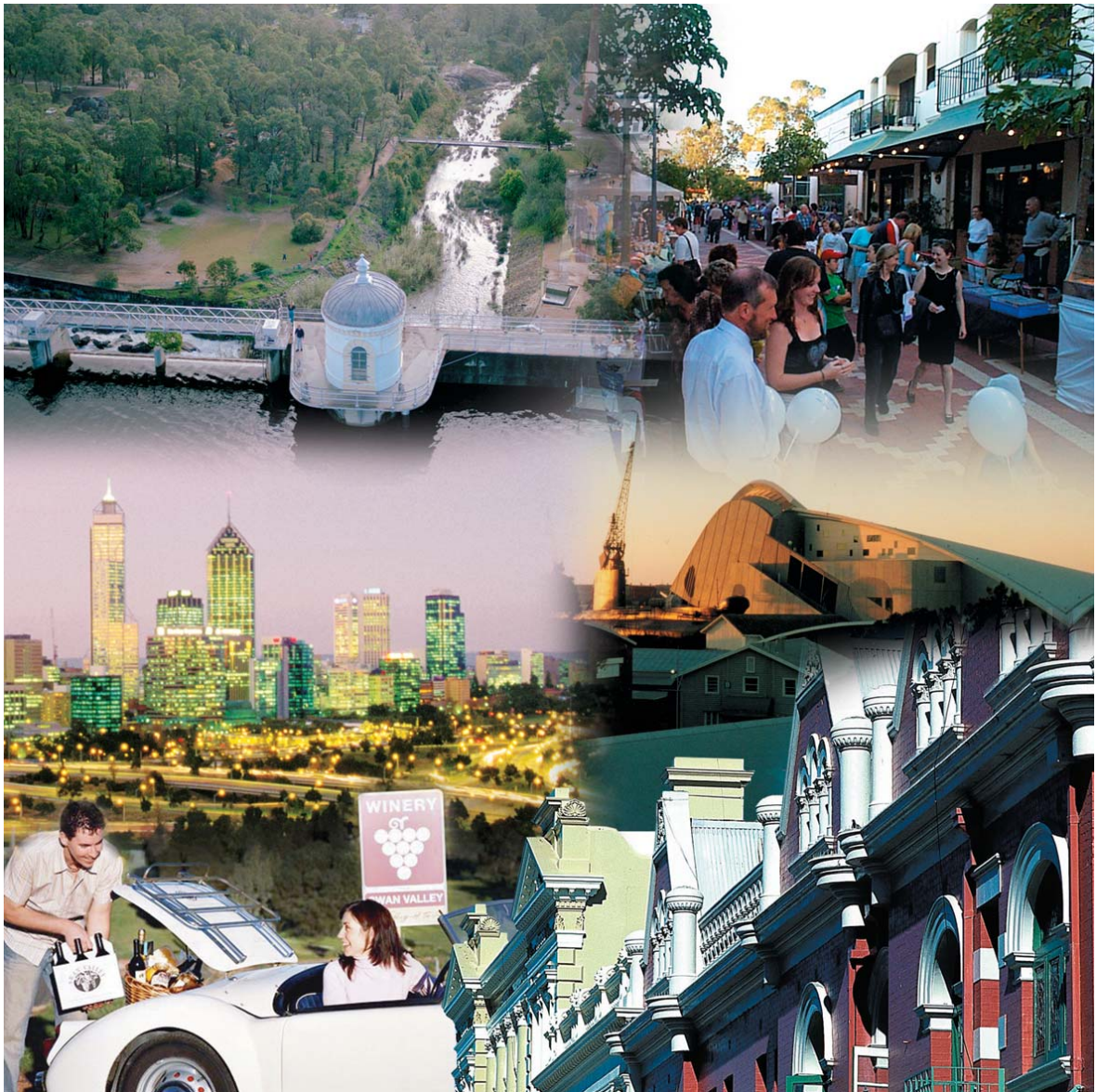


# A Guide to Grant Writing



Perth Area Consultative Committee



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*Participants in Perth ACC Grant Writing Workshops - Cockburn & Stirling*

## ABOUT PERTH ACC

The Perth Area Consultative Committee is part of a national network of Area Consultative Committees which will transition to Regional Development Australia in 2009.

ACCs are key regional stakeholders building networks and partnerships to find local solutions to local problems. Through these networks, ACCs promote and disseminate information on Government priorities and programmes for the benefit of business and the community. ACCs are an example of how the Australian Government is working in partnership with business and the community to achieve regional economic growth.

The Perth ACC region covers the metropolitan area from Yanchep Two Rocks in the north to Mundaring and Kalamunda in the east and Armadale and Cockburn in the south. The area encompasses 27 local government authorities, two regional councils and 11 Australian government electorates.

*“The growth and development of the whole Perth region which integrates economic, social and environmental opportunities to ensure the needs of both current and future generations are met”*

# OVERVIEW OF THE GRANT WRITING PROCESS

A good application is one that clearly and concisely presents the project objectives and outcomes, clearly and objectively presents all the required information in the application form and has all the supporting documentation required to substantiate the applicant's claim.

Grant writing requires a great deal of work and organisation and it can be helpful to follow the process which is outlined below:

1. IDENTIFY A SPECIFIC NEED FOR FUNDING
2. PLANNING
3. RESEARCH
4. WRITING THE APPLICATION

## 1. IDENTIFY A SPECIFIC NEED FOR FUNDING

The most important thing to always remember and to ask yourself and your organisation is... "*Are we applying for funding because a project has come from an identified need or are we applying for funding because of an identified funding source?*" If it is the latter you may want to re-think your application.

### WHAT TO DO

1. Identify what is needed
2. What projects are possible and do they match with your identified needs
3. Make sure that the projects you have identified are projects that your organisation is capable of implementing
4. Prioritise all the projects and generate them on a needs basis. This will be achieved by looking at what the organisation wants to achieve, the urgency of the need and the possible timeframes to achieve projects.
5. Brainstorm the order of preference or need of projects in a group if necessary. Give consideration to the following:
  - Are the projects viable and sustainable?
  - What are the project outcomes going to achieve?
  - Make contact with other community groups with a view to combining similar projects
6. Develop an outline for the project which includes answers to the following questions:
  - a. **Why:**
    - Why do you need this project? Is the project a want or a need?
    - Why is it important in the local context?  
e.g. economic dependency, population losses, insufficient employment opportunities or difficult socio-economic conditions
  - b. **Who:**
    - Who is the project for?
    - Who are the major stakeholders?
    - Who will be the key driver/s?



**c. What:**

- What is the project?
- What is the project about?
- What is the purpose of the project? e.g. community benefit, tourism development, business development, employment creation, social benefit, environmental benefit
- What will the project contribute to the community?
- What skills and resources are needed for the project?
- What are the risks associated with the project?
- What activities are required to make the project happen?
- What, if anything, will prevent the project from coming to fruition?
- What are the most appropriate sources of funding for this project?

**d. Where:**

- Where will the project occur?
- Where will the project impact?

**e. When:**

- When will it happen?
- When will the project start and finish?
- When will the required activities for the project take place?

**f. How:**

- How much will the project activities cost?
- How much funding is needed?
- How much cash and in-kind support are available



*Perth ACC Grant Writing Workshop, Stirling Civic Centre - September 2007*

## 2. PLANNING

The most important part of preparing an application is not the writing, but the planning and pre-writing preparation.

Before you start preparing an application you should know what activities you want to do and the desired outcomes of those activities. Be sure that your activities will directly lead to what you want to achieve.



Remember the old adage: *“Failing to plan is planning to fail”*

## KNOW YOUR ORGANISATION

It is important to know what your organisation is and why it exists. An organisational statement should be a concise one page document that includes the mission/vision of the organisation which includes:

1. How and why your organisation got started
2. What the organisation is doing today
3. Where you are going in the future

## 3. RESEARCH

If you have identified a need for funding, it is important to be able to substantiate this need with research. This should not only include factual information but also the feelings of people who might be affected by the project. Research could be undertaken to find out what is happening locally by contacting local government authorities, local businesses and community groups. By making contact you are able to find out what may be possible with the assistance of these organisations.

Make a copy of any information, such as articles or speeches related to the issue you are trying to address, or get ‘expert’ opinions related to the issue, conduct a survey and use case studies. These can be put in a proposal development file and will provide you with facts to support your application when you write it.

The following is a list of useful contacts to gain supporting documentation to prove your projects needs:

Australian Bureau of Statistics	<a href="http://www.abs.gov.au">www.abs.gov.au</a>
Bureau of Transport and Regional Economics	<a href="http://www.btre.gov.au">www.btre.gov.au</a>
Regional Development Council	<a href="http://www.rdcouncil.gov.au">www.rdcouncil.gov.au</a>
Institute for Sustainable Regional Development	<a href="http://www.isrd.cqu.edu.au/">www.isrd.cqu.edu.au/</a>
Australian Council for Infrastructure Development	<a href="http://www.auscid.org.au">www.auscid.org.au</a>
National Institute of Economic and Industry Research	<a href="http://www.nieir.com.au">www.nieir.com.au</a>
Our Community	<a href="http://www.ourcommunity.com.au">www.ourcommunity.com.au</a>
Australian Bureau of Agricultural and Resource Economics	<a href="http://www.abareconomics.com">www.abareconomics.com</a>
Department of Local Government and Regional Development	<a href="http://www.dlgrd.wa.gov.au">www.dlgrd.wa.gov.au</a>
Perth Area Consultative Committee	<a href="http://www.perthacc.com.au">www.perthacc.com.au</a>
· Perth ACC Strategic Regional Plan 2007 - 2010	
· Perth Regional Profile	

You can perform internet searches accessing research projects from the following:

- Universities
- TAFEs
- State Development Commissions

## IDENTIFYING FUNDING SOURCES

There are generally three different potential sources of funding for community projects including:

- Government funding (including local, State and Australian)
- Through private sector or individual sponsorship foundations.
- Foundations and philanthropic organisations

## WHAT TO EXPECT WHEN APPLYING FOR GOVERNMENT GRANTS

Government provides funds for a wide range of areas. Some important factors to be aware of when applying for government funding include:

- Government grants are often discretionary
- Have to meet guidelines (and in some cases timelines)
- Use standard application forms
- Some programs require matching or more than matching funding dollars
- You are establishing a relationship with the Government that will exist for at least the life of the project
- Typically, there will be a formal contract signed for the funding agreement
- Usually money is given in several payments and not all up-front
- Subsequent payments are dependent on progress reports and reconciliation of spent money, which demonstrate that you are meeting your commitments and are operating professionally.

## LOCAL GOVERNMENT

Local government plays a key role in the Australian community as democratically elected community representatives. You should consult with your local government early in the project planning and application development phase where your project will require:

- Formal statutory approval from the relevant local government authority to meet planning and other regulatory requirements and/or
- Ongoing maintenance at the end of the funding period.

Project support from the local government is a good demonstration of broad community support. Evidence of the local government's support should be included in your application. Details about local government authorities can be found at: [www.alga.asn.au](http://www.alga.asn.au)



*Perth ACC Grant Writing Workshop, City of Mandurah - November 2006*

## PRIVATE SECTOR GRANTS

There are some private foundations in Australia, which grant money. Often these grants are much smaller than those made by governments, and have strict guidelines and criteria which the applicant must meet.

### PHILANTHROPY AUSTRALIA



Philanthropy Australia is the national membership body for the philanthropic sector. It promotes and protects the interests of the family, private, corporate and community giving within Australia.

Funding is distributed primarily to the areas of social services and welfare, health, education, arts and culture, housing and community development, with particular emphasis on programs which benefit families, children and youth, and senior citizens.

[www.philanthropy.org.au](http://www.philanthropy.org.au)



### THE IAN POTTER FOUNDATION

The Ian Potter Foundation is a private philanthropic foundation. Grants are available for general charitable purposes in Australia. The areas of interest are the arts, education, environment and conservation, health, social welfare, science and medical research. There is also a small travel grants program.

[www.ianpotter.org.au](http://www.ianpotter.org.au)

## SEARCH FOR THE MOST RELEVANT AND SUITABLE FUNDING SOURCES

There are a number of government departments and organisations which have completed directories of grant funding. These directories are usually the best place to start. Even out of date directories can be useful for identifying the types of projects different departments will fund.

The following is a list of sources that can provide you with a comprehensive base from which to begin. Included are links to their websites.

### REGIONAL AUSTRALIA WEB PAGE



The Regional Entry Point provides information and links to Australian Government programs and service relevant to people living in regional, rural and remote Australia. The primary objective of the regional portal is to make accessing programs and services easier without people needing to know the structure of government or portfolio responsibilities. [www.regionalaustralia.gov.au](http://www.regionalaustralia.gov.au)

### GrantsLINK



GrantsLINK makes it easier to find suitable and relevant grants for your community projects from the many Australian Government grants that are available. GrantsLINK also helps you to find the best source of funding and assists you to complete application forms. [www.grantslink.gov.au](http://www.grantslink.gov.au)

## OUR COMMUNITY



Our Community is a private Australian organisation creating a new way to have access to get funding on a user pays principle. There are many key windows on the site with hundreds of pages of information and data resources for business and community services. [www.ourcommunity.com.au](http://www.ourcommunity.com.au)

[www.business.gov.au](http://www.business.gov.au)



The business website offers you access to government information, transactions and services. It is a whole-of-government service providing information on planning, starting and running a business. Included on the website is comprehensive information on grants and other funding programs which are available from the Australian, State and Territory governments and in some cases from local government authorities. It provides an alphabetical listing of grants and other assistance. [www.business.gov.au](http://www.business.gov.au)

## LOTTERYWEST

Lotterywest is able to support a wide variety of not-for-profit, community-based proposals that enhance the lives of Western Australians right across the State.

Lotterywest grants support people with special needs, disadvantaged people in the community, and initiatives that contribute towards the quality of life for all members of the Western Australian community. Grant opportunities support the diversity of communities and community services complementing contributions from the applicant, government, and the private sector. [www.lotterywest.wa.gov.au](http://www.lotterywest.wa.gov.au) or phone 9340 5270.



*Snippets of GrantSmart 2005/2006 & Wanneroo Grant Writing Workshop September 2006*

## 4. WRITING THE APPLICATION

Once all of the planning stages are completed you are ready to commence the writing of your application.

### GENERAL HINTS ON FILLING OUT AN APPLICATION

- Read application guidelines before attempting to start the application.
- Check if there is a closing date for applications to be submitted.
- Most grant providers list a contact person for further information. Use the contact person for the program as their job is to assist you to submit a good application.
- Write the application as though the grant provider doesn't know anything about your project, area or your capacity to deliver the project.
- Answer all of the questions. If you are unsure as to what a question means make contact with the contact person for the program.
- If you do not think that the question is relevant do not leave it blank. Briefly state the reason/s it does not apply to your situation.
- Do not assume that the funding body know what you are trying to achieve or have prior knowledge of your organisation or community.
- Keep the application straight to the point.
- Use short sentences and dot points to identify key areas of your project.
- Check for spelling or grammatical errors.
- Use the key words which are in the guidelines.
- Reference all material clearly including the date.
- When including referees for your application, contact the person first to confirm they are willing to be a referee. Provide them with a full copy of the application so when contacted by the funding body they will be able to answer the questions competently.
- Get someone to proof read the application before you submit it.
- Keep a full copy of the proposal and evidence that you have sent it.

### DEALING WITH THE BODY OF THE APPLICATION

- Carefully follow the application guideline instructions. It is helpful always to refer back to the guidelines throughout the application.
- Keep the application accurate, clear, succinct and directly relevant to the guidelines. Remember quality not quantity. This can be achieved by constantly referring back to exactly what the question is asking.
- Avoid the words if, could, may and might. Use language that is declarative such as "this grant will create a positive outcome".
- Include supporting evidence of your proposal by key stakeholders. This can occur by providing either letters of support or minutes of a community meeting where the proposal was discussed.
- Make sure that all specific information that is required as supporting documentation is attached to the application.
- Always keep to any word limits which may apply.



## PROGRAM GOALS AND OBJECTIVES

- Objectives are the steps and activities required to achieve your goals and aims, which are the general statements you want to accomplish. Program goals and objectives need to include:
- Description of the population, community and region who will benefit from the program
- A goal or goals for each identified need or problem
- How will each goal be addressed within a specific time frame with outcomes detailed within that time frame?
- How will each goal or outcome occur?
- What are the results from the goals and/or outcomes?

## BUDGET

- Your budget must be consistent with your project proposal.
- The budget must include accurate costings.
- More detail is better than less.
- Clearly describe the costs that are to be met by the funding body and all other funding sources.
- Include all sources of support including volunteer time, donated space and borrowed equipment.
- Don't pad your budget.

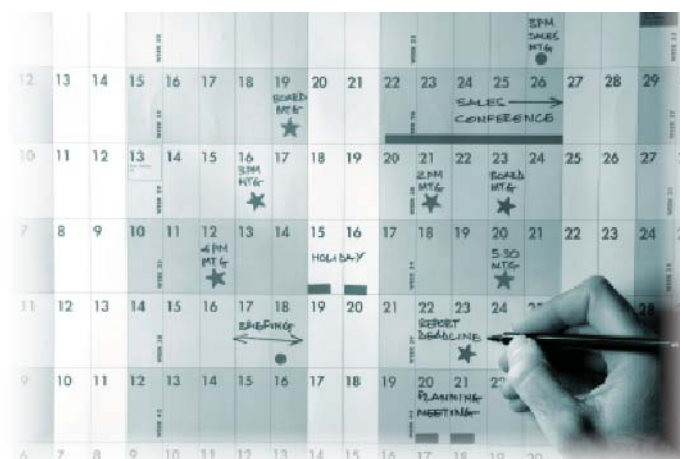


## 'IN-KIND' CONTRIBUTIONS

- Projects may include non-cash contributions which are called 'in-kind contributions'. These may include:
  - Property
  - Equipment
  - Services
  - Personnel time
- All of the above need to be valued at normal purchase rates
- In order to qualify as 'in-kind contributions' the following criteria must be met:
  - The contribution must be needed to fulfill the project goals and objectives
  - Must be applicable within the time frame or milestone of the project documented and validated in the projects records
  - The contribution must represent a genuine cost to the contributor that arises because of the project.
  - Check with the funding body to clarify interpretations of 'in-kind' as these can vary

## PROJECT TIMETABLE

You will be required to develop a timetable for your project where you list all of the objectives you aim to achieve and place these into realistic key milestones which will be achieved. The project timetable must also correspond to your budget for that particular milestone.





## ATTACHMENTS

If there is a word limit imposed on the application then you can include relevant information in attachments however it is important not to include unnecessary material. The most important principles to remember when writing an application are to keep the application accurate, clear, succinct and directly relevant to the guidelines. These principles apply to any attachments being included, such as:

- Plans – These can include the following:
  - Infrastructure
  - Business plans
  - Implementation plans which would include the how, what, when and who is implementing the project
- Studies/research and tables or graphs that support your case
- Market research which includes the following:
  - Who are the customers/clients?
  - Where do they come from?
  - How do you know your product/service etc is what the customer/client wants
- Information on key personnel
- Minutes of advisory committee meetings
- List of board members
- Auditor's report/statement
- Letters of recommendation and endorsement
- Pictures, architects drawings
- Copies of your organisation's publications
- List of other organisation's you are approaching for funding

## CHECKLIST

- Create your own if there is none
- Ensure you have met the assessment criteria
- Provide correct number of copies
- Present in correct style
- Check all attachments are included.

## SAVING TIME

- Best advice if you plan to do this often is "Keep A Grants File" with:
  - Constitution (proof of non profit status)
  - Strategic Plan
  - Annual Report and Financials
  - Letters of reference/support
  - Statistics
  - Media articles/publicity documents
  - Insurance details and quotes.

## SUCCESS

- Be aware of acquittal and reporting process required
- If successful, write a letter of thanks
- If you are unsuccessful, ask for feedback in writing
- Debrief at the end of the project
- and finally, make sure you

**Celebrate!!!**

## Making Sense of JARGON !\$&\_ \$@#\*!

Term	Meaning	
<b>Methodology</b>	What is your action plan from start to finish of your project?	This is a list of actions and/or tasks usually in sequence and timeline of activities.
<b>Milestones</b>	A key achievement at a specific stage in the project.	Payments of grant instalments are generally tied to the achievement of milestones – at set dates in the funding agreement.
<b>Outcomes</b>	The result, impact or consequence of a project.	Examples of outcomes are increased employment, increased community capacity, increased services.
<b>Outputs</b>	Tangible products that can be utilised to produce the outcome.	Examples of outputs are a building, refurbished infrastructure, a plan.
<b>In Kind Support</b>	Support to projects that consist of products or services provided to the project that have an intrinsic value but are not provided as direct cash or financial support.	Examples include volunteer labour and the use of an office at no charge (the value of the rent not charged would be an in-kind contribution).
<b>Performance Measure</b>	Indicators of the extent to which progress towards the outcomes have been achieved during the project.	An example would be the number of extra jobs created, the increase in tourism, the extra services provided etc.
<b>Cost Shifting</b>	Transferring a financial liability from a party that normally incurs that cost to another party, including government and other organisations.	Cost shifting applies to the transfer of those costs that organisations might reasonably be expected to make provision for or already receive funding from other sources.
<b>Project Viability</b>	Evidence that the project outcomes are sustainable beyond the funding period, that the project has been appropriately costed and that there is sufficient funding to achieve the outcomes.	The purpose of assessing project viability is to ensure projects funded will not need further funding to enable the outcomes to be completed or sustained.
<b>Applicant Viability</b>	Is the ability of your organisation to manage the project, achieve the outcomes and ensure sustainability of the project.	
<b>Retrospective Costs</b>	Any project costs incurred prior to a funding agreement being signed.	Most funding bodies will not fund retrospective costs. Applicants should not commit to, or incur, any expenditure on a project prior to a project being approved.
<b>Support</b>	The degree that the broader community is behind a project, including the commitment to sustain the outcomes of the project after the funding period.	Community support for the project is critical to the long term success and viability of the project.

## CONTACT PERTH ACC

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# Perthacc

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