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2020 Feed Appeal Grants Top Tips

The Feed Appeal Team is conscious that many food relief organisations have limited resources and writing grants can be time consuming and challenging. We have consulted with highly regarded grant writers and some of our grant reviewers to help provide some guidance and direction on how to write a strong grant application. Our grant reviewers can only assess applications based on what is articulated. They need to understand what your organisation does, why it does it and what impact your work has on the local community. We have tried to clarify what we are looking for and what will help make your application stand out.

TOP GRANT WRITER TIPS

DO

- ✓ Describe in simple, plain English what you do and the impact you have
- ✓ Be succinct
- ✓ Tell evocative stories that bring your work and impact to life
- ✓ Answer the questions being asked
- ✓ Read your application from the perspective that you know nothing about the organisation, what picture does it paint?

DON'T

- ✗ Waffle
- ✗ Use management speak or jargon
- ✗ Poor presentation, typos, bad grammar have a negative first impression
- ✗ Cut and paste generic or irrelevant information



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FEED APPEAL GRANT REVIEWERS TOP TIPS

We are asked a core group of Feed Appeal Grant reviewers five key questions:

1. What are the top things you look for when assessing a grant application?
2. What are the most important considerations when assessing a Major Projects Grant?
3. What are the most important considerations when assessing a Grassroots Grants?
4. If you could tell every applicant one thing that could help put their application into the merit for funding category, what would it be?
5. What are the top things that concern you when assessing a grant application?

What are the top things you look for when assessing a grant application?

- Clear, succinct and to the point answers
- Clarity of the need and disadvantage in the community and how the grant will combat this
- Clarity on the number of people who will be impacted by the grant
- Clear understanding what your organisation does to elevate hunger in your community
- Clear understanding what you need and WHY
- Financial Stability

What are most important considerations when assessing a Major Projects Grant?

- Demonstrate the ability to manage the project and/or items being requested (*i.e. If application is for a vehicle, can the organisation demonstrate the ability to pay for ongoing registration, maintenance, fuel, drivers, insurance etc*).
- Is the organisation financially stable?
- Demonstrate and articulate the real difference a Major Projects Grant will make. (*The more funding you ask for the more impact we expect, as this demonstrates a strong social return on investment*).
- Have you done the groundwork of sourcing quotes and exploring the best options?
- Will the request make a long-term difference and ensure longevity and sustainability of the organisation?
- Size of the organisation, number of people serviced, strong understanding of the community's needs, and perception of competence are critical when considering funding a Major Projects Grant.



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What are the most important considerations when assessing a Grassroots Grants?

- Is the organisation financially stable?
- Will the requested funding, help build capacity and/or capability of the organisation and address the needs of the local community?
- Will the request make an ongoing difference?
- Will the grant help the organisation do more, improve or expand the service and reach and/or improve efficiency of the organisation's operations?
- The organisation demonstrates a willingness to collaborate and is accessing services already available in their area before asking for a grant? Collaborate, not duplicate.

If you could tell every applicant one thing that could help put their application into the merit for funding category, what would it be?

- You know all about your organisation. We know nothing other than what is written in the application. Make sure you clearly explain your food relief program and how a Feed Appeal grant will impact not just your organisation but the community you serve.
- Be thorough with your application. Make sure you answer all the questions and provide all information requested in a clear and concise form.

What are the top things that concern you, when assessing a grant application?

- Lack of financial stability and/or lack of operational efficiency and competence
- Maximum grant funding requested with minimal impact and outcome in return
- Half-hearted or lazy application. Where questions have not been read and answered directly
- Repetition of information in different sections of the application
- Irrelevant Information
- Not being thorough and ensuring all questions and uploads are completed
- Generic and generalised information
- Applications that have added padding to make up the total grant amount rather than asking for just what they need. (*i.e. simply adding a request of \$10K in for staples through PFD to increase to the maximum grant amount*)