



Show me the Money!

CONSORTIUM

for stronger lgbt+ communities

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Who is in the room...

Your Name

Organisation Name

One thing (in 1 sentence) that your groups is really great at?

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Skills Development & Training Programme

Learning Outcomes

- Finding and identifying (and understanding) funders
- Building a project for funding

We also offer resources on Getting Fit for Funding, Creating a Fundraising Plan, Diversifying Income, Building Corporate relationships

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Find your Funder

The first step is to generate a list of potential funders that are a good match with your project.

You can search for funders in a variety of ways:

Use an online grants directory:

- [Funder Finder](#)
- Fundingcentral.org.uk
- [GrantsNav Grantsonline](#)

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Ensure a good fit with your chosen funder

Do your research:

- What are the funders interests and grants criteria?
- What type of organisations they usually give to?
- What is the typical grant size?
- What are the deadlines and decision waiting times?

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8 out of 10 funders...

We asked a panel of funders what kind of application lights them up when it lands on their desk

An application, that when I have read it...

- I know what the organisation does
- I understand the issue they want to tackle
- I understand how they intend to tackle it
- I understand the change they want to bring about
- I understand how much it will cost

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Not just business as usual...

Unless a funder specifically states that it funds 'core costs' or make general contributions, you will need to **develop a project for your bid**.

This could be anything that your group wants to do or needs but it needs to be wrapped up as a project, **with clear outcomes**.

Most funders like their grants to pay for most of the project, rather than contribute to larger pieces of work.

A project should assist your organisation in achieving its overarching aims but it should be able to produce its own set of activities and outcomes.

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Have a clear project plan

Before you start applying, produce a clear written description of your project or need:

- Why the project is important?
- What will you do and how will you do it?
- What will the outcomes be?
- How will you demonstrate that you have achieved the outcomes?
- How much will your project cost?
- What will happen after the funding runs out?

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Evidencing the need

Just saying something is needed isn't enough for funders.

- How do you know there is a need, what evidence can you offer?
- How do you know that your proposed project is the way to meet that need?
- How have you included the people who have that's need in working out how you will address it?

Any research or data is good but human stories are better – funders are confronted with applications full of stats every day!

How do we over come the challenge of a lack of data and research... ?

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Evidencing the need

- National LGBT Survey
- Consortiums Resource Library > Reports and Research
- Consortiums Insight Reports 2014 – 2019
- Evidence from your own work
- Gender Kit <https://genderkit.org.uk/resources/research/>
- Other similar projects that have been successful
- Consultation exercise with group users

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Terminology

Inputs

The resources you need to carry out your work or project

Activities

The practical things you will need to do to make your project or work happen

Outputs

The number or volume of things that happen as a short-term result of your activities

Outcomes

The the changes that happen as a result of your work or project.

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Terminology

Evidence of Need

To clearly communicate what your project needs to take place and provide evidence for it ...

Measuring

To measure work against a set of outcomes, a timeline or milestones so that we can monitor its progress and demonstrate that we have achieved our goals

Monitoring and Evaluation

Used to assess the performance of a project, grant or programme and to demonstrate change

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Exercise – Example

Overall Aim	The LGBT+ Sector is more sustainable
Outcome	LGBT+ Groups have the tools, Skills and opportunities to diversify their income
Output	5 training sessions 50 delegates from 40 groups
Activity	Design and organise 5 training sessions Create a range of tools
Input	Funding for staff time Knowledge and skills around income diversification

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Exercise – your turn

Overall Aim	What's the point of the project?
Outcome	What changes will occur as a result of your work?
Output	What things will happen as a result of your activities
Activity	What practical things you must do
Input	What resources and skills you need

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Applying for funding... DO

- **read the guidelines**
- learn about a funder before applying
- tailor your application to fit
- Ensure that you're clear about all the terms and conditions
- seek help if you need it
- get someone outside of your group to read your application
- keep a copy of your application and supporting materials.
- learn from unsuccessful applications.
- Keep it human...

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Applying for funding Don't

- send more than you are asked for
- forget that processing an application takes time when planning work or trying to plug shortfalls in income
- be greedy
- apply for everything
- rush it
- make stuff
- be rude

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Over to you!

Some simple things you can go away with today and start making habit for your group...

- Have a description of your groups aims, vision, mission work etc. set and ready to use in funding bids
- As a group, create a simple fundraising plan to look ahead at what you might want to apply for, who will do it and what time you need
- Start keeping a file of “supporting evidence” comments from service users and so on
- Be familiar with your group's costs

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Further Support

There is a range of fundraising resources available to Members on our website

Further support:

- Fundraising Planning Toolkit
- Fundraising from Grant Makers Toolkit

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