BETTER GRANT APPLICATIONS

EQUITY TRUSTEES
WICKING TRUST
SUSIE MEAGHER

COMPELLING STORY OF CHANGE

Partnership

Think about an application like a **partnership proposal**. What does the partner need to know before entering a trusting, eyes wide open relationship? Strategy, financials, partners, evidence, leadership…

Establishing need

What is the problem you are solving for and how do you know it's a problem

Storytelling

Tell a **compelling story**. Show an understanding of the competitive landscape and of the risks - informed by the lived experience of those most impacted - that highlights the story of change
What part do you play in that story of change?
What needs to happen to bring that story to life (logic model)
Who would you likely intercept with, need to navigate (competitive landscape)

Strategy Aligned

Read the strategy - ensure your application reflects an understanding of the funding focus - consider your language and how you frame your pitch
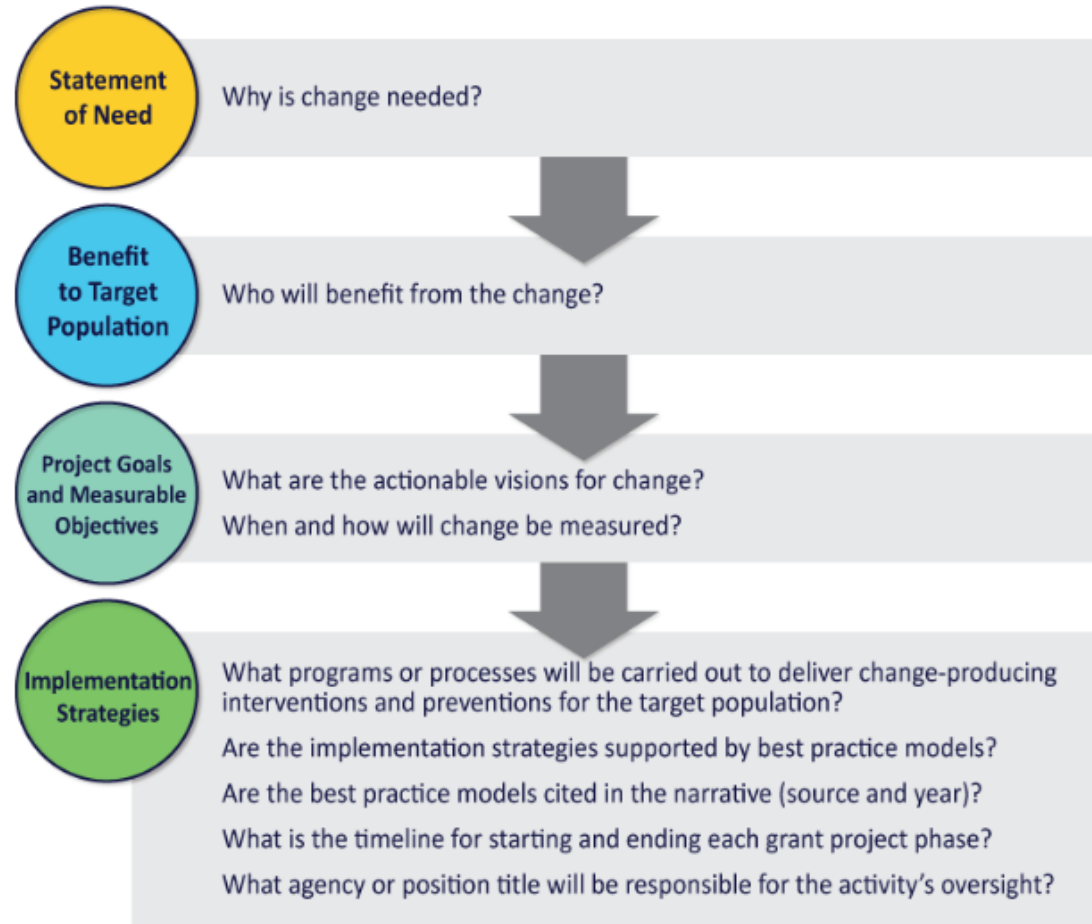
Eligible

Read the **guidelines** – ensure you are eligible

When thinking about outcomes - consider knowledge/learning and things you can do to share what you are doing to build the knowledge and connectivity of the sector

Share learning

How can your funded piece improve the way others working in the same space understand the problem better. Or understand the barriers to response better. Or understand the people most impacted better.

CLEARLY ESTABLISH NEED

Establishing need

Statement of Need	Why is change needed?
Benefit to Target Population	Who will benefit from the change?
Project Goals and Measurable Objectives	What are the actionable visions for change? When and how will change be measured?
Implementation Strategies	What programs or processes will be carried out to deliver change-producing interventions and preventions for the target population? Are the implementation strategies supported by best practice models? Are the best practice models cited in the narrative (source and year)? What is the timeline for starting and ending each grant project phase? What agency or position title will be responsible for the activity's oversight?

If the word limit prevents inclusion of all planning – consider referencing any working documents that can be supplied on request
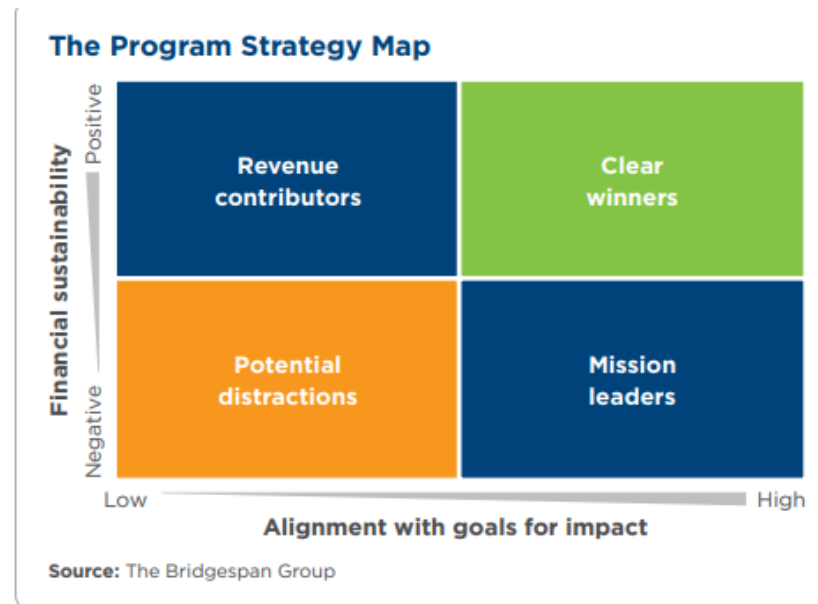
MAKE SPACE FOR THE PROGRAM

Make space

Consider what you can take away from your programs/business to accommodate the new piece - to show capacity.
There's a valuable exercise designed to support businesses in being more effective (below)
We've become accustomed to the idea that to improve we need to add something. Maybe your idea involves dismantling or removing something to make way for growth. Podcast hidden brain episode 'Do less'

The Program Strategy Map

Financial sustainability (Positive → Negative)

	Low ← Alignment with goals for impact → High
Revenue contributors	**Clear winners**
Potential distractions	**Mission leaders**

Source: The Bridgespan Group

Bridgespan is an incredible resource for all things 'strategic'

GRANT SIZE MATTERS

SMALLER GRANTS

With small grant rounds – consider:

Evaluating something that seems to be working

Building your capacity by bringing an expert in to….. develop your program TOC; facilitate a strategic workshop; sharpen your comms; a literature review of available evidence…

Making your program better - not necessarily adding something new

Suggesting to the funder a case study and some key data rather than a report

Remove referencing to systems change

LARGER GRANTS

With larger grants, over $80,000 consider

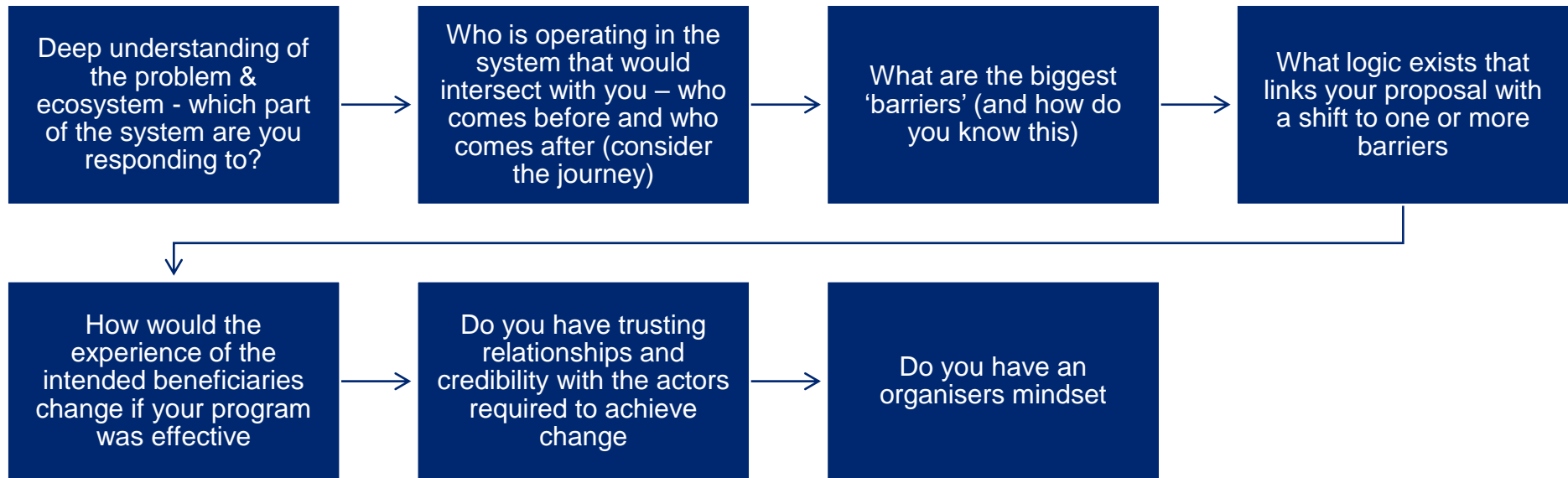Evidence to substantiate the need for the program

Ensuring other funders are part of the solution

Community partners/stakeholders who have expressed support

A logic model or theory of change

Plan to evaluate

SYSTEMS CHANGE APPLICATIONS

Deep understanding of the problem & ecosystem - which part of the system are you responding to?	Who is operating in the system that would intersect with you – who comes before and who comes after (consider the journey)	What are the biggest 'barriers' (and how do you know this)	What logic exists that links your proposal with a shift to one or more barriers

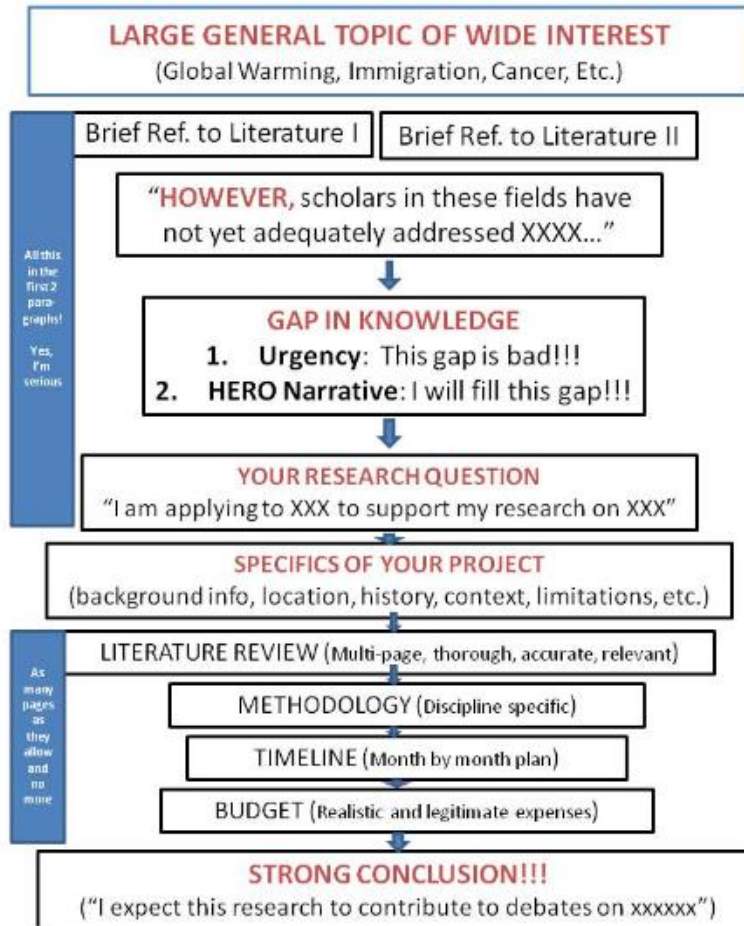|		
How would the experience of the intended beneficiaries change if your program was effective	Do you have trusting relationships and credibility with the actors required to achieve change	Do you have an organisers mindset

Systems Change applications ideally show an understanding of the system

RESEARCH FUNDING. IT NEEDS TO BE DIFFERENT

"The Foolproof Research Proposal Template"

LARGE GENERAL TOPIC OF WIDE INTEREST
(Global Warming, Immigration, Cancer, Etc.)

Brief Ref. to Literature I | Brief Ref. to Literature II

"HOWEVER, scholars in these fields have not yet adequately addressed XXXX..."

All this in the first 2 paragraphs! Yes, I'm serious

GAP IN KNOWLEDGE
1. **Urgency**: This gap is bad!!!
2. **HERO Narrative**: I will fill this gap!!!

YOUR RESEARCH QUESTION
"I am applying to XXX to support my research on XXX"

SPECIFICS OF YOUR PROJECT
(background info, location, history, context, limitations, etc.)

As many pages as they allow and no more

LITERATURE REVIEW (Multi-page, thorough, accurate, relevant)

METHODOLOGY (Discipline specific)

TIMELINE (Month by month plan)

BUDGET (Realistic and legitimate expenses)

STRONG CONCLUSION!!!
("I expect this research to contribute to debates on xxxxxx")

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Why?

This is considered a complex area for funders

How Universities/departments within Uni's are funded is not easily understood

FINAL-The-continued-journey-to-real-impact-and-better-practice-July2021.pdf (menziesfoundation.org.au)

GOOD LUCK