

Common reasons for funding bid failure

- The project does not meet the funder's criteria. Read the support guidance and contact the funder for advice – many funders provide advice or case studies.
- Applicants fail to illustrate why their project is needed, and do not make their plans explicit and concise on their application form.
- The proposal lacks clarity. The project is poorly planned and there is no indication of what the money will be spent on. Make sure you answer the basic questions What, Where, When & with whom... Providing evidence of your claims e.g. research, quotes, case studies
- Don't make the mistake of asking for too little from those with the capacity to give a lot, or of asking for more than you need to get the job done well. Funders want to fund good, realistic projects.

THINGS TO REMEMBER:

- If you have volunteer help or donated services, mention it as matching contributions. Funders like to see you make a commitment to your project.
- Don't overdo the "Gloom and Doom" or the cries of financial crisis. Be honest and clear, backing up your claims.
- Never forget to thank donors for their gifts. Keep good records of the date and amount of donations. Send the donor a report of the success that their money brought.
- Always keep good financial records. It is better to write down too much rather than too little. A periodic audit, or at least an accounting statement by an independent accountant is a very good step, and critical when dealing with foundations.
- Above all, be honest in your financial matters. Don't be embarrassed to pay your staff a reasonable amount, or to be reimbursed for expenses. Nobody has the right to expect you to carry the burden alone.