



APPLICATION CHECKLIST - GROUPS

a funding information leaflet from *funderfinder*

Making an application to a charitable trust

Once you have drafted a funding application, you should try to step back and look at it critically. Check it against the questions below. You may find it helpful to ask someone who has not been involved in writing the application to go through the same process. You can also use the application questionnaire contained within FunderFinder's free software - *Apply Yourself* (from www.funderfinder.org.uk).

The grant-making body

Appropriate donor

- do their policies & practice (if you know them) match up with your appeal? (*if not, why should they break their own rules?*)
- are you asking for an appropriate amount? (*what's their income? what size grants do they make?*)
- is the timing right? (*when do they need the application by? when do you need the money by?*)

The actual application

Addressed to the right person

- personalised? or looks like a circular?
- most recent correspondent, spelt correctly?
- name of the funding body spelt correctly?
- most recent address?

Overall impression

- too long / too short?
- too glossy / too scruffy?
- legible?

Style

- too full of jargon? abbreviations?
- assumes they're idiots? assumes they're experts?

Content

- says who you are and what you do? (*clear and concise? or pages of trivia?*)
- says what your group's legal status is?
- says what you need the money for and why? (*what will it buy; who will benefit*)
- says how much and by when?

- says how you'll evaluate the grant? (*if appropriate*)
- says what else you're doing to raise money?
- says who they can contact for more details?

Supporting material

- accounts? a budget? (*what message are you giving if they're not included?*)
- annual report, press cuttings, leaflets.. (*too much?*)

General impression of group given by application

- businesslike? or 'well-meaning but woolly' ?

Leaflet supplied by
