

How to apply for funding



“Applying for funding.” Doesn’t sound like much fun does it? Filling in forms. Rubbish. Well, actually, it can be quite fun. This is the bit where anything’s possible. The sky’s the limit. How are you going to transform your neighbourhood? Whether you aim high or low, when you are successful it’s a fantastic feeling.

1 Ask – You don’t get what you don’t ask for. It’s for a good cause right? So don’t be afraid to ask.

2 Support – Identifying funding and writing bids for the first time can be quite complicated. There are lots of organisations out there who can help you.

3 Plan – Know what you want to achieve and be focused. Your greatest chance of success is to be clear about what the money will be used for.

4 Motivation – You need to be motivated. Even the best bids don’t always get funding but perseverance will pay off.

5 Planning – Have a plan for what happens when you get the money. All too often people haven’t thought beyond the bid and what to do next.

“Show me the money”, as Tom Cruise once said (Jerry Maguire, not Top Gun, in case you were wondering). There’s lots you can do to improve your estate that doesn’t cost a bean but for the bigger improvements chances are you’re going to need a bit of hard cash.

Well, good news, there are lots of people out there who really want to help. Whether it’s developing the project, identifying the funding, writing the bid, or giving you the actual money, there’s no lack of support when you know what you want and you won’t take no for an answer.

First things first, you need to identify what you need the money for. A community garden? A new play area? A green roof? A wildlife garden? The best starting point is to get together with some like-minded neighbours and talk about how you could improve your estate. What are the issues? What would you like to change?

Once you know what you want to do, you need to find out who can fund you. The Internet is a great place to start but there’s also a lot of information available from organisations such as Groundwork, London Wildlife Trust and BTCV. Some of these organisations can also offer you support and guidance on writing your bid.

So you’ve found a suitable funder, written your bid and sent it off, all that’s left is to sit back and wait for the cheque to drop through your letter box...Ok, so it’s not quite that simple but if you’ve got a good idea and you believe in it, you will find someone to fund it, it may just take a bit of time. And imagine how good it will feel being part of a group that made a real difference to the area and the lives of everyone who lives in it.

www.neighbourhoodsgreen.org.uk