

## **Funding Support Guidance**

There are a wide range of funding streams available for clubs for a variety of programmes and projects. Funding streams often changed or update and some may be offered for the short-term only; it is important to check what funding bodies and authorities are offering at any particular time. It is strongly recommended that you contact your British Gymnastics development officer in the first instance, as many of the funding agencies will only refer you to the national governing body.

### **General Guidelines**

Successful fund-raising involves hard work. Research is only one of many steps in the fundraising process and it is a time consuming one. Although good research does not guarantee you successful fundraising, it is a worthwhile investment of your time, as it will certainly contribute to building successful relationships with foundations and corporate funders.

A high number of funding requests are declined immediately; either because they fall outside a funder's stated interest areas, or because they are inadequately prepared and do not reflect the club's expertise and its ability to carry out the project's objectives.

Before you start your search for funding, you should draw a clear profile of your club and develop a long-term strategy (your development plan). Your projects should then be designed in line with your club's strategy and expertise. Evidencing a strong development plan puts your club in a strong position and helps establish your credibility with the funders.

Sending requests to a wide group of funders is ineffective and can damage your credibility. It is essential to research each funder's stated interests. The goal of your research is to determine those few funders whose interests are in line with your club and project objectives.

Your funding research principle should be: if you do not qualify, do not apply.

The first step in your research is to compile a list of various types of funders - private and governmental - whose areas of interest are in line with the goals of your club and your project. To develop this list you should contact your British Gymnastics development officer who will be able to support your funding search. Keep your selection criteria fairly broad at this stage - in case of doubt, still include the potential donors in your list until further research tells you otherwise.

By the end of this phase, you should have a fairly good idea of what funding resources are available in your community for your type of work. Now you are ready to proceed with step two - the in-depth research.

### **Prospective Funder Checklist**

- Do you have full and correct contact details of the funder?

- Does the funder support the specific subject area for which you are seeking resources?
- Does the funder indicate an interest in your home country or region?
- Is the funder a grant-making or an operational foundation? (Operational foundations prefer to carry out their own programmes and usually do not accept funding applications, but may offer valuable expertise in their stated programme interests.)
- Does the funder only support major projects that may involve a number of organisations, including governmental partners?
- Does the funder make grants for the amount of money you will be requesting?
- Does the funder require match funding?
- Does the funder accept full project proposals or does he prefer letter proposals? Is an initial, brief letter of inquiry required before submitting a full proposal?

### **Project Proposal Basics**

Although each project proposal should be individually tailored to the funder, there are some basic rules that apply to all grant applications. Be concise; avoid too much technical jargon and always provide simple definitions of specialised terms; be specific in what you want to achieve and what you request from the funder; structure your proposal logically and present it in a clear, succinct and easy-to-read layout. Remember that the funder will receive many requests for grants; make sure yours is not one of the majority that are rejected because it is too lengthy, but make sure it isn't too brief either.

Clubs working towards, or which have achieved GymMark, should use the guidance provided in Chapter Two (Development) of the Club Development Support Pack, for additional supporting advice and information, particularly on action plans.

A guide is provided below as a checklist of the basic components the proposal should contain. It is very important that you always check with funders what their specific requirements are, before submitting your project proposal.

#### **1. Covering Letter**

The covering letter is the first document the funder will read and it is often the basis for either consideration or rejection. The cover letter should state the type of support requested, the goals of the project and how it fits into the guidelines of the funder, the total budget and the names of other funders contributing to the project, if any.

#### **2. Title Page and Table of Contents**

The title page should provide the following: the title and sub-title of the project, the name and address of the club, the date and possibly the name of the funder. The table of contents should provide a simple overview of the different sections of the project proposal, including the correct page numbers.

#### **3. Executive Summary**

The executive summary provides all the key points from the project proposal in one page. Do not underestimate the importance of the executive summary - it is, on many occasions, your major sales document, in which you should try to gain the interest and support of the

reader. The executive summary should include the following information: name of the project; needs statement; brief project description: goals & objectives, beneficiaries, place and time, project staffing; project budget and funding needs. Information on resources already available, as well as an overview of your club's expertise to carry out the project should also be included.

The actual project proposal includes:

**i. Needs Statement**

The needs statement should be a concise, yet convincing overview of the needs your organisation wants to address with the project. Briefly describe the overall context – which will help the reader get a more complete picture of the scope of the problem. When outlining the actual problem or needs, use relevant facts, examples from the community or statistics to underpin your statement, but make sure all the data is correct.

**ii. Goals & Objectives**

This section of the project proposal should tell the reader what your club would do to address the identified needs. Here, you set your goals and objectives. Goals represent concepts or ideal situations that are not necessarily measurable. Objectives are specific, tangible and measurable outcomes that should be achieved within a specified period of time.

**iii. Methodology & Timetable**

How and when are the project's objectives going to be achieved and by whom? An answer to these questions should be provided in the Methodology & Timetable section of the proposal. Be very clear, specific and realistic - with regard to the methods, the timetable and the human resources - as this will help convince the reader of your expertise and credibility.

**iv. Evaluation**

How are you going to measure your success or failure in reaching the stated objectives? In this section, you should provide an outline of the instruments that will be used for the evaluation, define who will conduct the evaluation and when they will conduct it and state how the reporting will be done. On many occasions, an advisory committee could be set up from a project's beginning to monitor and guide its development.

**v. Budget Summary**

The budget summary states the duration of the project and the total project cost, as well as any already available income.

**vi. Detailed Budget**

There are different ways to structure a budget - depending on the type of the project as well as on the funder's requirements. However, almost every budget includes the following standard items: personnel; travel/meetings; equipment; overhead costs such as rent, telephone, postage and accounting services; printing and dissemination of project materials. Always check with the funders for any special requirements before finalising your budget.

**vii. Future Funding Plans**

This section should describe the financial resources you will need to continue the project, once the support requested has ended and how your organisation will arrive at these resources.

**viii. Appended Information**

Any meaningful information that helps support your project proposal but does not need to be in the body of the proposal should be included as appendices. This may include: detailed work plans, your latest annual report, statistical reports you refer to in your needs statement, letters of support, an organisational chart and any other documents which help establish your project's credibility.

In the following guide, each home country has a separate section – highlighting specific funding streams and/or initiatives - as well as including relevant UK-wide agencies/organisations.