

Writing Successful Grants

City of Greater Geelong Community Grants Program

July/August 2020



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Workshop Objective

Assist grant writers to better understand how to put strong application together to increase your chances of success!

**don't be
scared of
grantwriting**



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What is a Grant?

Put very simply.....

A grant is a sum of money given by one organisation to another for a specific purpose and particular outcomes.

Tip: Have a clear idea of something you need or want to achieve first – then seek a matching grant.



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Funders

Grants are provided by a wide variety of organisations, but the biggest providers are the different levels of government.

- Local Government – check your LGA website for info
- State Government – www.vic.gov.au/grants
- Federal Government – www.grants.gov.au
- Sport & Recreation Victoria - www.sport.vic.gov.au/grants-and-funding/our-grants
- VicHealth – www.vichealth.vic.gov.au/funding
- SportAus – www.sportaus.gov.au/grants_and_funding
- Commercial Organisations – Holden, Australia Post, Toyota
- Philanthropic – Give Where You Live



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It's very rare for clubs to be successful with ALL of their club grant applications.

Eligibility

- Check the guidelines /read the grant criteria carefully
- Look at the funder's website, Vision, Mission – does your project align
- Understand the trends
- If you fit – contact the grant agency to discuss your project
- Read the guidelines over again and highlight key words, themes, timelines, organisation contributions required
- Read the FAQ
- Seek suitable partnerships

Hints & Tips

1. Write with clarity
2. Clear identification of the problem – outcomes and the link to the grant
3. Solid governance / management framework
4. Supporting documentation – prepare early
5. Milestones / timelines
6. Risk Register
7. Realistic Budget
8. Show readiness
9. Evidence of sustainability



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Key Questions

1. **WHAT** is the funding for?
2. **WHY** is the funding needed?
3. **WHO** will benefit the most?
4. **HOW** will the funding benefit the club?
5. **WHERE** will the project take place?

See template at:

www.clubhelp.org.au/sites/default/files/resources/KEY%20CONSIDERATIONS%20FOR%20GRANT%20APPLICATION.pdf



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What do funders want to see?

1. Alignment

- What are the funding organisation's objectives? What's trending?
- What's the objective of the grant?
- Does your target reach resonate with the intention of the grant?
- Do the benefits of your project line up to the benefits sought?

TIPS: Look at the grant objectives, funders strategic plan, website, have a conversation with them, look at previously funded grants



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2. A clearly Defined Problem with Solutions

1. The problem
2. The impact
3. Solutions
4. Benefits
5. Performance measures



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3. Evidence

- Local Data – current membership/growth, bureau of statistics, LGA demographics, SSA's
- Strategic Plan
- SEIFA index
- Population growth predictions
- Research
- VicHealth / SRV – participation trends



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4. Partnerships

- Start the conversation early with potential interest groups – BUY IN
- Shared user groups for facility grants
- Letters of support
- MOUs, Contracts, Agreements
- Clearly defined roles
- Engagement plan – how are you going to keep partners involved
- Co-contributions



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5. Impact

- Needs – what is the community demand? What are the gaps? Who is currently missing out?
- Reach – how many people will benefit from your program/project?
- Target groups – who will benefit?



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6. Demonstrating Low Risk

- How will your project be managed?
- Capability of lead agency
- Funders want to see clear lines of responsibility drawn up for all aspects of project management
- Detailed project plan
- Risk assessment
- Your capability evidence of similar projects
- Sustainability measures



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7. Value for Money

- Real costs
- In-kind contributions (volunteer hours)
- Be resourceful
- Outline the project budget

8. Clear Benefits & Value

- Tell the human story - make the funder 'feel' how good the benefits will be
- Highlight all the benefits
- Outline the value to the community

Club Help

For volunteers in sporting clubs!

- Current information
- Templates
- Guides
- Useful links

clubhelp.org.au



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Strategic Planning for your Club

Sport and Recreation Victoria – Sporting Club Grants Program

<https://sport.vic.gov.au/grants-and-funding/our-grants/sporting-club-grants-program>

Category 2: Skill Development

Grants up to \$2000 to improve the skills of club members by providing training or coaches, officials, admin staff and management committees

Category 3: Club Operational Capacity

Grants up to \$5000 to improve the operational effectiveness and efficiency of clubs through strategic planning, or to increase community participation through accessible sport and active recreation opportunities.

Contact **Michael King** – Manager, Innovation and Business Development

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Call to Action



Questions?





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