

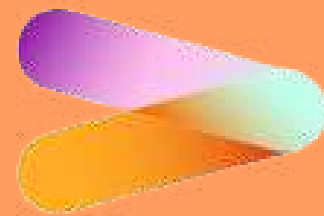
Capacity Building Workshop

GRANT WRITING *Essentials*

11 & 12 February 2025 - Proudly Presented By



Department of
**Local Government, Sport
and Cultural Industries**



Wicked
Strategies



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*Acknowledgement
of Country*



Acknowledgement of Country

We acknowledge indigenous people as our traditional custodians, and their continuing connection to the land, waters and the communities where we live, work and visit.

Here in the **Shire of Esperance**, we acknowledge the **Kepa Kurl Wudjari** people of the **Nyungar** nation and **Ngadju** people, and their importance to local heritage and identity.

We pay respect to all Aboriginal communities and cultures, and to Elders past and present.

Contents



*Understanding
Government
Grants*



*Getting
Grant
Ready*



*Key
Definitions
& Jargon*



*What
Funders
Look For*



*10
Common
Mistakes*



*Evaluation
and
Acquittal*

Who's in the Room?

- ☆ Who's previously applied?
- ☆ Who's been successful?
- ☆ Who's currently funded?

Let's
Connect

point of view

Grant

providing a sum
of money given
by a government
for what

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*Understanding
Government Grants*



AVAILABILITY

Understanding Government Grants

Millions of dollars available

- ★ Shire of Esperance (Local)
- ★ DLGSC (State)
- ★ Lotterywest (State)
- ★ Healthway (State)
- ★ Tourism WA (State)
- ★ Member for O'Connor (Federal)





DEFINITION

Understanding Government Grants

What is a grant?

- *A financial award to achieve the result of the proposed activity or project.*

Conditional on meeting agreed outcomes and may include specific milestones. ●●



Grants and sponsorships have the same definition. It's not a loan and you don't pay it back, but nothing is for free!



PURPOSE

Understanding Government Grants

What's the purpose of grant funding?

Opportunity or Problem

Identifies an opportunity or solves a problem eg. not available in your area, new idea, increased need

Business Objectives

Meets funders business objectives or focus areas eg. sport, arts, youth, health, infrastructure, tourism

Community or Industry Benefits

Achieve specific outcomes eg. increasing participation, creating jobs, skills development, community resilience



PURPOSE



Understanding Government Grants

How are grants awarded?

- ★ Open, competitive process
- ★ Strict eligibility and criteria, competition is tough
- ★ Regular grant program, can open and close in 30 days
- ★ Fixed amount, you might receive some funding but not what you ask for
- ★ Formal application and agreement
- ★ Complex process, Panel/Board decision



www.grants.gov.au/go/list

www.communitygrants.gov.au/grants

www.wa.gov.au/service/community-services/grants-and-subsidies





Understanding Government Grants

Similarities to Sponsorships

- ★ Helps you achieve your result
- ★ Encourages collaboration and connections
- ★ Relationships can be long term
- ★ Time consuming to apply, ideal for larger amounts

Differences to Sponsorships

- ★ Significant promotion, not just logos
- ★ Different benchmarking, cost pp
- ★ ROI, sales, customers, new audiences or markets
- ★ Generally more involved along the way



Grant funders develop your activity/project, Sponsors want you to promote theirs

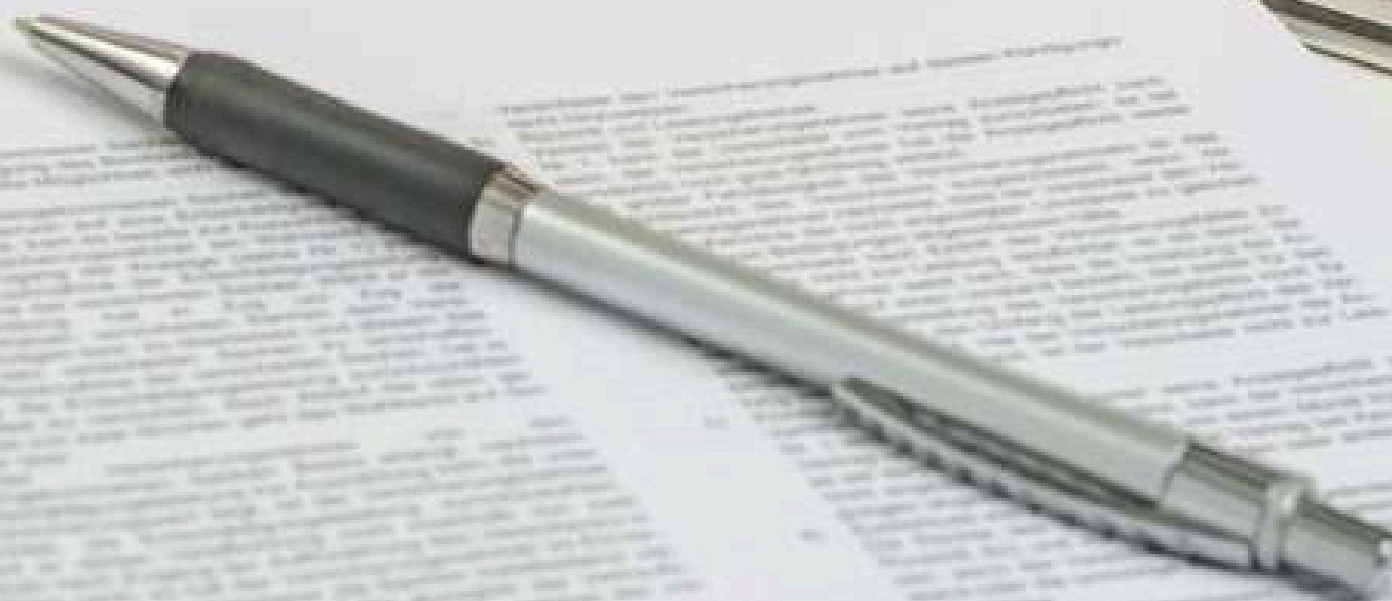
Understanding Government Grants



- ▶▶▶ Key government funding bodies
- ▶▶▶ Definition, how grants are awarded
- ▶▶▶ Purpose of grants and why they're provided
- ▶▶▶ Similarities and differences between grants and sponsorships

Applications

Grants



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Before You Apply

Before You Apply

General Information

Long assessment process,
often 3 - 6 months

Not all organisations and costs
are eligible, specific criteria

Can't apply retrospectively, after you've
bought items or paid for services

Can't apply for the same thing from
multiple funders, double dipping

Requires a bit of planning, you'll need
things from other people

Will take longer to write than you
think, double the time

Word count is small, be clear and concise,
only the relevant info, piece of the pie

Assume the funder has never heard of
you or your project, no bias

Grants are intended
to help cover costs

Before You Apply

Getting Grant Ready

Review the guidelines, eligibility, FAQ's, what can & can't be funded

Read the application from start to finish, prepare a draft in Word

Confirm exactly what items or services you need for your project

Prepare a full budget, get quotes, include in-kind

Confirm what support material you will include, photos, bios, letter of support

Make sure you have the time, a rushed application is even more stressful



Write the letters
of support



Funders don't need to share your passion

Before You Apply

First impressions count

Make an introduction, who you are, what's your project, your items

Clarify that your project and items to be funded are eligible

Ask questions, the do's and don'ts and tips for success

If you don't understand something, ask for examples so you know what they want

Call/email the funder as many times as you need

Check if you can submit a draft for feedback

If they have no idea you're applying, you're a step behind



Number one reason why an application isn't successful

Before you apply



- Do your homework, plan ahead, know what you want to apply for
- Read the guidelines, criteria, application form, start a Word version
- Get your budget, quotes and letters of support ready as early as possible
- Contact the funder, make an introduction, confirm project is eligible
- Give yourself time to do it properly, get organised

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Jargon Busting

Jargon Busting

Buzzwords in plain English

- ☆ Acquittal
- ☆ Audience Development
- ☆ Balanced Budget
- ☆ Capacity Building
- ☆ Community/Stakeholders
- ☆ Community/Member Engagement

- ☆ Co-contribution
- ☆ Economic Impact
- ☆ Evaluation
- ☆ In-Kind
- ☆ Project
- ☆ Retrospective Costs



If you're not sure what a word means, ask your funder for examples

FUNDING

Grants 

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What Funders Look For



COMPONENTS

What Funders Look For



Details



Need



Impact



Timeline



Budget



What Funders Look For

Foundations - What, Why, Who, When, Where, How

- ★ **WHAT** is your project, the purpose, what will you spend the money on, what will it achieve?
- ★ **WHY** is your project important, why now, why you?
- ★ **WHO** is your target audience, who does it benefit, who's key to the project, their expertise?
- ★ **WHEN** will it happen, start and finish dates, marketing, project timeline, key milestones
- ★ **WHERE** will it happen, local/regional location, multiple locations
- ★ **HOW** will you do it, how will it be accessible, how will you measure the results



Ask yourself these questions, they are important to the application



DETAILS

What Funders Look For

What goes in your application?

- ★ Organisation history, purpose, objectives
- ★ Expected audience/members/participant numbers
- ★ How the need is identified eg. community engagement, industry data, research, competition
- ★ Marketing, promotion, social media campaign schedule
- ★ Detailed budget with exact costs, quotes and in-kind
- ★ All income sources eg. other grants, membership, fundraising, ticket sales
- ★ Support material eg. annual financial report, constitution, letters of support, risk plan



*The devil is in the detail,
don't take shortcuts or
make assumptions*



SPECIFICS

What Funders Look For

How to increase your chances?

- ★ Be objective not subjective, it's all about the facts
- ★ Only what's relevant, the piece of the pie
- ★ Get to the point, warble and they'll miss it
- ★ Use plain English, don't make it complicated
- ★ Focus on meeting the criteria; what, why, who, when, where, how
- ★ Be thorough in your planning, provide as much detail as possible



*Everything worthwhile
is worth doing well,
take time, get it right*



EXAMPLES

What Funders Look For

Example questions

- ★ Provide a short summary of your proposed project and what you are applying for. 50 words
- ★ Why do you need to undertake this activity, why do you need to do it now? 1500 characters
- ★ What are you trying to achieve? What difference will it make to your Community? 500 words
- ★ What's your plans for marketing and promotion of the project? 1500 characters
- ★ How will you measure success? How will you know if you achieved your outcomes? 200 words



You're assessed on how well you answer the questions

What funders look for



- ▶▶▶ Project foundations; what, why, who, when, where, how
- ▶▶▶ Information is accurate, facts and figures are detailed
- ▶▶▶ All the questions are answered properly, support material is relevant
- ▶▶▶ Show there's a need and it has community support
- ▶▶▶ Good level of planning, capacity to manage the project

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10 Common Mistakes

10 Common Mistakes

Reasons why it goes wrong

- ① No communication with the funder
- ② Not eligible eg. organisation, project, items
- ③ Retrospective activity, starting before you apply
- ④ Budget not itemised, no quotes, no in-kind
- ⑤ Not enough detail, lack of planning
- ⑥ Unclear, not sure how it meets the criteria
- ⑦ Duplicating an answer, not answering properly
- ⑧ Lack of community feedback, letters of support
- ⑨ Asking for too much money, not value for money
- ⑩ Good idea, but not a high priority for funding



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Evaluation and Acquittal

Evaluation Content

“ The collection of information and analysis. It quantifies results and improves effectiveness. ”

Targets/KPI's

- ★ Participants
- ★ Members
- ★ Volunteers
- ★ Marketing
- ★ Social Media

Financial Results

- ★ Sales
- ★ Income & expenses
- ★ Grants/Sponsorships
- ★ Fundraising
- ★ In-kind

Qualitative

- ★ Survey feedback
- ★ Economic impact
- ★ Testimonials
- ★ Photos/videos
- ★ Reports

Part of planning,
finishes at the end of
the project

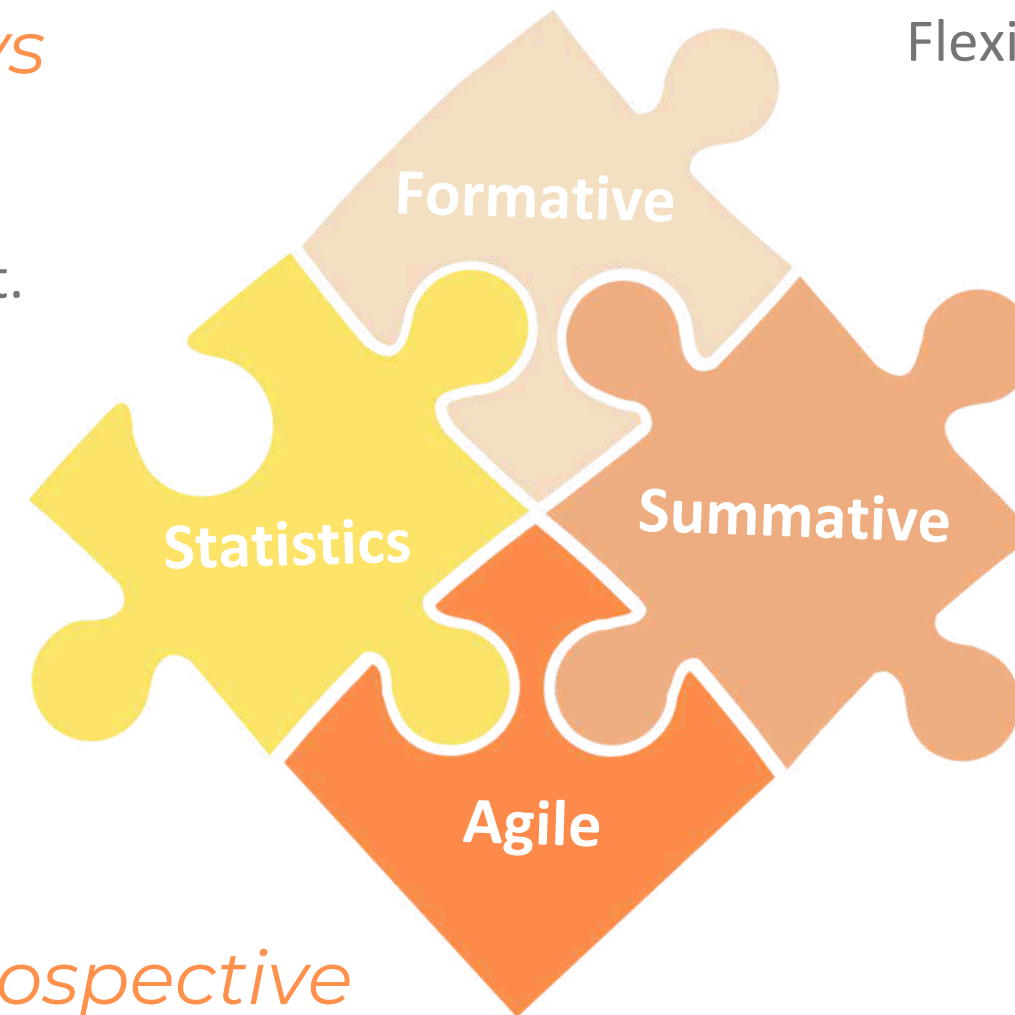
Evaluation Methods

Statistics & Surveys

KPI's, targets, budget, actuals V forecast. Survey feedback, economic impact. Key baseline data.

Formative Process

Performance and process review at any stage, allows changes during the project. Flexible to achieve results.



Summative Report

Outcome-based results with statistics, marketing and future development. Formal report, well documented.

Agile Retrospective

Post project effectiveness. Plus (+), Minus (-), Delta (Δ). Simple and informal, great for teams.

Evaluation methods, processes and tools

Acquittal Content

What goes in an Acquittal?

Statistics, facts and figures, details of each part of the project

Marketing, social media and advertising examples

Survey feedback; member, participant, spectator satisfaction

Learnings, what you would do differently or consider for the future

Development ideas, how to grow the project (if applicable)

Budget, invoices / receipts includes in-kind

A contractual report on the funded activities



Generally required three months after project finishes, funding can be withheld for future grants

Evaluation and Acquittal



- Evaluation starts at the beginning, during the planning
- valuation content: targets/KPIs, financial results, qualitative
- Methods and tools: statistics, surveys, reports, agile retrospective
- Acquittal report due by the deadline or funding withheld

THANK YOU ●

Question Time!

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