



Government of **Western Australia**
Department of **Local Government**

Guide to Grant Submission Writing

Suggestions and tips to assist you
in the grant submission writing process



Guide to Grant Submission Writing

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PLANNING YOUR SUBMISSION

Planning and pre-writing preparation is essential for a good submission.

Once you have done your homework, gathered your information and have it organised in an easily accessible format, you will be able to use this material for various proposals and applications.

Know Your Organisation

Know what your organisation is and why it exists.

Develop an organisational statement (one concise page). This should include:

- The vision and mission/purpose if these have been developed
- How and why your organisation got started
- What the organisation is doing today
- Where it is going in the future.

Also include brief descriptions of the organisation's

- Structure
- Administrative procedures
- Financial processes
- Clients
- Products or services.

Background Submission Information

Using the criteria set out in the grant conditions, consider background information you might use to support your application. This may include:

- Articles or speeches related to the issue
- 'Expert' opinions related to the issue
- Surveys
- Case studies.

This information can be put into a proposal development file, and will provide you with facts to support your application when you write it.

Identify Your Needs

The need for funding may be, for an example, to establish something or to extend a service or product. Substantiate your need for funding. This could include:

- Reports
- Survey results
- Examples of gaps in products or services required by your organisation.

Other people and organisations may be able to assist in the identification of a need for funding. These may include:

- Local government
- Local businesses
- Community groups
- Individuals.

Advocates

Advocates are people who support you, and who are willing to express their support in either a written or oral form. Brief letters of support may assist your submission.

- Develop a contact list of possible advocates
- Write letters to relevant contacts
- Share expertise to develop contacts
- Meet with representatives of a variety of funding sources
- Start an advisory committee as a 'sounding board' for ideas and to gain community support for the project.

Know the Marketplace

There are two different marketplaces for funding: government (including local, State and Commonwealth) and private sources.

Government

When applying for government funding be aware of the following:

- Meeting the published guidelines
- Using standard application formats
- Raising matched funding (if this is a requirement)
- Keeping to the deadline for the closing date for submissions – one minute late may be too late
- There may be a requirement to submit frequent and specific project reports
- Submitting to a review process (if required).

The contact person can clarify the application process.

Private Marketplace

Private grants are often much smaller than those made by governments.

The language used in instructions and on application forms can be difficult to understand. If you are not sure of the meaning of something, ring the funding body and ask for clarification.

DEVELOPING YOUR SUBMISSION

Needs Statement

Demonstrate why the project is important to the community.

- Document the problem as it is now
- Indicate how the situation could be improved
- Use the information from your Proposal Development File
- The Statement should be motivating to convince the potential source of funds that the project is important
- Include your credentials and state why yours is the most appropriate organisation to receive the funding.

Aims and Objectives

Aims

General statements of what you want to accomplish. Evaluate the aim - does it reflect what you want to change, and to the right degree?

Example:

“To achieve greater workforce participation by women.”

Objectives

The standard format for an objective is: “To (action verb and statement reflecting your measurement indicator) by (performance standard) by (deadline) at a cost of no more than (cost frame).”

Example:

“To increase the business skills of women in our town by 10% through training in book-keeping and report writing over 12 months at a cost of \$7,000.”

Outcomes

An outcome is the result of your objective – its success. In the above example this could be:

- Percentage of women evaluating the course as worthwhile
- Number of women successfully applying for jobs in the next year
- Number of women setting up their own businesses in the next year.

Identify how you will determine the outcomes of your project:

- Determine measurement indicators
- Determine performance success standards - at what point can you consider the project to have been successful?

- Determine the timeframe - the amount of time you need in order to reach your performance standards
- Determine the cost - the amount needed to implement the objectives through the activities you have selected.

Develop a Project Timeline/Schedule

Timelines are useful planning tools. There are a number of specially designed computer packages to do this, but essentially it is listing all the outcomes you aim to achieve. Each outcome can include:

- Start and finish dates for each activity required to achieve the outcome
- The number of hours needed to complete the activity(ies)
- Key personnel
- Personnel costs
- Consultants and contract services
- Non-personnel resources
- Subtotal cost for the activity(ies)
- Milestones or performance indicators
- Dates on which the funding body will receive milestone reports.

Project Timeline Example:

Youth Centre Renovations					
Project Activity	Start Date	Finish Date	Responsibility	Cost	Milestone
Appoint Development Officer	June 2004	Aug 2004	Chairperson of Committee	\$500 120 hrs in kind	Officer starts Sep 2009
Appoint Project Manager	June 2004	Aug 2004	Chairperson of Committee	\$500 120 hrs in kind	Officer starts Sep 2009
Complete design of building	May 2004	Sep 2004	Appointed Architect	\$10,000	Plans to Shire Sep 2009
Plans to Shire	Sep 2004	Oct 2004	Appointed Architect	2 hrs In kind	Approval Oct 2009
Internal building modifications, remove old fixtures etc	Nov 2004	Dec 2004	Appointed Contractor	\$30,000	Work complete d Dec 2009

Develop a Program Outline

A program outline is another design tool, which can help you plan a project in detail.

- Describe program activities in detail - how do they fulfil the objectives?
- Describe the sequence, flow and interrelationship of activities.
- Describe the planned staffing – assign responsibility to individuals.
- Describe the client population and method of determining client selection.
- Present a reasonable scope of activities that can be accomplished within the timeframe and the resources of your agency with the funding.
- Outline the cost/benefit ratio of your project.
- Give specific time frames.
- Discuss risk and ways to minimise these.
- Describe your unique methods and project design.

Budget

A budget should include costs of:

- people
- director and staff
- consultants
- insurance
- equipment
- office
- office equipment
- supplies
- travel
- telephone
- printing
- postage
- insurance

Budget Example:

Youth Centre Renovations	
Description	Quoted Amount
Project Manager	\$70,000
Development Officer	\$50,000
Contractor's building modifications full quote attached	\$30,000
New fixtures, plumbing, kitchen etc as per quote attached	\$50,000
Paint	\$3,000
Painting contractor	\$6,000
Total project cost	\$209,000

Note: Ensure the budget adds correctly.

Source of Funding Example:

Youth Centre Renovations					
Expenditure	In Kind Contribution	Lotterywest	Local Council	Anticipated Grant	Total
Project Manager		\$70,000			\$70,000
Development Officer				\$50,000	\$50,000
Contractors modification to building	\$30,000 (Shire)				\$30,000
New fixtures plumbing				\$50,000	\$50,000
Purchase paint				\$3,000	\$3,000
Contractors to paint			\$6,000		\$6,000
Total	\$30,000	\$70,000	\$6,000	\$103,000	\$209,000

Outcomes

What is it that people will do differently after the grant that they don't do now?

How will that difference be measured?

- Include a plan to assess the project.
- Describe who will evaluate the project.
- Say what records will be kept.
- Indicate how success will be measured.

Outcomes Example:

Youth Centre Renovations		
Outcomes	Construction Phase	After Construction
Direct Employment	26 contractors for a total of 5000 hours	Full time Manager
Indirect Employment	Purchase of equipment and materials	Increased spending in local shops
Visitor increase		500 additional visitors using facilities

Future Funding

Most funding sources want the project to live past the funding date. State how you might get future funding through service fees, membership fees, other grants, fundraising campaigns, an endowment program, direct mail.

PUTTING IT ALL TOGETHER

Language and Usage

Your style should be simple and concise.

- Emphasise end results, not tasks or methods
- Emphasise the ultimate benefit of your program's work
- Use the language of a reader.

Writing Style

Your style must reflect what the funding source wants and what the reviewers will be looking for.

- Be concise and clear
- Use short sentences and short paragraphs
- Avoid overdone formatting and mixing too many font sizes or styles
- Use bullets
- Use bold headings
- Use charts and graphs where appropriate.

Your submission should include:

- A covering letter
- A title page
- A summary
- A needs assessment/statement
- Response to all selection criteria
- Articles, attachments and statistics
- Budget.

Covering Letter

The covering letter should be short (half a page), motivating, say something different, and stress a need or unique application for funding.

Title Page

The title is very important. It should:

- Be creative but not misleading
- Be designed to catch the reader's attention without misleading him/her.
- Describe the project
- Express the end result of the project not the methods

- Describe the benefits to the clients
- Be short and easy to remember.

Example:

“Nutrition education for disadvantaged parents through teleconferencing”.

Look to newspaper headlines for ideas on how to do this.

Summary

The summary is the most important part of the proposal, because it is the part of the proposal that is most frequently read. If it is not succinct and motivating, you have lost the reader.

Written after the proposal is completed, but placed before the main body of text. The summary describes:

- The objectives
- The approach
- The evaluation.

It should not be a list, repeating the various steps, but a concise outline of the proposal.

Attachments

Most decisions on grant applications are made by a committee or a Minister who want to read only the major details of your concept. However, this committee will probably receive recommendations from a secretariat or public servants who will read the detail of your project and advise the decision makers. Appendices and back-up information are written for those who advise the decision makers.

The following are possible attachments:

- Studies/research and tables or graphs that support your case
- Information on key personnel
- Minutes of advisory committee meetings
- List of board members
- Auditor’s report/statement
- Letters of recommendation and endorsement
- Pictures, architect drawings
- Copies of your organisation’s publications
- List of other organisations you are approaching for funding.

Allocation of Grant and Follow-Up

You may need to sign some form of contract with the funding body before receiving the grant.

Once you have received the funds, it is recommended that you acknowledge the grant by letter.

If you are not successful in an application, try to find out why by asking for feedback from the funding body.

LET PEOPLE KNOW – CELEBRATE!

Spread the good word about the work you've done and the funding you've received. Options include local media stories, radio interviews, newsletters, producing training materials, or all of the above.

Keep copies of written material in your development file to support future grant submissions.