

Funding tips

A guide to successful grant applications

Obtaining funding is no longer a tricky exercise! Here we've created quick tips, a funding directory and a word bank for you to copy/paste to save you time and hassle.

Top tips

1. Keep these points in mind

When applying for funding, remember no two funders operate in exactly the same way, but they all have this in common:

- They all want to make the biggest impact they can with the money they have available.
- It's your job to convince the decision-makers that you're the right organisation to help them do it

2. Know what funding is available

There are many well-known funders in New Zealand, but equally, there are many funding bodies that fly under the radar. For your best chance of success, **do your homework** and make sure you know what all your options are.

AT THE BOTTOM OF THIS DOCUMENT WE HAVE A LIST OF FUNDERS TO HELP YOU GET STARTED

2. Be aware of criteria

Every funder has a set of criteria that determines which organisations, projects, programmes, and expenses they will fund. They will have areas which are given priority, and then some restrictions around the type of expenses that can be funded. Be aware that the funders criteria have been carefully considered and regardless of how good your cause is, you can't simply 'massage' your organisation to fit. **Focus on only the ones that have a great fit.**

3. Apply early

While you are allowed to submit applications right up to the last minute, it is best to **apply as early as possible**. This gives the funding advisor an opportunity to consider your application and come back to you with any questions or points that need clarifying before the deadline is reached. If you leave your application until the last minute, you may find that all the money has been distributed before your application even arrives.

3. Demonstrate the need. (What is the purpose of your grant)

Funders are looking to finance **needs**, not nice-to-haves, so it is important to explain why the WPC programme is so essential for your school or organisation and why your organisation is so essential in the community.

Ask yourselves "How will the funding of the WPC programme meet a genuine need in my community?" and explain this. Have there been any government changes that have affected your community? Eg. *"Recent government decisions about our education have resulted in ..."*

If something has changed in your community to make it a real urgent need - explain what happened and why the programme will make an impact now.

Eg “Our community has become.....due to.....and the WPC programme can assist us to prepare our students for an ever changing future.”



[See our WPC Useful Wording Document to help with your application](#)

4. Provide up to date documents

It is essential that you regularly review your funding documents if they are kept within your school and **ensure that the documents are accurate and up-to-date**. Simple things such as contact details are often overlooked, and out-of-date information can hold up, and at times jeopardise the whole process.

5. Submit complete applications

Although it may not be obvious why specific information is required, it is important that you **answer every question** asked on the application form. Empty spaces suggest you haven't done your homework. If a funder states that you are not to include additional information, then take their word for it and leave it out. If you have additional information then clearly index what relates to that question. An answer of 'see attached' is not enough.

6. Be concise

Say everything you need to get your point across and then STOP. Simple bullet points using everyday language are far more effective than long-winded explanations.

7. Give funders long term reasons why they should invest

Like most people, funders want to get the most value they can for their investment. **Let them know how funding your project or programme will be a good investment in the long term**. If you can demonstrate that the benefits will be seen outside of your own school or organisation, this will have a positive impact on your application. [See our useful wording document to help online.](#)

8. Spread your applications

Always apply to more than one funder so you are not relying on that one application to come through for you and apply for some of your costs but never all of them or more than your quote. Funders like to see you are making a commitment and would question why you were applying for excess funds than your needs. Some funders will want to know how much you have raised already for the 'project' or where else you have applied for funding for the same project.

9. Submit supporting information and a cover letter

Always submit a **cover letter** with your application using school/organisation logos. [Use our cover letter template to help you.](#)

If you are producing your own cover letter be sure to include a thank you and some background on your school/group and provide links for WPC Facebook, Instagram, Website, YouTube so the funder can find more information should they wish to. Give reasons to explain why you only have one quote submitted. Applications usually ask for 2 competitive quotes and you will need to explain in your cover letter that you only have one quote included as '*The WPC is the sole provider of the WPC programme*'.

If you are already doing the WPC then DO include supporting photos, newsletters, press articles etc. Explain some of the outcomes of your programme, community service etc

Funders for you to approach

Here are some websites to get you started. This is not an exhaustive list. Keep in mind that Google will be your best friend when looking for funding.

- [GRASSROOTS TRUST](#)
Grassroots Trust was established in 2003 to support sport, education and community sectors. We share your passion and enthusiasm for amateur sport, education and various charitable community initiatives and we're here to help.
- [CHENERY, LOUIS DALLEY AND JUNE GRAY CHARITABLE TRUSTS](#)
To assist Charitable Organisations, Schools, Sporting and Cultural bodies, including Rotary and other Community based organisations with financial subsidies and support for Community based projects across New Zealand.
- [AUCKLAND FOUNDATION](#)
The environment. The arts. Access to education. Youth development. Alleviation of poverty. Supporting whānau. Community wellbeing.
- **COMBINED COMMUNITY TRUSTS OF NEW ZEALAND**
There are 12 community trusts across New Zealand that make up the Combined Community Trusts of New Zealand. Use Google search to find the below trusts online:
 - Foundation North
 - Trust Waikato
 - BayTrust
 - TSB Community Trust
 - Eastern and Central Community Trust
 - Whanganui Community Foundation
 - Wellington Community Trust
 - West Coast Community Trust
 - Raataa Foundation
 - Community Trust of Mid and South Canterbury
 - Otago Community Trust
 - Community Trust South
- [GENEROSITY](#)
This is an amazing resource that your school may already subscribe to so check that first! If not then it is freely available through your local library and it is totally free. We highly recommend you start here!
- [DEPARTMENT OF INTERNAL AFFAIRS - LIST OF GAMING SOCIETIES](#)
Click on any of these societies to find out who they fund and how to go about it.
- [DEPARTMENT OF INTERNAL AFFAIRS - FUNDING FOR COMMUNITY GROUPS](#)
A really useful resource to help you.
- [Community Matters](#)
Another great resource
- [Tonic magazine](#) (subscription required)