

# PROJECT FUNDING

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## PROJECT FUNDING – PROGRAMME OUTLINE

- Welcome
- Preparing to apply – getting ‘fund ready’
- Phasing your project
- Overview of funding types
- Identifying funding sources
- Grant search – case studies
- Choosing a funder – what are they looking for
- How to write a good application
- Jargon busting
- Why applications fail – get inside a funder’s head!
- Managing the money

## PROJECT FUNDING – PREPARING TO APPLY GETTING ‘FUND READY’

- Have a clear & specific vision of what you want to do and how you aim to achieve your goal
- Know what benefits the project will deliver to the target group
- Have a strong skilled management committee bound by an agreed constitution
- Have finances that are regulated and in order
- Have a business plan if you are a company
- Have a good understanding of the project and its purpose
- Have your Key Documents ready

## PROJECT FUNDING – PHASING YOUR PROJECT

- Depends on size – can be simple!
- Issues, Tasks, Milestones
- Capital/Revenue costs
- Natural sequence eg feasibility study

## PROJECT FUNDING – OVERVIEW OF FUNDING TYPES

- European
  - ESF
  - ERDF
  - LEADER /SRDP
- Lottery
  - Funds through 10 lottery distributors in Scotland
  - Heritage Lottery Fund, Big Lottery Fund, Awards For All, Creative Scotland
- Government/Public
  - Highland Council
  - SNH – Scottish Natural Heritage
  - CNPA – Cairngorms National Park Authority
  - Community Council
  - Climate Challenge Fund
- Private Trusts / Charities
  - Usually require applicant to have charitable status
  - Innovative projects outside scope of traditional government funding
  - New ways of tackling problems
  - Disadvantaged and minority groups
  - Tackling new social problems
  - Research
- Private companies/sponsorship
- Community Shares
- Crowdfunding

## PROJECT FUNDING – IDENTIFYING FUNDING SOURCES

- Grant funders
  - Can be broad based or more specialised – criteria guidelines
  - Widely varying min/max grants available
  - Funding deadline – some are finite
  - Funding conditions – main funder, match funder
- Funding websites
  - [www.4bcommunity.co.uk](http://www.4bcommunity.co.uk)
  - [www.fundingscotland.com](http://www.fundingscotland.com)
  - [www.foundationscotland.org.uk](http://www.foundationscotland.org.uk)
- Funding advice:
  - Local Third Sector Interface – VABS or HTSI
  - Cairngorms LEADER Programme Manager – Alice Mayne
  - Highland LEADER Programme Manager – Fiona Cameron
  - Funder Case Officer

**PROJECT FUNDING – CHOOSING A FUNDER  
WHAT ARE THEY LOOKING FOR?**



- Criteria: 4 main types
  - Location
  - Type of organisation
  - Size
  - Project purpose
- Amount of grant required & when
- Sustainability
- Match funding
- Contribution from the group incl. 'in kind'
- Good quality of information – case officer

**PROJECT FUNDING –  
HOW TO WRITE A GOOD APPLICATION**



- Demonstrate:
- the need for your project
  - good planning/well thought through
  - when and where it will happen
  - how you are going to carry it out
  - who will be responsible for seeing it through
  - what difference it will make  
= outcomes + outputs - deadweight
  - how you will measure its success
  - what it will cost
  - good management including policies & procedures

**PROJECT FUNDING – WHY APPLICATIONS FAIL  
GET INSIDE A FUNDER'S HEAD!**



- Project has already started
- Wrong funding scheme – doesn't conform to criteria
- No real evidence of need
- Poor planning/unrealistic costings
- Poor budgeting/financial management
- Plans not explicit enough
- Weak management structure
- No monitoring and evaluation

**PROJECT FUNDING – MANAGING THE MONEY**



- Organisation
- Payment schedules
- Cash flow
- Meeting funding deadlines
- Fundraising vs Funding

**PROJECT FUNDING – THE JARGON**

