



Funding Factsheet 5

Applications to Trusts

This factsheet is part of a series of ten. The other factsheets are **1: General Procedures; 2: Sources of Funding; 3: Making Applications; 4: Writing an Application Letter; 6: Sustainability; 7: Do's and Don'ts; 8: Crisis Funding; 9: Funding Budgets explained; 10: Budget Planning.**

On occasions a Trust will request completion of a simple, straightforward application form together with a covering letter/summary outlining the details of your organisation and project. The following are useful tips when writing to Trusts:

1. It is a communication from one human being to other human beings

It is NOT a business letter. Trustees dislike being addressed as if they were engaged in business rather than philanthropy.

2. The covering letter (or the 'summary'), is usually all important

Generally, the covering letter/summary is the part of the application where the intent to fund is generated. The rest is back-up (though essential back-up). Many applicants send only this back-up!

3. The letter starts with a personal connection

Why are you writing to THEM? 'Following our discussion last week ...' or 'I see that you have supported our friends in ...' or whatever.

4. The letter is in a simple, personal style

(the kind you like to get yourself) with short words, sentences and paragraphs, all fitting easily on ONE/TWO SIDES of good paper.

5. The letter

A. Has a one sentence start. "Will you give us £xxx to achieve yyy?";

B. Says what the problem is (the

beneficiaries problem, not your organisation's problem!);

C. Says what you are going to do about it and why it will work,

D. Says what the project will cost and how you are going to get it, and asks for the money.

6. The letter conveys messages about the importance of meeting the need AND about the excellence of your project and your organisation

- the urgency of the need, with feeling;
- the excellence of the project;
- its cost-effectiveness and any element of innovation;
- its investment value for the future;
- the bad consequences if your work doesn't get done.

AND

- about your record of success;
- your superb reputation (by endorsement);
- your wide volunteer and community involvement.

FURTHER HELP

Core Services
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