



HOW TO APPLY FOR FUNDING BY LETTER

Use 2 sides of A4 paper

- Keep it short and to the point, make the application long enough to properly describe what you want but short enough to be easy to take in at first reading.

Name and address of your organisation

Date

Name of correspondent

Name of Trust (some organisations administer more than one Trust)

Address (most recent)

Dear name of correspondent (**Do not** put 'Dear Sir/Madam' or 'To whom it may concern').

1st Paragraph – establishes the credibility of your organisation – can they trust you?

- Background to your organisation, i.e. what are its aims?
- Its charitable status and how long it has been established.
- Management and staffing structure.
- Short paragraph about what the organisation has achieved so far – to show its effectiveness.

2nd Paragraph – ‘Selling the Need for the Project’

- What the problem/need is – the purpose of the work, who will help.
- Your proposal – you need to show that you have a realistic and practical solution.
- Your effectiveness and cost effectiveness – How will you make a difference?

3rd Paragraph – Costs

- Ask for a specific sum. Say if you are seeking a contribution of £X to a budget of £Y.
- From where will you raise the rest of the money?
- What funds do you already have?

If you require any further information please contact:

Name of the best person to answer any questions the Trust may wish to ask.

Yours sincerely

Chair of Committee

(Make sure you sign the letter!)

What else should I send?

Don't overload the application with the attachments. A Trust which is seriously interested will ask for anything it hasn't got. If the Trust specifies, send your most recent:

- Annual report
- Accounts
- A budget for your project

Finally

- Show the funding letter to another person to see if they can understand what you are asking for!
- Avoid jargon.
- Follow the letter up.