

Writing application letters

Most trusts do not have application forms. Some publish guidelines outlining what they are looking for. If not, try to make sure that your application is around 2 sides of A4 in length and that it covers the following points:

Title of the Project:

Remember the Trusts you are applying to receive a lot of applications having a clear title will help the funder quickly understand the basis of what you want to do

Summary:

In no more than 3 paragraphs say, what you want to do, why and how much it will cost.

Background information:

In no more than 3 paragraphs describe your organisation e.g. when you became a charity/constituted organisation, past achievements, the area you work in, what you do, why you do it, who manages your organisation and your staffing structure.

Describe the problem or need:

Explain clearly the problem or need you want to address. Give evidence in the form of recognised statistics and the results of your own research work.

Your project in detail:

What will you do? How will the project work? Who will benefit? How will they benefit? What will the money be spent on? How will you measure how effective you have been?

Why are you right to do this project?:

Why should funders trust you? Do you have links with established people or organisations?

Why have you approached this particular fund?:

Show you have read the guidelines, explaining how your application fits their priorities.

State the total cost and how much you want from them:

If you have funding from other sources, detail where that money has come from.

The signature:

Make sure the person signing the letter is senior enough to be able to answer any Questions, can be contacted easily and that their status is shown e.g. chair, secretary etc.

Enclose:

Your constitution, a detailed project budget, a copy of your latest accounts and , if you have one, a project plan.

Keep enclosures to a minimum – funders will ask for more information if they want it.

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