CHEAT SHEET
Grant Jargon Busters

Acquittal – a report due at the end of the project, generally an online questionnaire of what was achieved and how you spent the money eg. did it happen as planned, what marketing you did, survey feedback, the final budget, invoices or receipts. Often due three months after the project is completed, you won't be able to apply again if you don't acquit the grant. Some funders withhold a final payment until they're satisfied with your acquittal.

Audience development - the process of defining, growing, and reaching an engaged community of fans. A marketing strategy that helps you find new audiences including members, volunteers, participants, spectators and strategic partnerships.

Balanced budget – your expenses and income are the same amount so you break even (zero profit, zero loss). Most grants require this to show you can't do the project without the funding. If you generate income and you make a profit, you outline that in the acquittal. You don't need to give the funding back, funders want you to succeed.

Capacity building – learning or improving skills and knowledge that can help you or your organisation perform at a greater level eg. training, coaching, workshops, courses, work experience, consultants with expertise you don't have.

Community/Stakeholders – people who share a similar location, interest or affiliation as you eg. participants, members, staff, volunteers, residents, clubs etc. They're closely effected by what you do. Not to be confused with Stakeholders, they aren't as closely impacted eg. government, sponsors, peak body.

Community/Member Engagement - The consultation with your community about the project. It identifies the support, preferences and what's important to them.

Co-contribution – income provided by other sources eg. other grant funders, sponsorship, loan. Some funders require you to put some of your own money in, which could be ticket sales, fundraising, participant fees etc.

Economic impact – the financial effect of the project, its contribution to creating jobs, generating services, sales and income. You can collect this info in a survey. If you're unsure, ask the funder to provide examples.

Evaluation – the collection and analysis of the data the project achieved including the targets, financial and qualitative results. Identify them at the start, monitor them during the project and report on them at the end.

In-kind – services, products or labour you would normally pay for but receive for free eg. venue hire, prizes, advertising, photography etc. In-kind items must be included in your budget, and you should get a quote or an email with the pricing details.

Project - the term generally used explain what you're applying for eg. equipment, website, marketing, event costs, performance, program of activities etc.

Retrospective costs – any payments you make before the application is approved aren't eligible. You need to plan your project in advance, and you may need to pay some costs up front, but these can't be funded.

CHEAT SHEET
Information to Include

- Organisation history, purpose and project objectives

- Expected audience/members/participant numbers

- How the need is identified eg. community engagement, industry data, research

- Marketing and promotion info, social media reach, campaign schedule

- Detailed budget with exact costs, quotes and in-kind

- All income sources including other grants, membership, fundraising, ticket sales

- Support material eg. annual financial report, constitution, letters of support, risk plan

Six Foundations - Who | Why | What | When | How

What is the project, what are you applying for, what will you spend the money on, what do you want to achieve, what are your objectives, what community support do you have, what are your budget costs, what quotes do you have.

Why is it important, is it an opportunity or are you solving a problem? Why will it help your organisation and why does the community need it? Why now and why are you the right organisation for this project?

Who is your organisation and what's its history, who does your project benefit, who is the audience, who are you targeting, who's on the project team and who are the key people involved?

When will your project start and finish, when is the marketing happening and what's the timeline for all the major steps?

Where is the project taking place, is it local or happening somewhere else, is there more than one location?

How will you implement the project, and how measure your success including evaluation? How will you make it accessible and inclusive, how are you going to market it and how will you manage the risks?

CHEAT SHEET
10 Common Mistakes

1 **No communication with the funder** – there's no getting around this, if you don't make contact with the funder you're not giving yourself the best chance.

2 **Organisation, project or budget items aren't eligible** – funders are very specific about who and what's eligible as well as what's not, so read all the application documents and if you're in doubt, ask the funder.

3 **Retrospective activities starting before the funding commences** – if you've already started your project or have made some payments, they're not eligible for funding. You need to plan in advance, but you can't start it until the funding is approved.

4 **Budget not itemised, not enough detail** - Your budget should list all the individual costs and be as detailed as possible. Many funders also require quotes and in-kind. They want to know you can manage tax payers money responsibly, so if you're light on the details, it can indicate a lack of planning and ability to manage the project.

5 **Not enough detail, low levels of planning, targets etc**– If you're not including enough information, you're less likely to be awarded the grant. Put yourself in the funders shoes and think about what you would want to know. The devil is in the detail.

6 **Unclear objectives, not sure how it meets the criteria** – your application needs to explain how it will benefit the community, members, participants etc.

7 **Duplicating an answer, not answering the questions properly** – sometimes the questions can be confusing or seem similar, but each question requires a different answer. Refer to the grant criteria and consider what the question is really asking. Sometimes you think you've been clear but you might have missed key information. Ask other people to read it and get their feedback, especially if they have no connection to your organisation.

8 **Lack of community feedback, insufficient letters of support, not the right community support** – if you don't have community support, or you aren't collaborating with other organisations to improve the project, you're less likely to be awarded the grant. Every project needs support, so talk to your industry body and community groups that can benefit from your project. Avoid sponsors and suppliers as they will be biased.

9 **Asking for too much money, not value for money or no other income sources** – Some projects don't benefit enough of the community or the outcomes aren't clear, so the value for money is considered low. Your budget needs to support your argument for why your project should be funded. Most grants won't cover the full project cost, so you'll need to show other funding sources or income streams that match the budget.

10 **Good idea, but not a high priority for funding** - all funders have business objectives that need to provide community or industry benefits, but funding is very competitive and not all ideas will be considered a priority. Talk to your funder to make sure your project will be competitive.