

Applying for Funding

2014 Yukon Heritage Symposium, Dawson City, Yukon

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Tourism and Culture, Government of Yukon
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Objectives

- ▶ To review the grant writing process and develop a better understanding of:
 - ▶ Context of Applicants
 - ▶ Context of Funders
 - ▶ Matching Applicant Needs to Funders
 - ▶ Application tips
- ▶ Please ask questions as we go along.
- ▶ Share experience and knowledge.

[Taking this seminar won't guarantee grant success but it will provide insight on how to improve your proposals.]

Applying for funding

Preparing
a map of your intentions
to get someone else to pay for them.

Applying for funding

Your idea has value.
Look into your idea to identify
the value to others.

Role Reversal

- ▶ What if you were granting the funding?

Suppose you are given \$50,000 in trust. You get to keep \$5,000 and you can have another \$50,000 every year as long as \$45,000 is donated to projects that succeed in the community.

What kinds of things would you look at to determine to which projects you should grant funds?

The Secret:

Funders *want* to allocate funding to projects.

Role Reversal

The Approach:

- ▶ Develop a good project- and design a clear map of your intentions.
- ▶ Pay attention to the criteria.
- ▶ Think like the funder.

Role Reversal

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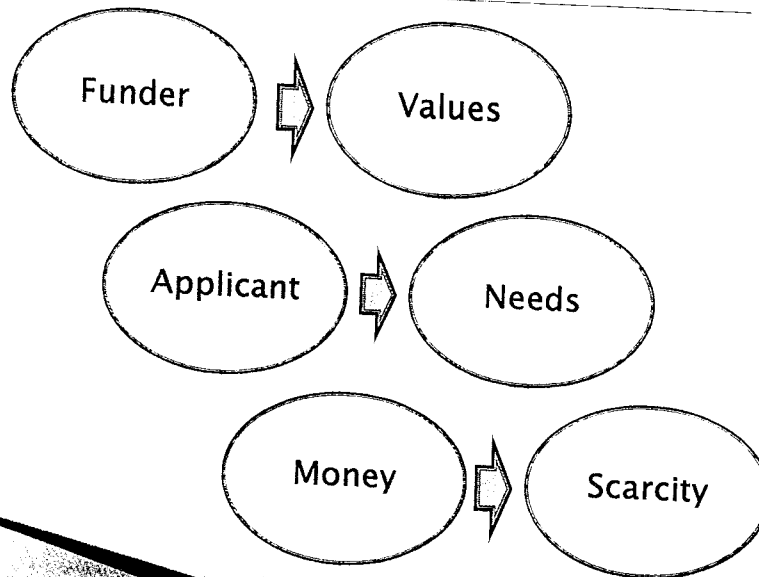
The Secret:

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Role Reversal

- ▶ No funder will consider a great project or well-written application if the project does not fit the values of the fund.

Understanding the Landscape



Understanding the Landscape

Context of Applicants

- ▶ Have Aims to fulfill a Need
- ▶ Need Project or Operating funding

ASSETS:

- ▶ Funds
- ▶ Know-How
- ▶ Experience/History/Track Record
- ▶ Relationships:
Contacts/Partners/Supporters
- ▶ Members
- ▶ Volunteers/Staff/Contractors

Understanding the Landscape

Context of Funders

- ▶ Mandates
- ▶ Criteria
 - ▶ Goals, Objectives, Results, Outcomes
- ▶ Limited Funds
- ▶ Deadlines

RESOURCES

- ▶ Staff
- ▶ Review Committees/Juries

Understanding the Landscape

Funders consider *mandates* and *fiscal responsibility*.
They seek applications that:

- ▶ Coincide with or support fund objectives;
- ▶ Meet criteria;
- ▶ Show applicant assets that will achieve aims;
- ▶ Make good use of funds;
- ▶ Show support or partners;
- ▶ Show projects that will be completed in a timely manner.

Understanding the Landscape

Review Committees could be :

- Staff
- Community members
- Peers of the applicants
- Subject matter experts
- Family members of foundation
- Employees of business
- Friends or strangers
- From Outside

Understanding the Landscape

Review Committees – Role

- Read and assess applications
- May be reviewing MANY applications
- Must work within some guidelines
- Usually have some kind of ranking system
Look for ways to “shape the pile”
- Make recommendations for funding

Getting Ready

- ▶ Ensure that the applicant has the capacity/structure to take on the project. Identify who will be leading the project.
- ▶ Who could be logical partners? Are they interested?
- ▶ Think about how you might evaluate the results.
- ▶ Keep in mind that there is a balance between innovative and do-able ideas. Be realistic with resources (\$, energy, time).
- ▶ Beware of "mission drift": deviating from your mandate for a project.
Also avoid devising a project to meet fund objectives; projects should come from a *need* or to *fill a gap* in the community.

Research

- ▶ What is the Need? How does the project serve it?
- ▶ Has anyone done a project like this before? What was learned?
- ▶ Are key logistics/people possible/available?
- ▶ Which funders might fit this project? Where are the Funders? <http://www.youth.gov.yk.ca/index.html>
- ▶ What are the fund deadlines and what is expected in the application? **READ** guidelines carefully.

People often do not take time and they prepare funding proposals at or near the last minute, in a rush. But selection committees do not work in a rush. They look very closely at proposals.

Objectives: What do Funders Want ?

- ▶ A clear read about how your project will fit your mandate as well as their mandate and criteria and fit it *well*.
- ▶ Evidence that you R-E-A-D the application guidelines.
- ▶ An organized presentation of the project.
- ▶ Finances that make sense.
- ▶ Evidence that you can carry out the project reliably and effectively.

Relationship

Contact the staff of the Funder

- ▶ Introduce yourself and your project/aim. Try to meet in person. Prepare questions in advance.
- ▶ Ask for clarity on the application points that concern you. (Don't have a general discussion).
- ▶ Ask if they review draft proposals in advance.
- ▶ Get a sense of the scope of the funder's expectations.
- ▶ Get a "read" on your proposed \$\$ ask.

Gather Materials

- › Description and sections of the core application
- › Budget and timeline
- › Credentials of main team
- › Letters of support/reference/approval
- › Estimates or quotes
- › Financial statements are sometimes required
- › Societies Certificate of Status
- › List of board members
- › List of partners & roles, if applicable

It is best to submit only what is required.

Writing

- › **KEEP THE READER IN MIND.** You are trying to make it easy for funders to say yes to the proposal. If the project truly fits the criteria, make it easy to recognize that.
- › Organize the proposal in the way and order outlined by the funder. A funder should know who you are, what you want to do and the grant amount you are requesting by the end of your first paragraph. Do not start with Background/History.
- › If the guidelines say something like "Describe how the project addresses the Arts Policy Principles", then make a section called "How This Project Addresses the Arts Policy Principles" and specifically write how each principle is addressed. Do not assume that the way your project fits the mandate is obvious and will be figured out just by reading it.

Writing

- ▶ Consider the pros and cons of a proposal writer who is not in your organization. The proposal benefits from having "the voice of the organization" within it. But it is a good idea to get a proof-reader from outside the organization.
- ▶ Use positive language. A proposal is a presentation about how mutual needs can be met by funding a project or activity. It is not an *argument* to fund a project or a *sales pitch* to fund a project or a *plea* to fund a project. It is fine for the writing to be optimistic and enthusiastic, but focus on explaining the well-thought-out plan and avoid sentences with exclamation marks!!
- ▶ Talk about the benefits, and the need your effort will address, perhaps as articulated by others. Explain why you are the right group to do this work, at this time.
- ▶ Avoid using jargon or acronyms, or provide their definitions early on.

Budgeting

- ▶ Make it easy to understand. Do not list line items with zeros that do not apply to the project.
- ▶ CHECK THE MATH. Check that formulas in spreadsheets really include all the cells that they are supposed to. Use a spreadsheet for budgets; do not use a word processor.
- ▶ Does the budget reflect the written text? Add notes at the end of the budget referring to line numbers and explain how they fit into the project.

More Budgeting

- ▶ Do not over-subtotal.
- ▶ No penny amounts.
- ▶ When estimating costs, do not pad; know that your budget is realistic. It is likely that the funders are well aware of the range of costs in their community/region.
- ▶ Include the value of volunteer labour.
- ▶ List donations of in-kind goods and services in both Expenses & Revenues.
- ▶ In Revenues, list specific revenue sources. Indicate which ones are confirmed, or when you will know.

'Project Title'- Sample Budget

[Below are sample numbers and categories- not actuals]

Expenses			
Job Title 1 (specify)	17 days @	\$200.00	\$3,400.00
Job Title 2 (specify)	3 days @	\$150.00	\$450.00
Job Title 3 (specify)	3 days @	\$350.00	\$1,050.00
Vehicle Rental	5 days @	\$100.00	\$500.00
Gas			\$100.00
Other potential costs to think about:			
Thing I need to rent	(specify)		\$100.00
Thing I need to buy	(specify)		\$375.00
Thing I need built	(specify)		\$990.00
Thing I need moved	(specify)		\$336.00
Thing I need to license	(specify)		\$678.00
Venue costs			\$2,400.00
Security			\$0.00
Materials:	(specify)		\$35.00
	(specify)		\$88.00
Food/catering			\$780.00
Flight	Van-Whse		\$660.00
Flight	TO-VAN		\$890.00
Ground Transportation	Bus-Tax -Subway-Streetcar-LRT		\$95.00
Excess Baggage			\$100.00
Courier/Shipping/Cargo			\$120.00
Per Diem while traveling	Steve 2 days @	\$65.00	\$130.00
	Meg 2 days @	\$85.00	\$170.00
Subsistence	Artist 3 months @	\$2,000.00	\$6,000.00
Insurance			\$1,700.00
Promotion	(specify)		\$360.00
Volunteer Labour	5 6 days @	\$120.00	\$3,600.00
Total Expenses			\$25,107.00

Revenue		
Government Funder	(specify)	\$8,000.00 pending
Government Funder	(specify)	\$6,200.00 pending
Government Funder	(specify)	\$4,000.00 pending
Other Funder	(specify)	\$450.00 pending
Fundraising	(specify)	\$1,000.00 confirmed
Sponsor	(specify)	\$250.00 confirmed
Applicant Contribution		\$1,037.00 confirmed
Partial Catering in-kind		\$320.00 confirmed
Partial Job Title 3 in-kind		\$250.00 confirmed
Volunteer Labour	in-kind	<u>\$3,600.00</u> confirmed
Total Revenue		\$25,107.00

NOTES:

- a It is a good idea to do a Notes section after the budget to explain line items in more detail.
- b In the budget, Expenses = Revenues, present a balanced budget. Round up figures so the cents are zeros.
- c In-kind goods and services in Revenue have to match back to specific Expenses.
(see the italicized lines in both sections)
- d Show formulas where it makes sense in the middle columns.
The more detail about expenses, the better- for adjudicators to see that the project is in good financial hands.
- e Show whether funding is confirmed yet.
- f Do not over-subtotal in several sections; make it easy to read and understand.
- g All expenses should reflect the text in the written proposal- not line-by-line, but the budget should be the financial story that matches the prose story with no surprises or omissions.
- h Be realistic about funding sources and state how the project will change if all the funding is not approved/raised.
- i Volunteer labour should be costed at a rate that is equitable to the value of the work:
i.e. volunteer administration person: around \$20/hr, volunteer plumber: around \$80/hr
volunteer unskilled: minimum wage

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Forms and Layout

- ▶ Have it proof-read.
- ▶ USE THE FORM PROVIDED. Do not reformat it.
- ▶ Complete every line.
- ▶ Make your case clearly (and legibly).
- ▶ Provide only the information and attachments that are requested.
- ▶ If unsure, ask Staff how much detail you should provide.
- ▶ Note where signatures might be required.
- ▶ Number all your pages when the whole document is complete.
- ▶ Conform all pages to 8.5" x 11", single sided.
- ▶ Do not bind or staple anything (everything will likely be photocopied).
- ▶ Do not use colour or highlighted text in the document.

Sending

- ▶ Make a complete photocopy of what you submit in case it is lost or accidentally ruined (like in a photocopier).
- ▶ If you submit by email, provide a single file and not a number of files.
- ▶ Does the deadline account for Post dates?
- ▶ Ask for proof of receipt.

Quality Control

- ▶ Consult a Fund Administrator about your project
- ▶ Give yourself plenty of time
- ▶ Try to hand or send it in early
- ▶ Check rules about the deadline regarding postal/faxing/emailing
- ▶ After adjudication, call for feedback (even if successful)

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Give the review committee reasons to fund you, not reject you.
It is not their job to see your brilliance; it is your job to reveal it.

Results and Outcomes

The intended results and outcomes of the Arts Fund are to encourage activities of communities, arts collectives, non-profit groups and First Nations in the performing, literary and visual arts. Arts Fund projects encourage participation in and an appreciation of the arts, engage wide public participation, develop young, emerging and advanced artists, and animate Yukon communities and events.

Eligibility

Eligible applicants include artist collectives, non profit organizations, community associations, industry associations, First Nations governments, school councils, local advisory councils, and municipal governments. Projects vary but may include festival development, special initiatives, training, performance and event production.

Eligible projects clearly address Arts Fund criteria and the Yukon Arts Policy principles.



Arts Fund



Good Luck!