



Grant seeking success!

Presenter: **Nina Laitala**, Institute of Community Directors

What we'll be discussing today...

1. Preparing for grant writing
2. Finding the right funding
3. Developing relationships

Developing relationships

Why are relationships so important in the grant seeking process?

1. Grants are relational not transactional.
2. Building relationships with funders and community leads to long-term sustainable change.
3. Projects for community should be done with, not to, community.

What do grant makers want?

- Address an issue & influence positive change
- Specific outcomes to be addressed
- Projects to deliver realistic outcomes and have a positive impact
- Well planned projects
- Value for money
- Sustainable
- Branding



A dream you dream alone
is only a dream. A dream
you dream together is
reality.

Yoko Ono, Japanese artist

Call the grant maker!



- Once you've found a potential grant and read the key information – make the call!
- Describe your project idea
- Ask for feedback
- Make notes

Winning the grant – and more and more

- Celebrate internally – but say thanks
- Invite funders to any events, openings (if they attend, acknowledge them in speeches)
- Send regular reports and communications
- Acknowledge funders on all materials and verbally
- Then let them know what else you want to do.



**Not
winning is
not losing
in the
future**



Ask for a debrief.

Ask the grantmaker:

- Should we have provided more information?
- Is there one particular area (or many) where you could improve?
- Would you consider another application in the future for the same project?

Prepare for grant seeking

- A clear **plan**
- A **reason** for funders to 'give'
- Someone to be in **charge**
- **Time** – you won't get it all overnight
- **Investment** in your own resources
- Knowledge of your historical and current **funding grants**
- **Approval** from your board
- A process for keeping the rest of the board and team **informed and updated**
- Knowledge of your **charitable status** & fundraising requirements (in each state)



Key parts of a grant application

1. Project brief (50-200 words)
2. Project rationale (200-300 words)
3. Project activities (200-300 words)
4. Beneficiaries (200-300 words)
5. Expected outcomes (200-300 words)
6. Measures of success (200-300 words)
7. Budget
8. Letters of support

Statistics: Australian Bureau of Statistics, local government, ID Profiling (<http://home.id.com.au/demographic-resources/>), your own.

Anecdotal Evidence: qualitative data your organisation has collected.

Media reports: local, national, international (if appropriate).

Research: your own, reputable sources such as universities, industry.

Surveys: your own, industry or sector specific, local, national.

Videos and pictures: show it – don't say it.

Stories and testimonials: community, members, supporters.

Prepare! Institute of Community Directors Australia | Grant winning checklist



Finding a grant

Commonwealth Government

State governments

Local governments

Private/NFP foundations and philanthropists

Corporates

[Grants | Community Grants Hub](#)

[Grants and funding | NSW Government](#)

[Armidale Regional Grant Finder Armidale Regional Council](#)

[Grants to support young people and families into work](#)

[Funding Available | FRRR](#)

[Community Grants Program - Australia Post](#)

www.fundingcentre.com.au

- Access to a comprehensive grants database
- Receive customised newsletters, updates and alerts
- Curate grants on a personalised dashboard
- Manage grants processes, tasks and timelines
- View activity on a personalised grants calendar
- Store applications, reports and acquittals centrally
- Enjoy full access to fundraising assistance and tools including helpsheets, videos, checklists, templates, policies and planning tools.



Funding Centre
Where not-for-profits go for money



ourcommunity.com.au
Where not-for-profits go for help

Search Grants

Search Grants

Keywords

Regions offered ⓘ

Eligible to

Categories

 Search by primary category only

Activities

Funding Amounts
min
max

Include closed grants
 Exclude grants requiring DGR status

Plans and pricing

Choose the membership option that best fits the organisation you're seeking grants for.
If you're a council looking to add a customised grants portal to your website, visit the SmartySearch page.

	MOST POPULAR		
\$125/Annually Not-for-Profits and Schools Less than \$3/Week Single User Annual Subscription	\$200/Annually Not-for-Profits and Schools Less than \$4/Week Multi User Annual Subscription	\$350/Annually Bus, Gov and Individuals Less than \$7/Week Single User Annual Subscription	\$400/Annually Bus, Gov and Individuals Less than \$8/Week Multi User Annual Subscription
<ul style="list-style-type: none">✓ Access to Australia's best grants database✓ Receive customised newsletters, updates and alerts✓ Curate grants on a personalised dashboard✓ Manage grants processes, tasks and timelines✓ View activity on a personalised grants calendar✓ Store applications, reports and acquittals centrally✓ Enjoy full access to fundraising help and tools	<ul style="list-style-type: none">✓ Access to Australia's best grants database✓ Receive customised newsletters, updates and alerts✓ Curate grants on a personalised dashboard✓ Manage grants processes, tasks and timelines✓ View activity on a personalised grants calendar✓ Store applications, reports and acquittals centrally✓ Enjoy full access to fundraising help and tools✓ Access for 10 users from the same organisation	<ul style="list-style-type: none">✓ Access to Australia's best grants database✓ Receive customised newsletters, updates and alerts✓ Curate grants on a personalised dashboard✓ Manage grants processes, tasks and timelines✓ View activity on a personalised grants calendar✓ Store applications, reports and acquittals centrally✓ Enjoy full access to fundraising help and tools	<ul style="list-style-type: none">✓ Access to Australia's best grants database✓ Receive customised newsletters, updates and alerts✓ Curate grants on a personalised dashboard✓ Manage grants processes, tasks and timelines✓ View activity on a personalised grants calendar✓ Store applications, reports and acquittals centrally✓ Enjoy full access to fundraising help and tools✓ Access for 10 users from the same organisation
<input type="button" value="Join"/>	<input type="button" value="Join"/>	<input type="button" value="Join"/>	<input type="button" value="Join"/>

Are you eligible?

Believe it or not ...

- 20% - 30% of applications are ineligible for the grant that they just applied for
- Less than 10% of applicants bother to make contact with the grant maker before they submit their application – **even when they are requested to. CALL THEM~**

If you don't read the guidelines how do you know:

- who is eligible?
- who is ineligible?
- what is eligible?
- what is ineligible?

**When does it close? Will you be able to meet it?
How do you meet it?**



What is an “impact area”?

An “impact area” refers to the areas that the grant making organisation has identified as needing the most investment and positive change.



COMMUNITY GRANTS

These grants are allocated up to a maximum amount of \$10,000 as one-off grants aimed at providing support for a defined project or program.

They are mainly intended for smaller community organisations. A Community Grant can be applied for support for programs or services within one year. The Community Grant level is implemented as a rolling program throughout the year. Decisions on the grant applications will be made by the end of the year.

Community Grants will be allocated in both the traditional and innovative ways to explore and learn about the needs in a range of sectors of interest that may continue to evolve.

Currently, Gandel Foundation Community Grants are allocated in the following areas of interest:

- Arts & Culture;
- Education;
- Health & Medical Research;
- Community Development;
- Social Cohesion & Inclusion; and
- Poverty & Disadvantage.

Focus areas View less ^

In 2023, our Impact Research Grants round aims to focus our investment on this gap. We will fund research proposals that can build on an already initiated body of work and catalyse its potential to create greater health promotion impacts in the real world.

For this round, the priority themes are:

Area	Theme
Healthy and sustainable food systems	Place-based systems interventions focusing on increasing equitable access to nutritious and affordable food from sustainable food systems
Active communities and sport	Improvements in the built and social environment to promote physical activity in geographic areas or communities that experience greater systemic inequities
Social connection and mental wellbeing	Community-centred, strength-based models to improve mental wellbeing of people and communities facing significant systemic inequities
Climate, environment and health	Place-based research to support improved community health, wellbeing, and resilience in areas in Victoria that are more vulnerable to climate change impacts



LORD MAYOR'S CHARITABLE FOUNDATION

Our areas of impact Give & collaborate

→ **Impact Areas**

For close to 100 years, Lord Mayor's Charitable Foundation has made a real and lasting impact on the big challenges facing Greater Melbourne.

[LEARN ABOUT OUR POSITIVE SOCIAL CHANGE →](#)

- Homelessness & Affordable Housing
- Inclusive, Sustainable Economy & Jobs
- Healthy & Climate Resilient Communities
- Generous Melbourne
- Environment & Sustainability

Top tips for winning grants

- If you don't apply, you'll never see the money.
- Planning matters.
- Do your homework.
- Grantmakers like to know where their money is going and how it is being spent.
- Just because you didn't win the grant today doesn't mean you won't win the grant tomorrow.



Don't wait for the right opportunity, create it.

George Bernard Shaw

Feedback

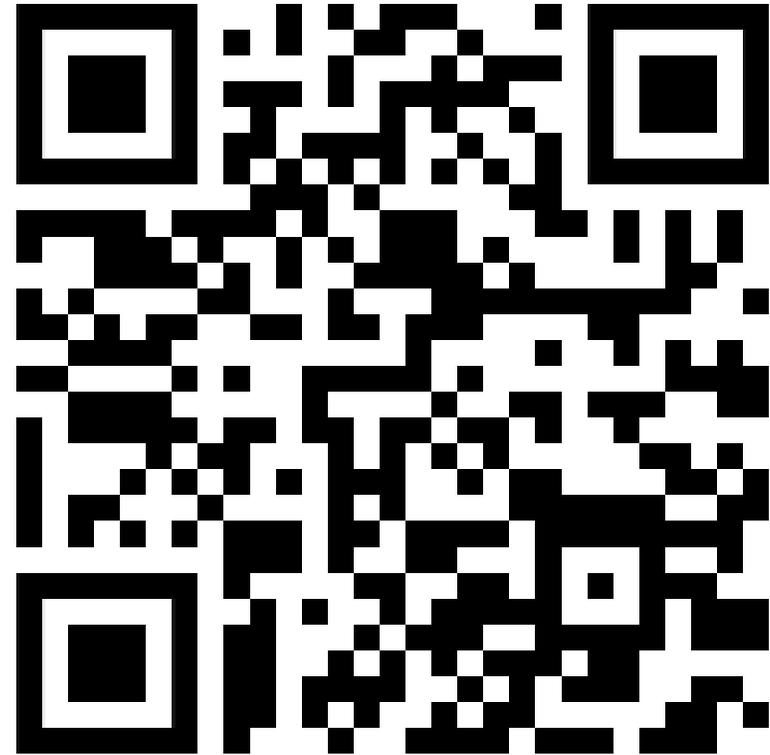


<https://www.surveymonkey.com/r/2025in-house>

ICDA Membership

Now free! Join today.

communitydirectors.com.au/membership



What next?

Download Community Director grant winning tools

- [Institute of Community Directors Australia | Grant winning checklist](#)
- <https://www.communitydirectors.com.au/tools/grantseeker-information-template>
- <https://www.communitydirectors.com.au/tools/grantseeker-information-template>

Check out Community Director's "Win More Grants" self-paced online course

[Win More Grants](#)



Win More Grants

This course is designed for grassroots community groups that want to find out where to find grants and how to win them. With just a bit of know-how and some confidence you'll go from a novice to a go-getter!