Involve Wokingham

Funding Support

Bruce Wright

bruce.wright@involve.community

01626 867 604

Objectives

Understand how to use the Funding Support Services

Bid Preparation:
Raise awareness of helpful things to do before attempting to write the funding application

Better Answers:
Understand how to use the "Answer the Question" self-applied technique

Understand how to answer questions with structured answers, including:

> Evidence of Need
> Volunteer Involvement
> Sustainability
> Evaluation

Understand how to use Critical Friends effectively

Understand the importance of outcomes and their relationship with outputs

Funding Support

Email funding alerts

Individual funding research

"Funding & XXXX" documents

Critical Friend Review Service

Telephone support – opportunity analysis & lookout service

Funding area on website
http://www.involve.community/fund_overview.php

Funding Overview

Funding from Trusts – some closed, some increased amount available for grants, some tightened eligibility criteria (e.g. high reserves): Success rates for Trusts are typically 10%-20%

Government funding (central & local) – much less than 8 years ago – trend likely to continue? Look for high priority govt issues & design innovative projects to address them e.g. reduce isolation to reduce mental health issues through group activities in environment

BLF currently believes people should be in the lead in improving their lives and communities. The BLF approach will focus on the skills, assets and energy that people can draw upon and the potential in their ideas.

Towards sustainability – revenue generation including sponsorship, social media (incl volunteers and online competitions) & local philanthropy

Bid Preparation

Outcomes-led Thinking Session:

Organise a pre-bid "Our Outcomes" facilitated discussion & planning session to identify, describe and agree your key outcomes.
Start with desired outcomes and work backwards.
Difference between Outcomes and Outputs are key here.

Evidence of need:

Collect it & use it – most funders expect you to provide evidence on unmet need &/or unmet demand = community consultation + third party research reports (local & national).

Reassess your current practice in terms of:
     direct consultation with existing beneficiaries
     consultation with wider target groups

Bid Preparation

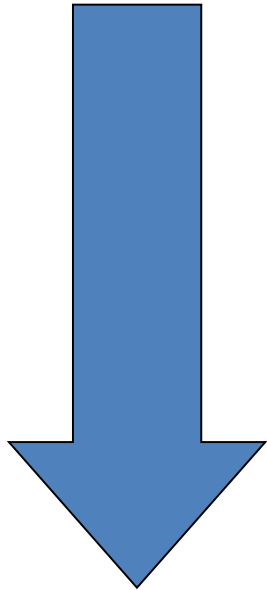**Things to think about during Bid Preparation session:**

Affecting behavioural change – perhaps moving from dependency onto self-sufficiency onto community contribution.

AIDA

Empowerment Escalator

Engagement Approach
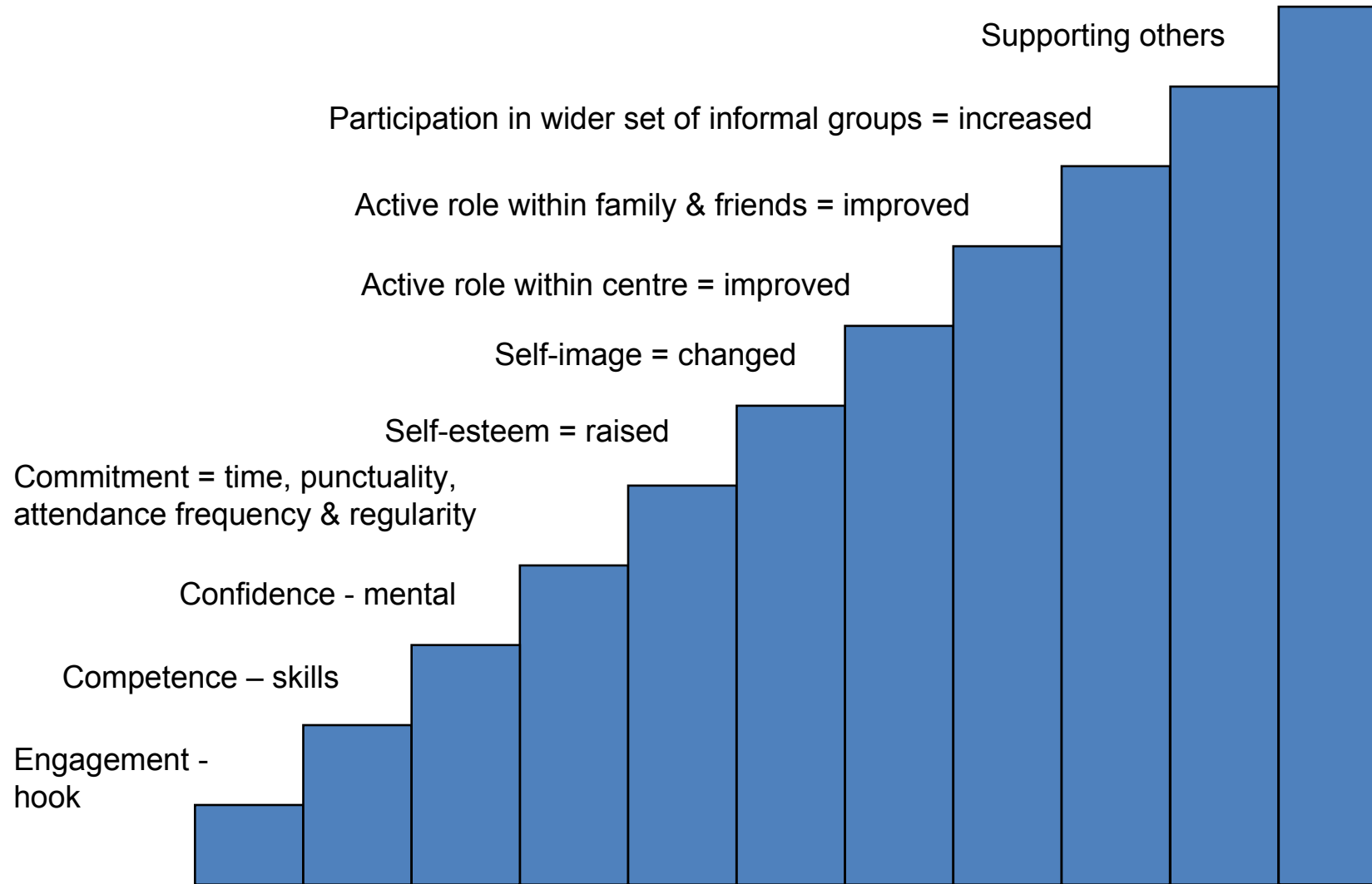
Underlying structure for behavioural change

Awareness: Marketing: multiple channels

Interest: Relevance: guided by friendly beneficiaries

Desire: Attractiveness: low effort/high reward

Action: Engagement: support from VCO to facilitate action: transport; 1-1 support; handholding; follow-up texts; buddying by ex-beneficiaries;

Empowerment Escalator

Supporting others

Participation in wider set of informal groups = increased

Active role within family & friends = improved

Active role within centre = improved

Self-image = changed

Self-esteem = raised

Commitment = time, punctuality,
attendance frequency & regularity

Confidence - mental

Competence – skills

Engagement -
hook

Bid Preparation

Outcomes-led Thinking Session:

Organise a pre-bid "Our Outcomes" facilitated discussion & planning session to identify, describe and agree your key outcomes.
Start with desired outcomes and work backwards.
Difference between Outcomes and Outputs are key here.

Evidence of need:

Collect it & use it – most funders expect you to provide evidence on unmet need &/or unmet demand = community consultation + third party research reports (local & national).

Reassess your current practice in terms of:
      direct consultation with existing learners
      consultation with wider target groups

Structured Answers on Evidence of Need

Direct Consultation

    face-face events
    questionnaires
    online tools
    ongoing consultation

Third Party Evidence

    relevant national reports
    national reports: cost benefit analysis
    local research & reports from other local service providers including LA
    evidence from potential partners about gaps & shortfalls

Better Answers

Questions within Questions

Did you answer the question they asked, rather than the question you would have liked to be asked?

Questions within Questions

Break it down & mark it up

1

Describe briefly the **aim** of your proposed project, the **target group/s** you plan to work with and how your **project meets the criteria** for the funding programme.

2

3

Questions within Questions

Break it down & mark it up

1
2
Who will benefit from your scheme? **How** will your scheme help reduce health inequalities and address **3** the **needs** of specific groups with protected characteristics, and **communities** described as Seldom Heard. **4**

Better Answers

Structured Answers

Understand how to answer questions with structured answers, including:

- **Evidence of Need**
- **Volunteer Involvement**
- **Sustainability**
- **Evaluation**

Structured Answers on Evaluation

Summative Evaluation

Formative Evaluation

Structured Answers on Evaluation

Collect

Organise

Summarise

Present (to committee or whoever) including Recommendation (where appropriate)

Discuss and Decide on appropriate action

Implement action

Structured Answers on Sustainability

Reduce costs
    cheap/free venues
    self-help groups
    volunteers

Increase revenue
    volunteers & online competitions & supermarket donations
    sponsorship
    fundraising – online & face-face local events
    use of social media – increase reach, add service value, better marketing,
    create loyalty/club mentality,

Use funds more effectively
    check current use of funding – are you achieving your objectives & outcomes OR
    just running activities that keep you & your staff in your comfort zone?

Structured Answers on Volunteer Involvement

Consultation

Project Design
    externally facilitated ideas & insights session

Project Management
    Representation on Steering/Management group
    Small Project Advisory Group – internal critical friend group – formative
    evaluation - early warning system – more important than management group imo

Project Development

Project Delivery
    Activities organisation & support
    Engagement support – bring a buddy, internet special interest groups,

Next Steps

Organise a pre-bid "Our Outcomes" facilitated discussion & planning session to identify, describe and agree your key outcomes.

Identify and use an internal critical friend

Adopt the "Answer the Question" self-applied technique in future funding applications

Collect and collate "Evidence of Need" from other relevant local and national agencies

Reassess your current practice in terms of:

      direct consultation with existing learners
      consultation with wider target groups