

A silhouette of a person jumping joyfully against a vibrant sunset sky. The person's arms are outstretched, and their legs are bent in mid-air. The sky transitions from a deep blue at the top to a bright orange and red near the horizon. The silhouette of a hill or mountain range is visible at the bottom.

**STRAIGHT  
FORWARD  
FUNDING**

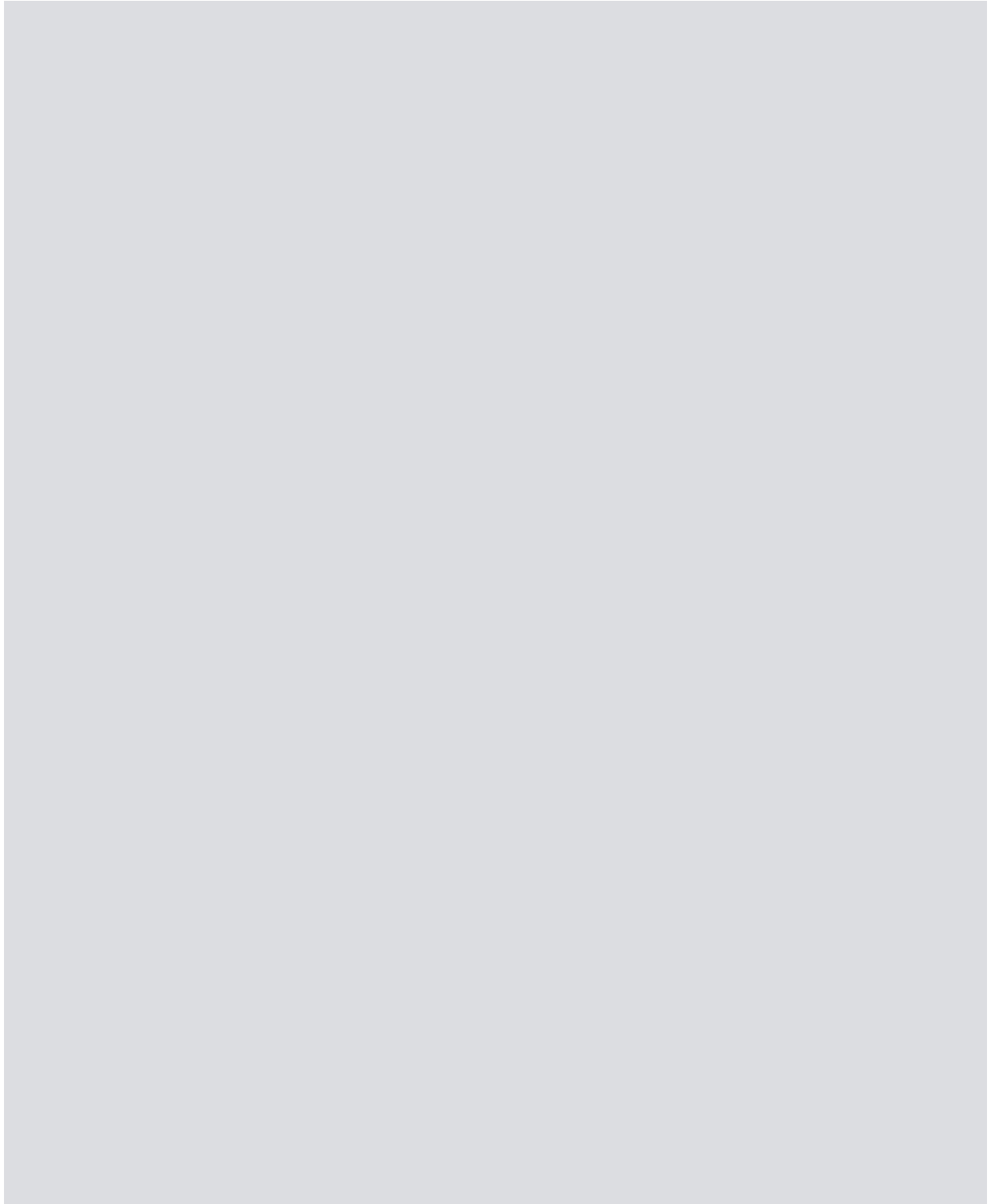
**Grant Funding  
for Sport, Exercise,  
Physical Activity and the Outdoors**

*That feeling when they say.....*

*'Congratulations on your GRANT!'*

[www.straightforwardfunding.com](http://www.straightforwardfunding.com)

# NOTES



# SECTION TWO

## WHAT DIFFERENCE WILL IT MAKE?

In simple terms, funders give you the money to 'buy stuff'. It could be money to buy staff time, to buy materials and resources, to develop a space, or even create a new building.

Different funders have their own priorities, and this will influence the activities they will fund, so you do need to check their guidance notes.

But the one similarity between almost all funders, is that although they award grants to 'buy stuff', what they are actually wanting to fund, is CHANGE. They want to see that their money makes a difference - and that difference needs to be aligned with their priorities.

That difference you makes usually means that you are solving a problem, creating change, and changing things for the better. The better you can describe this process, the more chance you have of the funder taking notice!

### **Funding helps fill a gap - the gap between**

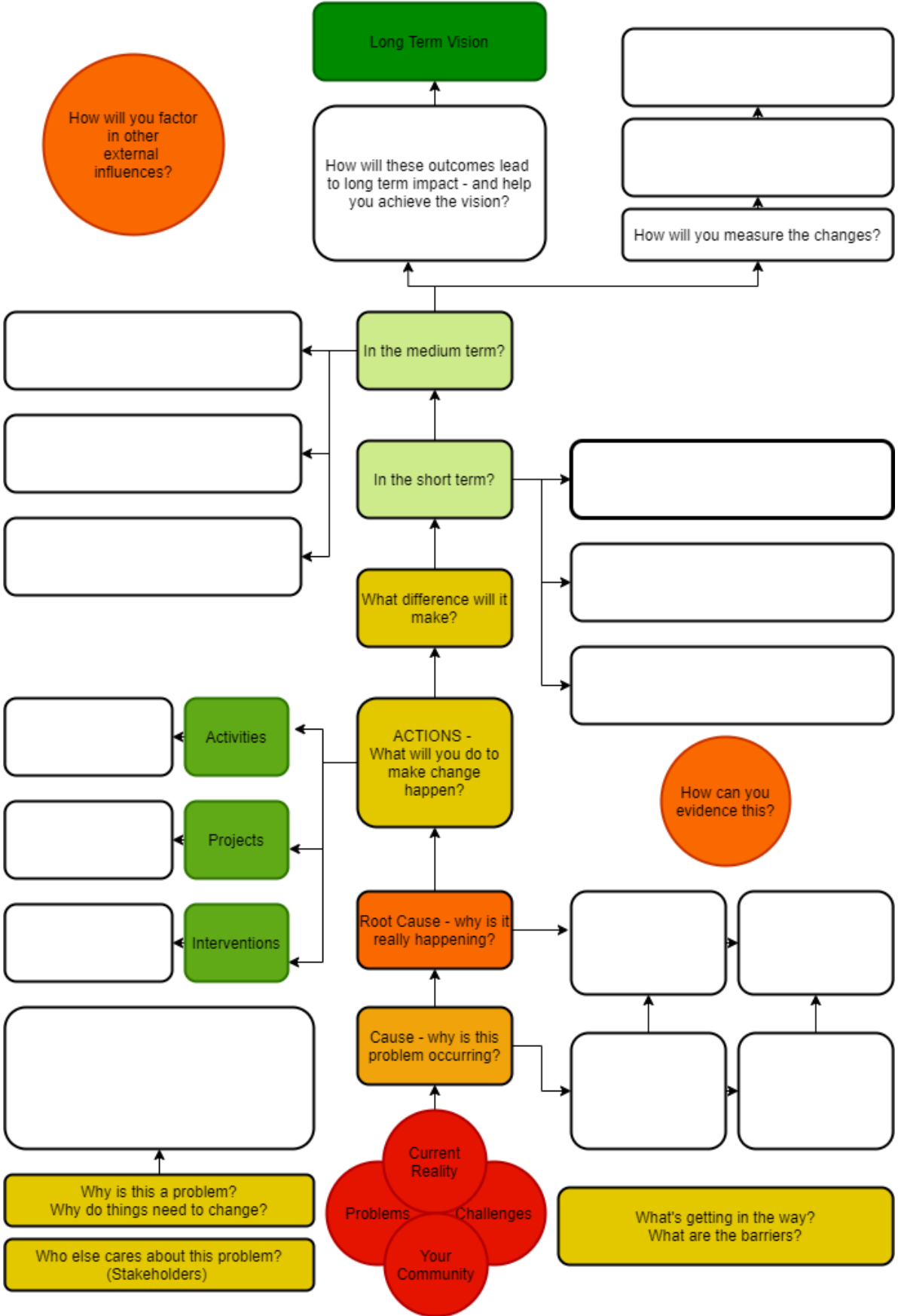
### **CURRENT REALITY and THE FUTURE VISION (OR IMPACT)**

Funders want to know what the problem is, what you want to do about it, what you need to do that and what difference it will make (to the people they care about. They may also want to know that you have given them an opportunity to shape the project - and they may also want to know how you will prove that the activities, project or interventions have made a difference.

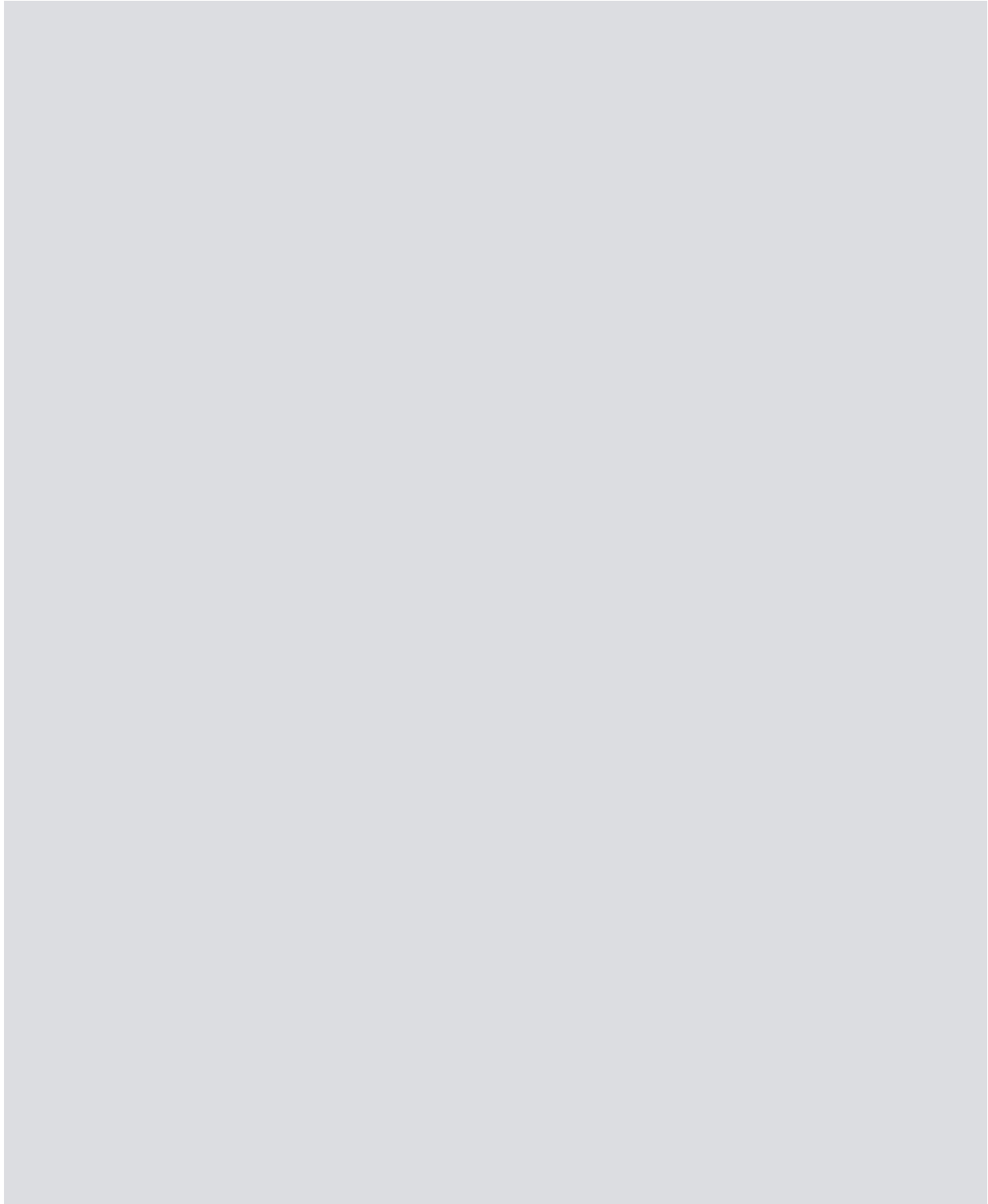
The diagram on the next page is (*very*) loosely based on THEORY OF CHANGE and can help you draft out a project outline, or answer key application questions.

I often use it as a guide to navigate the questions in an application form. It helps me to stop saying things like "Didn't they already ask me that", "I don't know what you mean" or "I wonder if this laptop will fit through that window?"

PLAN OUT YOUR THEORY OF CHANGE



# NOTES



# SECTION TWO

A FEW PLACES YOU CAN FIND  
INFORMATION ABOUT  
GRANT FUNDING

## **GrantNav**

Search, explore and download UK grants data published by funders in the 360Giving Data Standard.

## **Register of Charities**

Useful for researching more about specific funders, who they have funded - and how much they have donated.

## **Straight Forward Funding Sources**

Free Facebook Group listing hundreds of up to date sources of funding

## **My Funding Central**

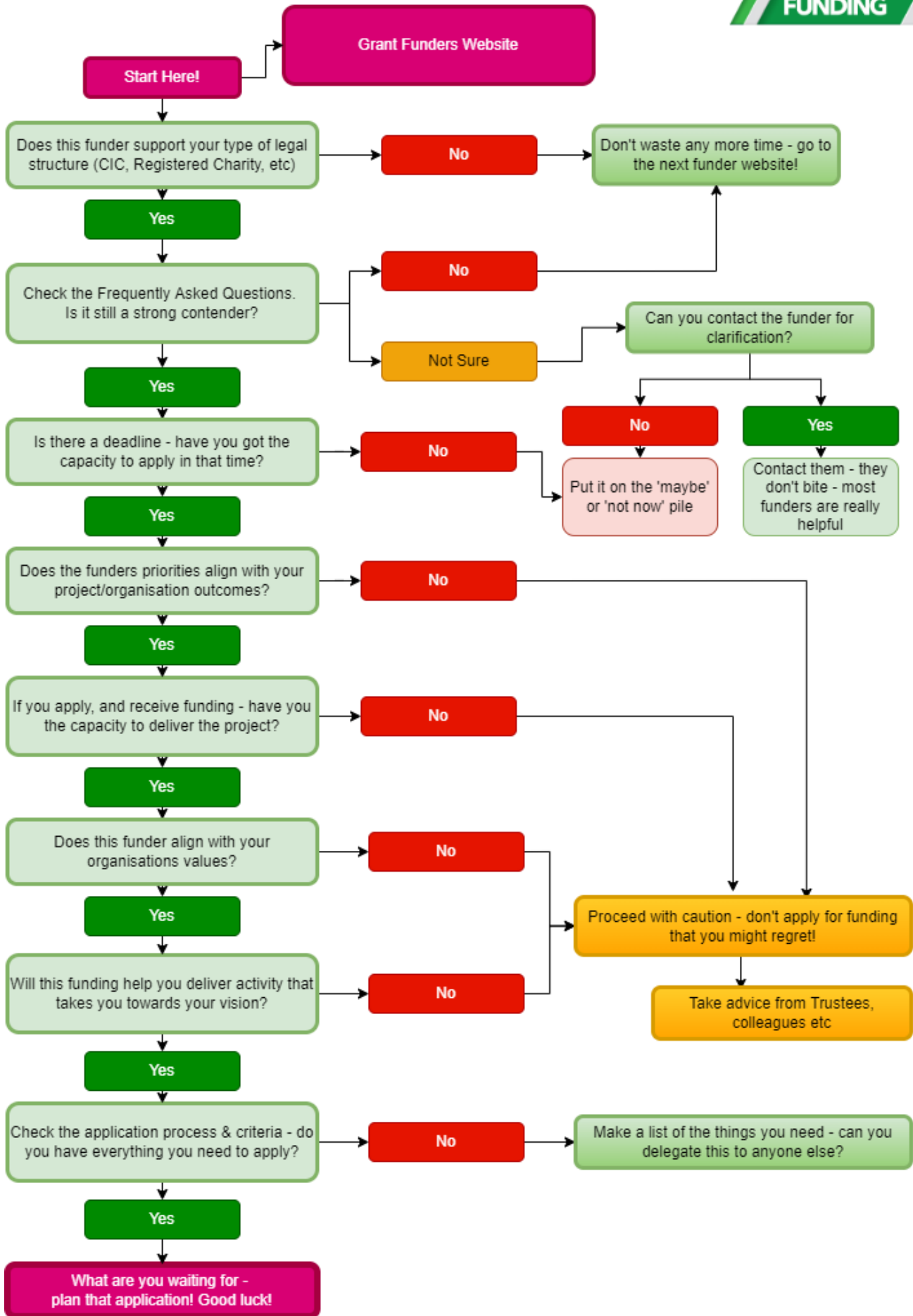
Search for funds for your charity, voluntary organisation or social enterprise - paid subscription some free info on website

**Sported** a UK wide charity promoting fairness and equity for young people through grassroots sport and physical activity.

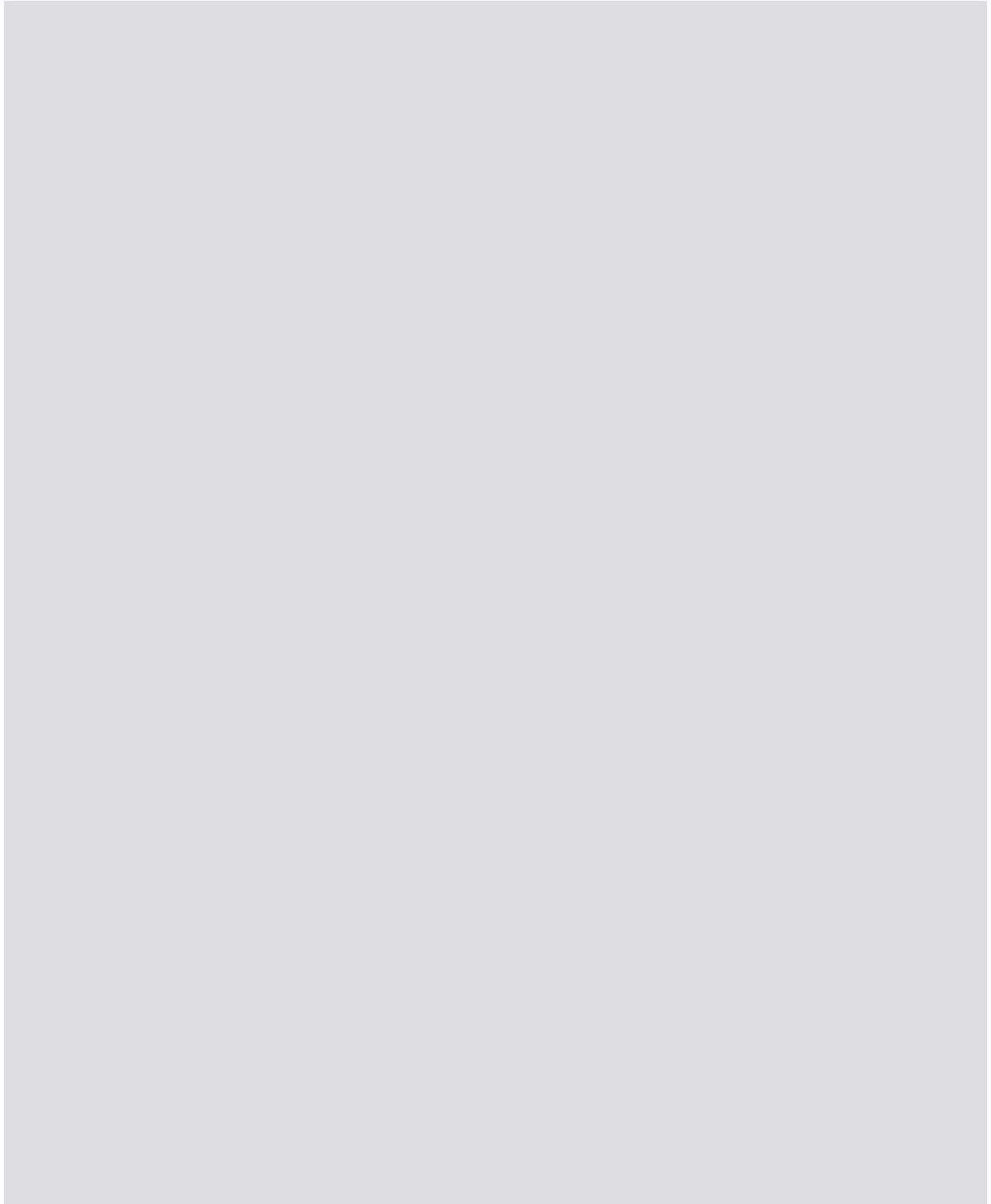
## **Local Authority - IDOX**

**Newsletters - #TopTip** - when you subscribe to newsletters, set up a dedicated rule that send them straight to a 'Newsletters Folder' within your Inbox.

**(To keep on top of email overwhelm [follow this link](#))**



# NOTES





# SECTION FOUR

## CURRENT SOURCES OF FUNDING

Grant funding opportunities change rapidly, which makes it extremely difficult to keep this resource pack up to date!

The aim is to get you off the starting blocks, and at the very least, have a document that lists a range of funders and their websites.

Although I do my best to keep it relevant - please check every funders guidelines carefully before beginning to prepare your application.

Don't assume that because you have applied to this funder before, that you know what you are doing.

Take it from me - I have made that mistake, and it is very frustrating when you realise that you have just wasted lots of your precious time....

Check the guidance every single time you prepare an application.



# A FEW SOURCES OF FUNDING

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*Which of the following funders has strategic aims and objectives you can help them achieve?*

**[ACCESS SPORT](#)**

**[ALPKIT FOUNDATION](#)**

**THE NATIONAL COMMUNITY LOTTERY: [AWARDS FOR ALL](#)**

**[THE BAILEY THOMAS CHARITABLE FUND](#)**

**[BARCLAYS COMMUNITY FOOTBALL FUND](#)**

**[BOOST](#)**

**[THE BRITFORD BRIDGE TRUST](#)**

**[BRUCE WAKE CHARITABLE TRUST](#)**

**[DAN MASKELL CHARITABLE TRUST](#)**

**[THE ECOLOGICAL SOCIETY](#)**

**[ERNEST COOK TRUST OUTDOOR ESSENTIALS GRANT](#)**

**[FORD BRITAIN TRUST](#)**

**[FOOTBALL FOUNDATION](#)**

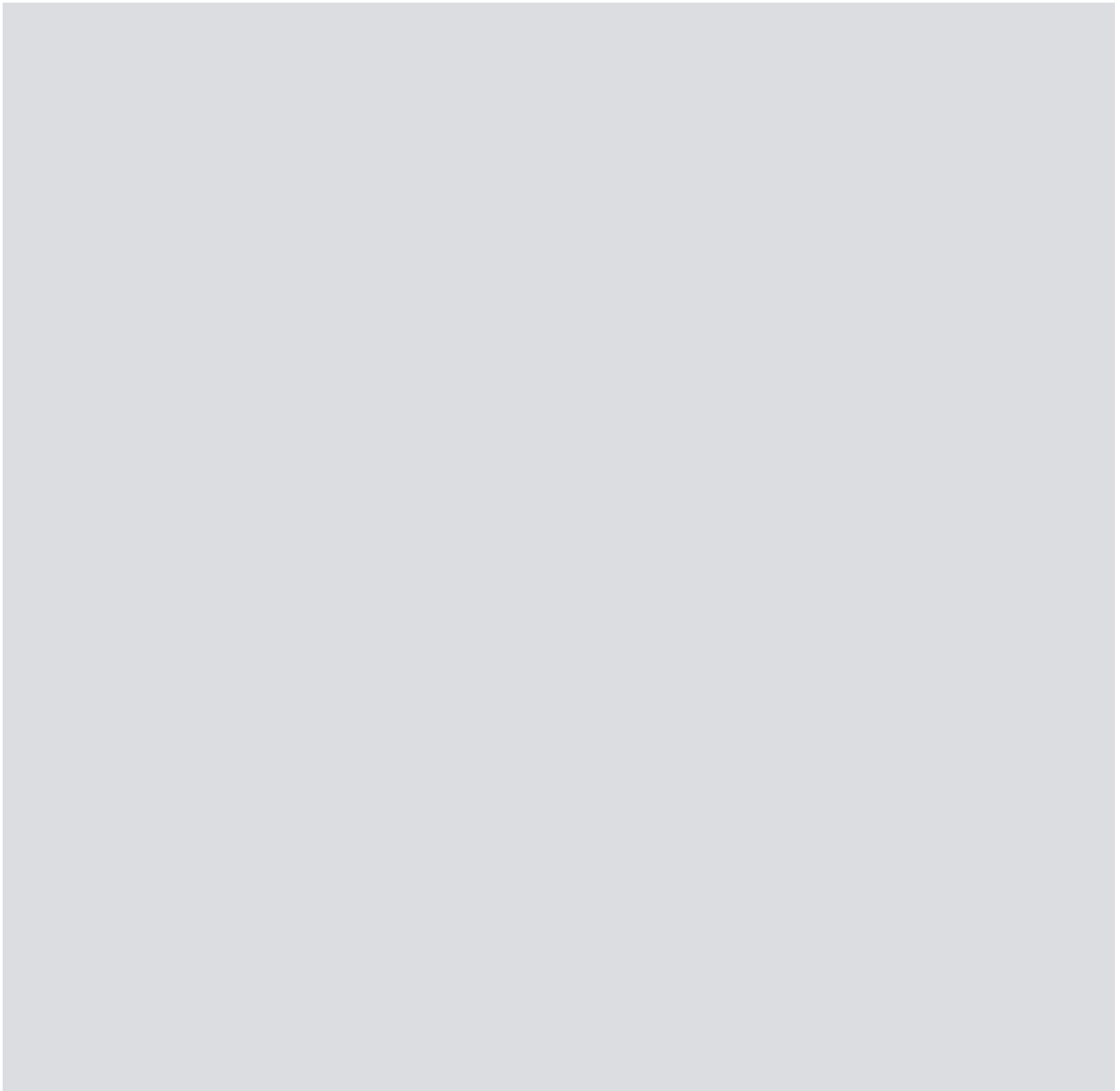
**[SPORT ENGLAND FUNDING](#)**

**[SPORT SISTER CLUB DEVELOPMENT GRANTS](#)**

# CURRENT SOURCES OF FUNDING

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**Your shortlist:** (the 3 you think are most worth a further look and why)



# THE DIFFERENCE FUNDING COULD MAKE TO YOUR BENEFICIARIES

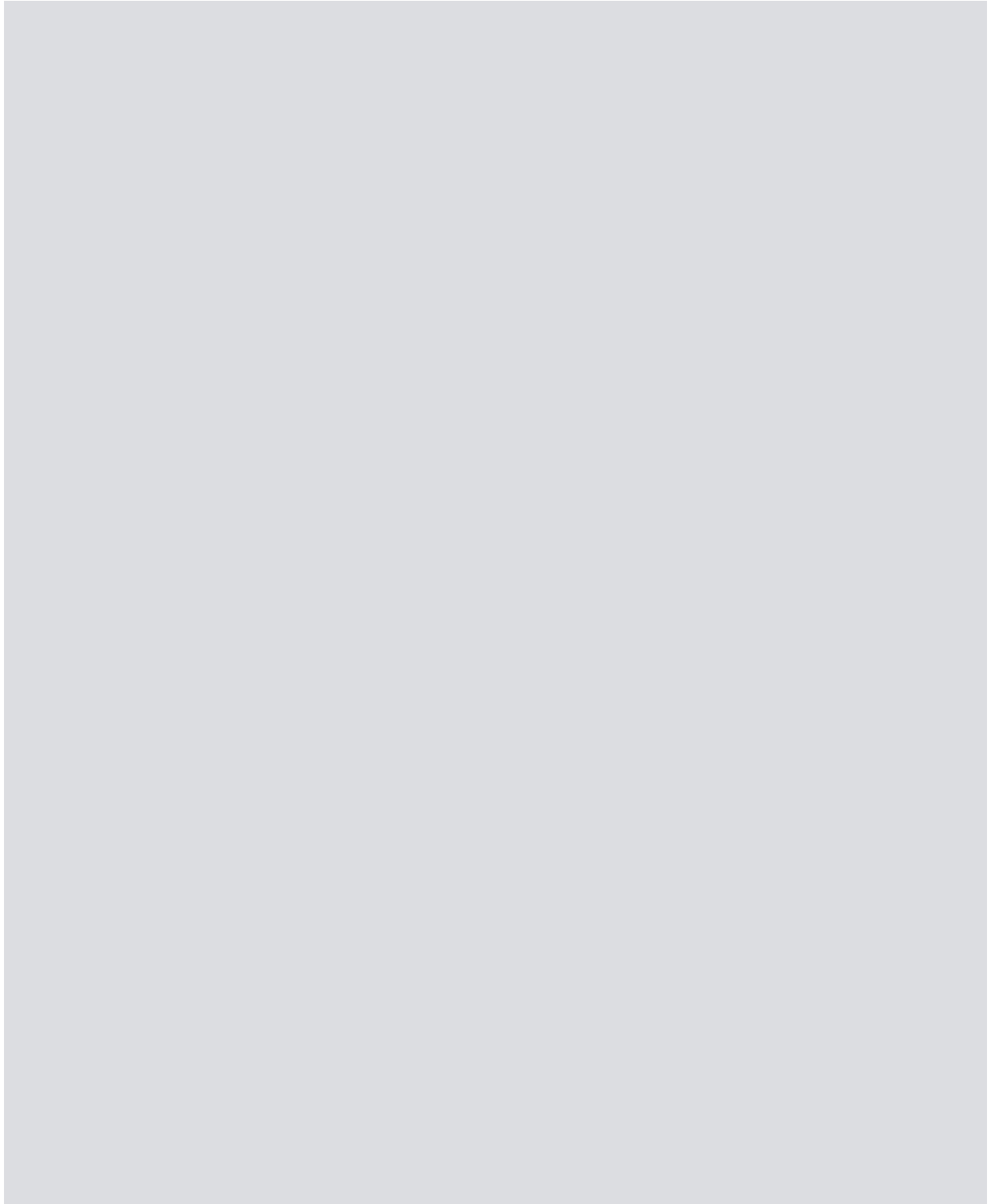
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A few examples

- prevention of ill health
- improved in strength, balance, gross or fine motor skills
- prevention of ill health
- reduced social isolation
- reduced or maintained (healthy) body weight
- improved quality of sleep
- increased energy levels
- reduced anti social behaviour
- improved quality of life
- improved mental health and wellbeing
- reduced symptoms of stress and anxiety
- improved educational attainment and/or engagement
- increased likelihood to volunteer for leadership activities
- increased tolerance understanding between/within communities
- increased tolerance understanding between/within communities

The outcomes above are examples only - make sure you can back up your claims with logic and/or evidence.

# NOTES



# SECTION FIVE

## APPLICATION FORMS & PROCESSES

Each funder has their own application process, form and requirements.

I have a theory that funders are not only asking the questions because they want to know those specific answers - they are also checking our ability to follow instructions! I might be wrong - but having that thought in my head encourages me to read each application form, guidance notes, supplementary information and strategy documents carefully! Why should they invest their hard earned cash in our organisation, if we can't even be trusted to follow instructions!

- If they ask for 7 duplicate copies to be sent by post - make sure you do that. They are probably trying to minimise their own printing costs in order to free up as much cash for social investment as possible.
- If they ask you to put the name of your school in the subject line of the email - double check that you have.
- If they give you a list of required information to include in a covering letter, work through them thoroughly and systematically.

Completing a grant application forms is not that much different from filling in a job application form. Each organisation will ask for slightly different information - it's your job to make your answers simple, specific and easy to understand as you can. Bullet points are fine!

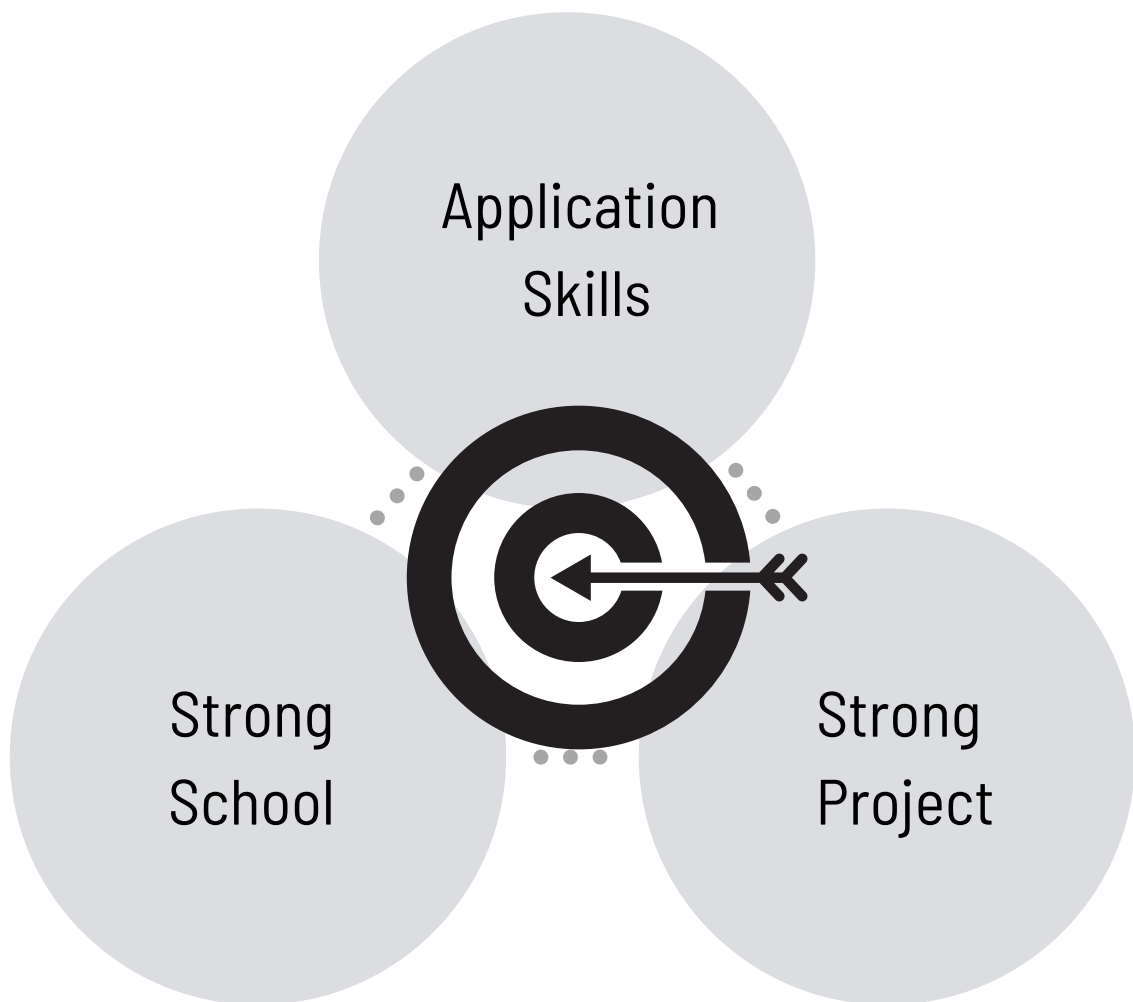
Assume they know absolutely nothing about you - and when you answer each question (that you have obviously read through carefully...) be specific and put the important stuff first!

I've known some funders receive over 3000 applications for a pot of money that will only stretch 50 ways. Think about it from their perspective, have you made it as easy to read and understand as possible?

# BIGGER PICTURE

**REMEMBER:**

A well written application is only one small part of the process.



# APPLICATION FORMS



Have you checked the eligibility guidance?



Read the application form all the way through before you begin.



Make a note of key questions, ideas that occur to you, or things you are unsure of.



Highlight key words in each question - double check that you have addressed each point



Have you checked whether it is a word count, or a character count?



Have you included every requested piece of supporting information - and nothing else?



Have you asked someone else to proof read it for you?



Have you kept a copy for your records?



# BASIC TERMINOLOGY

**Grant:** A grant is not a gift. A grant is a sum of money awarded to achieve a specific purpose.

**Inputs:** The things your school will do to achieve the project

**Outputs:** The activities or services that will take place as a result of your project or activity.

**Outcome:** The measurable difference your project or activity will make.

**Objective:** A clear goal, that can be defined and the results measured

**Budget:** An itemised list of anticipated income and expenses, and must closely reflect the project you have described in your application

**Capital Funding:** Funding that can help you construct or renovate a space or building

**Revenue Funding:** Costs relating to the delivery of your specific project or activity.

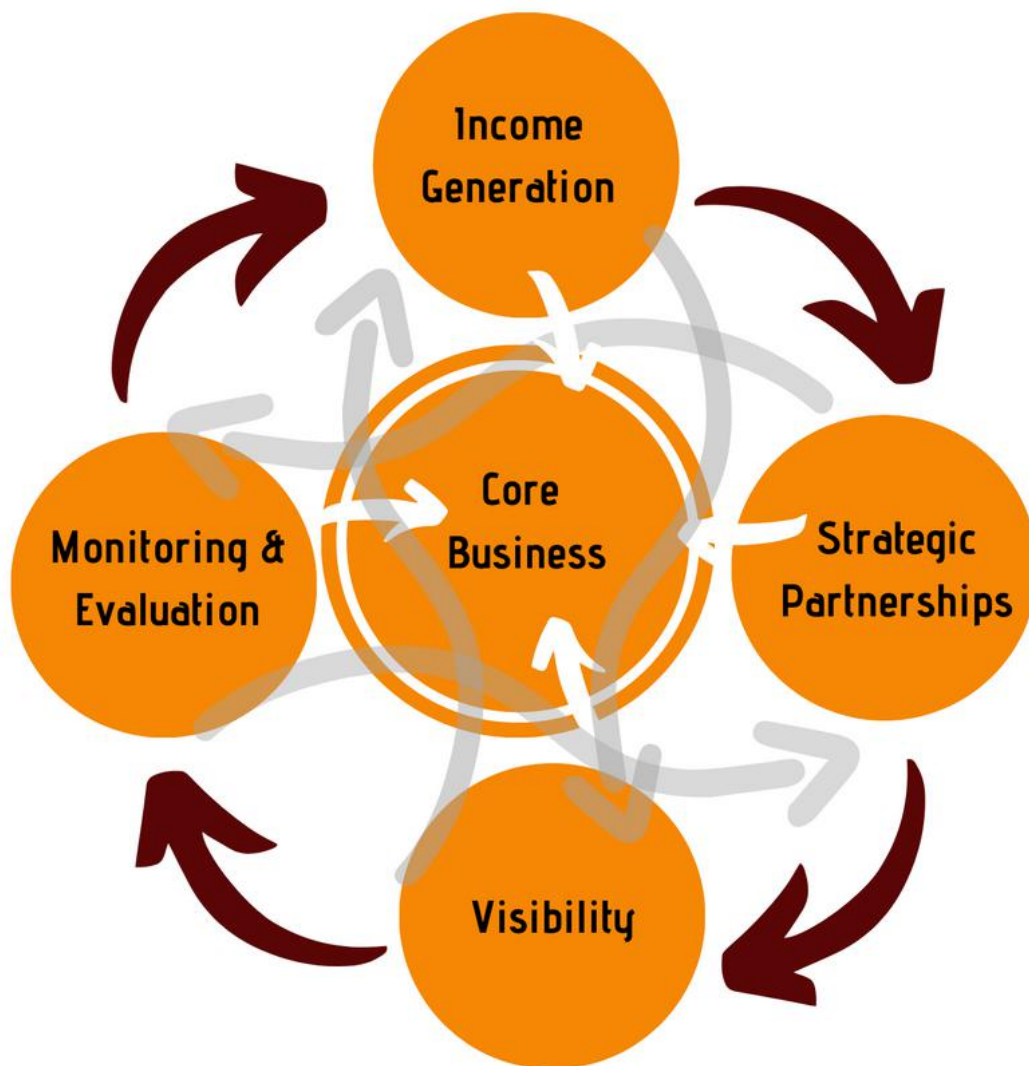
**Sustainability:** The measures you put in place to continue to make an impact once the project funding is finished.

**Unrestricted Funds:** Funding that can be spent on any of your schools priorities

**Core Costs:** Costs such as utilities or salaries, that are not directly linked to your project or activity, but are vital to your school as a whole.

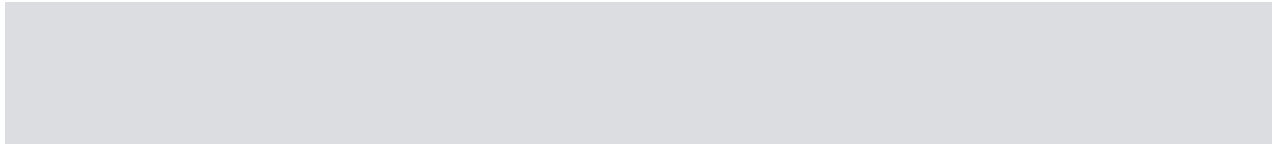
# FINAL THOUGHTS

MAINTAINING MOMENTUM



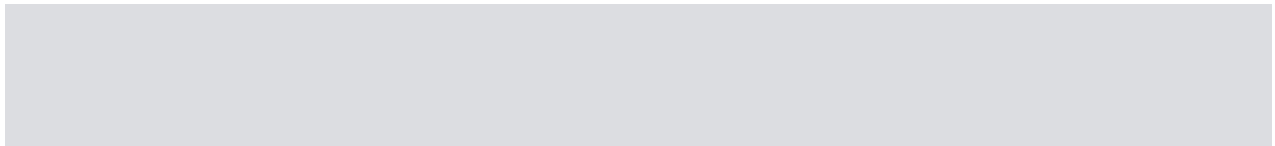
## MONITORING & EVALUATION

What systems do you have in place that could evidence need and/or impact?



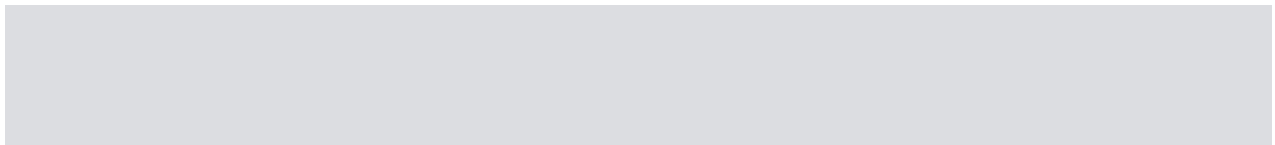
## STRATEGIC PARTNERSHIPS

who else cares about the difference you make to children's life outcomes?



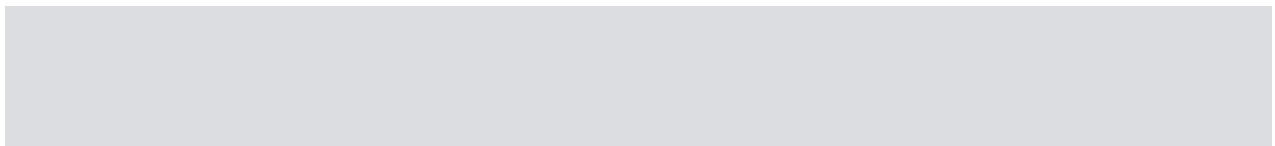
## PROACTIVE MEDIA & PR

Who are you telling about the difference you make and how?



## INCOME GENERATION

What difference will it make - to children, families and your wider community?



# ACTION PLAN

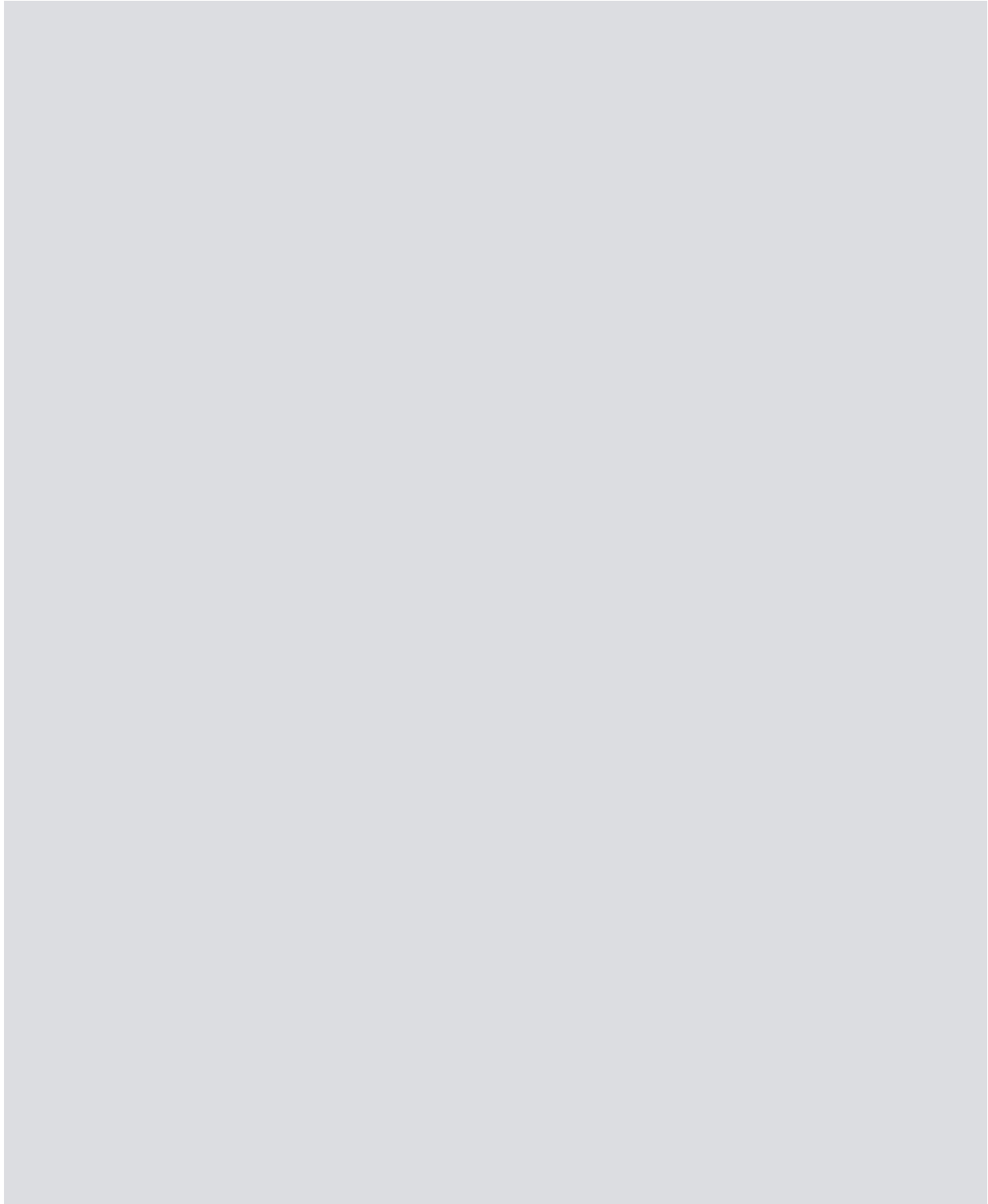
What do we want to achieve in the next 3 months?

3 most important actions this week

I have scheduled time in my diary to tackle these tasks

How will I keep myself accountable?

# NOTES





## NEED SOME MORE HELP?

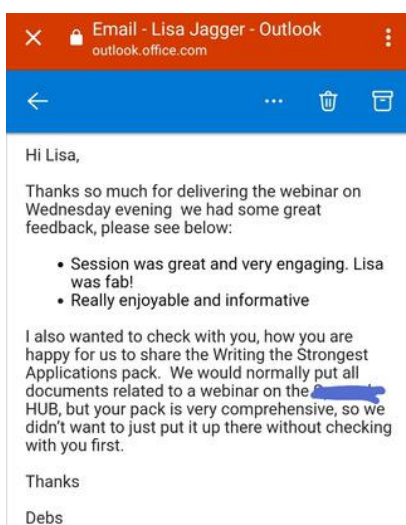
**Contact me direct at [lisa@straightforwardfunding.com](mailto:lisa@straightforwardfunding.com) for details of further training, resources, mentoring and 'power hours' or check my [website](#) for more details**

Follow my Facebook Page for regular tips, resources, and ideas  
[Straight Forward Funding](#)

Sign up for my free monthly newsletter to hear about future training, events, resources and much more [Newsletter](#)

Head to the resources page on [my website](#) for a range of (mostly free) downloads and resources

**And I always, always, love to hear how you've got on!!**



9 APR AT 12:53

Lisa on the back of your zoom training, we successfully applied to take the whole of year 4 to London for the day. Blue Spark Foundation - thanks for your input!

9 APR AT 14:06

That is amazing news, congratulations. So nice to hear some good news!!

the coming months to help find ways of increasing parental engagement and raise our school. Your funding ideas will be a great way of achieving this.

On a plus, with thanks to some of your online workshops I've managed to secure some laptops for our school! It wasn't that hard to be honest, but it gave me the confidence to try. We still need more, but at least we have 19 more students who can access remote learning and teaching from home.

Thank you for all the great work your doing - its making a difference!

Vicky