important question and is where you should explain to the funder why the project is needed and what evidence you have gathered to support this. Simply describe the issue that your project will address and why the people who will benefit from the project need this help and support. There will be high demand for limited grant funding and you will need to demonstrate that your project will really make a difference. A strong answer will have gathered some tangible evidence to support this. There are numerous ways in which you can clearly evidence the need for your project including:

Strategies – for example, you could reference the latest sports strategy if you are applying for funding from a Sports Council (i.e. Sport England or Sport Wales etc.) or National Governing Body of Sport.

Community profile and statistics – for example national census data on population, deprivation etc.

Surveys and reports – for example there might be a local, regional or national survey or report which you could refer to such as Active Lives Survey which is undertaken by a Sports Council on levels of participation in sport.

Community/beneficiary consultation - It's always good to describe how you have asked for and incorporated your project participants'/community views to demonstrate why you are confident that the project will best meet their needs. This can be evidenced by way of letters of support and surveys. You could also obtain some quotes from children or parents from previous evaluations to really strengthen the need and benefit to the organisation and community.

Young people always have lots of very valuable things to say; whether you are starting up a new project, trying out a new session or want to hear ideas and views about the local community and ways to improve… youth voice is essential. For top tips and guidance please view our Youth Voice Toolkit.

Evaluation of existing services and current provision – this is reliant on your knowledge of the local area to assess existing services and provision. Are you the only organisation in your area that delivers your services? If yes, make a point of stating this.

Our group is located on the outskirts of a housing estate within anytown ward with an IMD score of 38.18 and a ward ranking of 1256. This area suffers from anti-social behavior with the local police force receiving xx crime reports annually about anti-social behavior, which is an increase of 24% from 2019's figure of XX reports of anti-social behavior. Through this project we would like to offer local young people a diversionary activity to help to reduce anti-social behaviour. Furthermore, the project is fully supported by the Safer Neighbourhood Team and local council and letters of support from both of these organisations are attached to this application.

With the example answer, the following methods have been used to evidence need: Community profile and statistics from the national census relating to indices of multiple deprivation and community consultation with the local council and Safer Neighbourhood Team.

Please describe your project's outcomes or benefits

This is another key question so it's important that you really think about the benefits and outcomes. Sometimes funders ask you to describe your project and its benefits through objectives, outputs and outcomes.

An objective is something worked towards or a goal e.g. to increase the level of physical activity of local children by offering accessible multi-sport sessions.

An output describes the direct results of activity i.e. those things which are most tangible and observable to those involved with delivery. These are usually quantitative / numerical in nature and can also be referred to as a key performance indicator or KPI so for example delivering 2 x 2-hour multi-sport sessions over a 16- week period, engaging 30 participants per session, supporting 2 young people to becoming sports leaders, etc.

An outcome is the result or effect(s) you are hoping to achieve from your project. Sometimes you may be asked to articulate these in terms of either: short, medium or long-term outcomes. Short term outcomes are those things you would expect to see immediately following your activities – so for example: improved attitudes towards sport/exercise. Long-term outcomes are those which can only be measured sometime after your project has taken place – so for example: a changed sporting landscape which will have: more knowledgeable and skilled local coaches and volunteers, more competition, more clubs and more resources for women in sport.

PROJECT COSTS

This is an important section on the application form, so care needs to be taken on this section just as much as describing your project. It's always best if you can try to obtain fairly accurate project costs by way of quotations or prices obtained. This again, will demonstrate to the funder that you have really thought about everything. The following example may be of help.

8

ITEM OR ACTIVITY	ITEM/ACTIVITY TOTAL	AMOUNT REQUESTED FROM FUNDER
Coaching costs Two coaches at £20 per hour x 3-hour session (including set up and clear up) x 16 weeks = £1,920	**£1,920**	**£1,920**
Venue hire Two hour hire of sports hall @ £40 per hour x 16 weeks = £1,280	**£1,280**	**£1,280**
Equipment Including VAT Netballs at £6.95 each x 15 netballs = £105 Set of cones £9.99 = £10 First aid kit = £26.39 = £27	**£142**	**£142**
Transport / travel This includes a provisional sum of £500 towards travel and transport costs.	**£500**	
Promotion / publicity This includes a provisional sum of £500 towards production of leaflets, posters and social media costs.	**£500**	**£500**
Training This includes two members of staff attending first aid training at £120 per place = £240	**£240**	**£240**
Sundry This includes a provisional sum of £500 towards adhoc sundry items like hygiene materials due to pandemic, insurance, zoom subscription and mobile phone use.	**£500**	
Project development / management Coordinator to spend two hours per week planning and organising the project @ £30 per hour x 2 hours x 20 weeks (2 weeks lead in and 2 weeks post project)	**£1,200**	
TOTAL	**£6,282**	**£4,082**

Total project cost = £6,282
Total being requested from funder = £4,082
Match funding = £2,200

Please remember to include VAT in your costs where this is relevant such as equipment etc.

Always show all of the project costs, even if your request is lower than the project costs and try if you can to make a financial contribution towards the project by way of your own funding, other donation, grant or in-kind support.

In-kind support is where goods or services are provided free of charge towards the project, but the normal costs can be shown in the application form as an in-kind contribution. For example, venue hire might be provided in-kind but would normally be charged at £40 per hour x 10 x 1-hour sessions = £400 would be shown in project costs but as an in-kind contribution and would not be included under the column for the amount being requested.

SUPPORTING INFORMATION

Sometimes supporting information is requested as part of a submission, which usually includes the following as a minimum:

1. Governing document

2. Annual accounts

3. Latest bank statement

4. Safeguarding policy

To evidence need for your project, you could also attach letters of support, results of surveys or open days run so that the funder can see evidence that you have consulted with project beneficiaries, local community and volunteers.

9

MONITORING AND EVALUATION

You are likely to be asked to monitor and evaluate your project with an end of project report sometimes being required. Funders are most likely to want to know: what you have used the funding for i.e. what activities have taken place and most importantly, what difference these activities have made i.e. what has been achieved, what have been the benefits for those individuals taking part and/or for your organisation or for the local community. This can include quantitative and qualitative data (and should link to the outputs and outcomes you have stipulated):

Quantitative data is data expressing a certain quantity, amount or range, for example number of participants and weekly attendance or throughput (i.e. counting individual visits made to each session over the course of the project). For example, you may be sharing information on the reach of your project in terms of:

10 young people = 10 participants

10 young people attending on a weekly basis over 10 weeks = 100 visits

Qualitative data describes qualities and characteristics which are collected, for example, using interviews and observation. The data appears in narrative form. For example, case studies are a useful way of explaining the difference made – e.g. describing the journey of a young person who may have completed the youth leadership programme and has now got a job or gone to college. You could also obtain a quote from the young person which describes in their words how the project has benefited them. In other words, it's not just about numbers.

10

Take time to think about the approach you are intending to take, as some methods of data collection are much more likely to work with certain groups than others – so think what approach fits best with the context you are delivering in and the audience you are engaging with.

What is really important, is that you plan for and are clear at the application writing stage what you intend to do to capture monitoring and evaluation (M&E) data to help you demonstrate the impact of your project or in some cases what the funder is requiring you to undertake.

Try to clarify from the outset: What difference you hope your activities will make, what results you want to see, how you intend to measure progress, who will be responsible for capturing it and what (if any) additional resources are required so that you can build this into your project costs. So for example, you may decide to include a request to pay your coaches for an extra 30 minutes at the start and end of each session so that they can record attendance data, undertake surveys or capture informal feedback from participants. Or maybe you want to include a request in the funding application to cover costs for commissioning an external organisation (like a local University or researcher) to undertake an independent evaluation.

Remember, data collection is an essential part of good project management, if you are capturing and reviewing M&E data from the start of your project you will be able to track progress and make any necessary adjustments along the way. Try to ensure everyone involved knows what is being collected and why and when you have captured M&E data and learning be sure to use and share it.

We understand that monitoring and evaluation can sometimes seem time consuming and daunting, but help is available. At StreetGames we have a range of resources we can share directly or we can help sign post you to other organisations who provide advice and guidance in this area.

For more detailed guidance and support, please visit our M&E Toolkit that can be found on the StreetGames website.

SUSTAINABILITY

Sometimes grant funders will include a question on their application form about what will happen to the project once their funding ends. Try to think about whether the project could generate an income or have the potential to become self-sufficient or funded by way of ongoing fees, donations or sponsorship.

You can answer this by telling them that sustaining the project is dependent on further funding being found, which you will be looking to find at a later stage, (if you plan to do that) and / or that the training delivered as part of the project will upskill volunteers to help continue to deliver the project. Answering this question will need careful consideration. Try to strike a balance between what is realistic and what gives the project the best chance of becoming sustainable.

11

LEGAL STRUCTURES FOR NOT FOR PROFIT COMMUNITY ORGANISATIONS

Unincorporated association - This is the most common form of unincorporated structure for voluntary and community organisations and is favoured by new and small groups. The association exists where a group of people band together to carry out an agreed object rather than for profit and where it is intended that there should be some provision for continuing membership and the future existence of the group. The association is governed usually by a constitution, the legal document which governs the association. It sets down the objects of the association, its membership and structure, and the powers it gives itself to carry out its objects. It forms a contract between the members and establishes the rights and duties they have to each other. The association is composed of members who delegate their power to a management committee to carry out the association's activities. The management committee is elected by and accountable to the members.

Charitable Trust - A trust is the traditional structure for a charity and many older charities are trusts. A charitable trust is usually governed by a trust deed which sets out the objects of the trust, names the trustees and provides the administration of the trust. A trust is usually established by a group that does not require a membership structure for example a grant making trust or a small overseas aid organistion or a group wishing to settle property on charitable trusts.

Charitable Incorporated Organisation (CIO) - The Charitable Incorporated Organisation is a new legal structure specifically for charities. The CIO is similar in some ways to a limited company, offering protection of trustees from personal liability, without the need for dual registration with company and charity law.

Company limited by guarantee - A company limited by guarantee is the most common type of incorporated body used by groups in the voluntary and community sector. It is constituted by its Memorandum and Articles of Association. Members and officers of the company are protected by this limited liability of the company in respect of contracts they make on behalf of the company.

Community Interest Company (CIC) - The CIC was introduced in 2007 as a new corporate structure for non-charitable social economy enterprises that want to use their profits and assets for public good. It will have to register with Companies House with memorandum and articles of association and a community interest statement to confirm that the company will provide benefit to the community.

Industrial and Provident Society/Community Benefit Society/ Cooperative Society - An IPS is a society carrying on an industry, business or trade for the benefit of the community. It will either be a cooperative or community benefit society with rules as its governing document. Cooperatives are usually not charitable as they are established for the benefit of their members but a community benefit society may be charitable as it is established for the benefit of the community. While a cooperative may not be charitable it is still a not for profit organisation as it will be democratically run and profits will be ploughed back into the society.

Community Amateur Sports Club (CASC) - It allows local amateur sports clubs to register with HMRC and benefit from a range of tax reliefs, including Gift Aid, where they meet the qualifying conditions set out below. The scheme is open to qualifying clubs established in the UK. The legislation can be found in the Corporation Tax Act (CTA) 2010 Part 13 Chapter 9 and Community Amateur Sports Clubs Regulations 2015.

Once registered as a CASC, a club cannot apply to be recognised as a charity. To convert a registered CASC to a charity involves closing down (winding up) the CASC and transferring over the assets and activities to a new charity.

www.streetgames.org

StreetGamesSportsCharity

StreetGames

StreetGamesUK

Fundraising Contact Form