



SUPPORT CONNECT PROMOTE



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Grant Funding - What You Need to Know

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Purpose

- Provide an overview on the need for strategic thinking
- Help attendees to have more confidence in completing grant applications
- Share information on the support AVA can give attendees



Grant Strategy

- Think strategically – ideally as part of a wider business plan for your organisation: current year; 1-3 years; 3-5 years
- Have a clear understanding and resources to support ***need***: community engagement; statistics; waiting lists; business need. Do the research
- Have a clear understanding of your organisation's ***strengths***: why your organisation is best placed to meet that need
- *Then* quantify the individual projects in detail: costs; planning permission; building warrant and including Full Cost Recovery



Grant Strategy - Tools

- AVA Services
- Chartered Institute of Fundraising - [Fundraising Strategy Builder](#)
- [National Council for Voluntary Organisations - Writing a fundraising strategy | NCVO](#)
- [Example UK Charity Fundraising Strategy Template](#)
- [Charity Digital - Essentials - How to build a fundraising strategy](#)
- AI – useful tool, but use with caution



Grant Strategy

- Quantify who will benefit from your project as per previous slide, but also quantify the local and national outcomes that your project ties into:
 - National Outcomes where appropriate - [National Outcomes | National Performance Framework](#)
 - Scottish Government Place Plans if relevant - [The Place Based Framework | Our Place](#)
 - Scottish Government Place Plans [Toolbox | Our Place](#)
 - [Shaping places for for Welling Initiative - Shaping Places for Wellbeing | Improvement Service](#)



Grant Strategy

- Document **all** of your funding approaches. Grant funders will often want to know what you have done so far in terms of fundraising, e.g. smaller successes, localised or grass roots fundraising etc
- Consider and quantify sustainability: what happens when a particular grant that you may have been successful with runs out? What do you plan to do next?



Grant Search

What do you currently do?

- Grant Funders Social Media or Bulletins?
- Other Charities Social Media may post awards?
- Repeat Application for a previously awarded grant?
- Google Search?
- Word of Mouth?



Grant Search – a more strategic approach

Get support from AVA!

- Use our specialised Search Engine
- Subscribe to our weekly bulletin

Personalised Service

- Donna Speed – AVA Funding Officer
 - Submit a request giving outline information to receive a personalised report on grants that are tailored to your group/project



Grant Applications

- Read the purpose for each funder and identify which funders echo or resonate with your organisational objectives
- Check the criteria: legal form; annual income; supporting documentation; requirement for match funding; reporting requirements; *deadline for submission; deadline for spend*
- Reach out to the Funder contact if you have any questions - make that connection



Grant Applications

- Answer the questions in a Word document first if you can. It can be time consuming, but is a valuable exercise especially for peer review, and text can be reused
- Read the questions carefully and more than once - the clue to how to answer is usually in the question
- Use the same key words to show you have read and understood their criteria. Do the research



Grant Applications

- Use case studies and/or feedback where appropriate
- Consider sustainability. What happens when a particular grant that you may have been successful with runs out, what do you plan to do next?
- Take your time and fully answer the questions but stick to the word count. Too few words can be as detrimental as too many



Grant Applications

- Consider peer review, either someone in your group and/or AVA (we are always happy to help!)
- Keep a note of all your applications, whether or not they are successful.
- Similarly, keep a note of funding bodies you *don't* apply to and why not



Grant Applications – Ethical Fundraising

- [Fundraising Rules and Regulations: A Guide for UK Charities](#)
- Be open and honest about other applications, particularly if they are for the same project



Grant Applications Summary

- ✓ Be ethical
 - ✓ Build and demonstrate (where possible) your strategy
 - ✓ Check criteria & eligibility
 - ✓ Answer fully all questions sticking to the word count
 - ✓ Get a Peer Review (AVA can do this)
 - ✓ Make sure you have supplied all the supporting documentation.
 - ✓ Don't leave it to the last minute!
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- ✓ AI – use it with caution



Process Summary

- ✓ Plan – strategically
- ✓ Search – use tools not time
- ✓ Apply – specific and accurate rather than cut and paste
- ✓ Sustain – build on developed relationships

Typical Grant Funding Bodies – Handout Available





Summary – What do you need to know

- Be strategic
- Build a portfolio of supporting information (stats, surveys, business plan, case studies)
- Clearly identify your project (s) and any interdependencies
- Search for appropriate funders using the AVA Toolkit – don't scatter
- Research fully each grant and whether it is suitable for your project (s)
- Take your time when completing the application and get it peer reviewed
- Record all of your grants and applications – even the unsuccessful ones
- Consider how you are going to evaluate the success of your project
- Be ethical



QUESTIONS?



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Need support?
Contact our team



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