# FRRR
Foundation for Rural Regional Renewal

An insider's (brief) guide to the four grant-seeking stages

Stage 1: Preparation & Planning : the bit that should take the most time but rarely does

- Taking time to get it right will pay off in the long run; funders want to know these things.
- **What** do you want to do, and why is that important?
  - What's your idea? What's it designed to do? Solve an issue? Capitalise on an opportunity?
- **Who** will be involved in the project?
  - Partners, participants, volunteers, beneficiaries?
- **How** will the project be delivered?
  - What are the key project stages?
  - Tasks / Resources / Responsibility
- **When** will the project happen?
- **Where** will the project happen?
  - Is the venue / site fit for purpose? Permits? OH&S?
- **How** will you know if the project has been successful?
  - How will you share the story of your project?
- **How much** will it cost?
  - Consider all costs: materials, freight, admin, project management, insurance, marketing
  - Be specific - provide written quotes for materials, equipment and skilled work or show how you arrived at your figures.
  - Include co-contribution from your group and other partners, supporters, plus in-kind contributions.
  - Make sure your budget balances – income = expenditure.
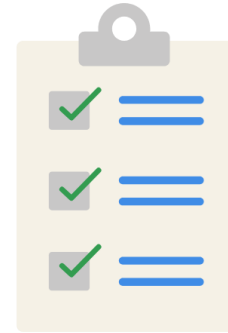
Stage 2: Identifying Opportunities : the bit that is often left to chance

- Understand your group's focus & values, then align those with potential funding partner/s.
- Potential funders include: Government (local, State & Federal), business (sponsorship), philanthropy, crowdfunding.
- When choosing funding options / exploring funders, consider:
  - Scale of project, capacity to raise funds
  - Carefully consider grants; they do come with responsibilities and some hard work.
- Research opportunities carefully – start by reading the guidelines!
  - Are you eligible? What can / can't be funded?
  - Look for similar projects that have been delivered elsewhere.
  - Check out the funder's website – are your organisations AND project aligned?

Stage 3: Grant Writing : the easy bit, if you've done your planning

- Follow all application instructions – **including word limits** – and answer all questions.
- Use clear, simple language and spell out any acronyms.
- Assume the reader knows nothing about your organisation, project or community.
- Support any claims you make with evidence.
- Use facts, not opinions.
- Provide specific information when answering questions.
- Make it clear what you are going to use the requested funds for.
- Ask someone who knows nothing about the project to read your application.
- Make sure your budget is consistent with the text part of your application.
- Attach all requested documents - provide support materials / letters / quotes even if they are not compulsory.

Stage 4: Reporting : last but not least!

- Start planning your report as soon as you get your grant – measure before and after; take photos.
- Reflect and learn – and be honest. Funders want feedback about their processes too.
- Go back to your application – this is what the grant-maker will refer to when reading your report.
- Explain what happened – write about outputs and outcomes.
- Share your story, the inspiration, excitement and achievement or failures.
- Use the form provided by the grant-maker.
- Provide high resolution photos or videos to help tell the story of your project.

Resources

- FRRR Community Group Resources (on our website)
- OurCommunity.com.au
- Philanthropy Australia (How to Guide: Effective Grant-Seeking)
- Google search
- Local experts – who's been successful?

Top Tips ✓

- o Have broad commitment before you start
- o Make sure others share your enthusiasm & commitment
- o Be specific - 'the whole community will benefit' won't cut it!
- o Grant makers love evidence
- o Evaluation and documentation need to be planned at the beginning
- o Be realistic – don't inflate or underestimate
- o Make sure your budget adds up
- o Grant makers assess what they receive – they do not always have time to chase up material you have failed to provide
- o Allow plenty of time
- o Use the talents of those around you

Things that won't help X

- o Unsubstantiated claims, vague requests
- o Asking for more $ than you need
- o Dwelling on the problems
  - ✓ Instead provide a solution
- o Subjective or emotive language
  - ✓ Just deal with the facts
- o One word or one sentence answers to complex questions
- o Not attaching information that has been requested
- o Incomplete and unsigned applications
- o Illegible handwriting

Stay informed

1. Subscribe to FRRR's monthly newsletter: www.frrr.org.au/newsletter-subscribe/

2. Go to 'Find Funding Now' on the FRRR website to find the right grant program for you.