

the applicant, the date and the name of the project; and should be loose (not stapled or bound). Send copies of original work not the originals. Clearly label photographs, publications and materials you want returned. Send a courier pack or SAE with your application for their return.

- *Have a Plan 'B'* – you need to know how or if the project will proceed if you only receive part of the funding, or if you get funding for one element but not of another.

Researching the Funding Agencies

There are a large number of agencies, organisations and other funding groups in New Zealand. One of the best ways to find them is through an online organisation called Funding Information Service. It is a pay per view service although it can be accessed freely at local library and other venues. It has two databases, Break Out – for awards, scholarships and grants, and FundView for groups and organisations. The URL is www.fis.org.nz

You can also go to www.nzlive.com. They have a funding section with a search device. Enter in what type of support you are looking for and it will give you suggestions that will match your criteria.

An excellent downloadable booklet called *The Grant Seekers Guide* published by Trust Waikato is found on www.trustwaikato.co.nz

- *Creative New Zealand* funds individuals and organisations. Contact for funding guide: www.creativenz.govt.nz
- *Funding for community groups* can be accessed through the Department of Internal Affairs website – www.dia.govt.nz click on to their Services section. This is money from gaming machines and has links to the various gaming machine societies. The department also has information on Lottery Grants.
- *The Lion Foundation* is a gaming machine charitable trust which funds projects and equipment. Contact for funding application: www.lionfoundation.org.nz
- *The ASB* funds projects and equipment in the Auckland Funding Region. Contact for application form: www.asbtrusts.org.nz

- *Industry NZ* has funded some projects under the Enterprise Culture and Skills Activities Fund. The Fund is administered by the Royal Society of New Zealand. Contact for application form: www.industry.govt.nz/success/
- *The local councils* all have funding initiatives and can be contacted for their criteria.

The information provided here is of a general nature and may not be up to date. NZSA will not be liable for any reliance placed on this material and specific professional advice should be sought in any specific circumstance

Funding Applications

A GUIDE TO APPLYING FOR GRANTS

NZ Society of Authors (PEN NZ Inc)
TE PUNI KAITUHI O AOTEAROA

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ARTS COUNCIL OF NEW ZEALAND FOR AUTHORS

Funding Applications

Each year many hundreds of individuals, organisations and groups apply for funding to the various funding sources available. Of those only a few receive funding. They do so because their applications stand out above the rest. For example, Creative New Zealand grants around 30% of the funding applied for.

The information below refers mainly to organisations and groups applying for funding. However, for individuals many of the elements are the same.

Individuals

Individual writers can apply for grants to work on writing projects, funds for professional development, travel to deliver a paper or to attend significant overseas literary events where their work is being presented. They can also apply for funds to publish a book of local significance – local councils may support local/regional history or non-fiction publishing.

Groups and Organisations

Groups or organisations can apply for funding to run workshops and seminars, put on literary festivals, publish materials such as newsletters and literary magazines and journals, even books. Also programmes which assist writers in their professional development, writers tours to schools, information sources for writers and so on.

Below are some ideas to help you make your application a stand-out.

Know what you want the funding for

Ensure you have a clear understanding of the project you are applying for, your ability to deliver, the potential outcome and benefits of the project. Research other groups who have been funded by the agency you are looking at getting funding from. Ask them what elements led to their success.

Know who you want the funding from

Research the types of projects each funding agency funds and whether they fund local or national projects. Find out what types of projects they have funded in the past. Research their strategic objectives and ensure your project fits. Find out who is on the committee/board and try

and network with them so they know who you and your organisation are and what you do. Make sure you keep your funding agency up-to-date with what's happening in your organisation.

Understand the granting committee dilemma

When the committees of the various funding agencies are confronted with 100s of worthy applications for the scant funds available they are going to pick the ones that closely fit their criteria and are: fully developed with good research; well budgeted and presented; well timed to fill a demonstrated need; and, demonstrate that the applicant has the ability to carry out the project. Funding agencies want to help people succeed because it fulfils their objectives and purposes. If you come up with a quality application that hits all the hot buttons, your chances of success are high.

Be persistent

While you may not get funded this time don't give up. Ask the agency why you didn't get the funding. Take their suggestions on board. Re-work the application and try and get the agency to buy in to your vision. Make sure what you are asking for is realistic.

The right ingredients for a Grant Application

- *Allow the Time* – This is crucial for putting together a quality application. You must leave plenty of time to complete the research, get advice, write and re-write the application, get quotes, prepare the budget and check the application off against the criteria.
- *Read the Criteria* – each funding organisation has criteria for funding. Make sure you read it thoroughly and make your application fit the requirements. Don't argue that your project, while it doesn't fit their criteria, is a great project and should be funded anyway – it won't happen.
- *Research* – make sure you thoroughly research all the elements of your project. Ensure there is a need for what you are proposing, don't apply for funding just because you want to do it. Get quotes for costs, don't guess. Know how many people you need, when and where the event/project will take place.
- *Ask for Advice* – When you are applying for a grant ask the potential funding agency for advice on how best to apply.

- *Tell the Truth* – Don't over promise and be forced to under deliver. Don't exaggerate your abilities. Don't put something down in the application based on hearsay, do the research and get the facts right.
- *Credibility* – This is your CV, your track record as an organisation, your ability to deliver the right product at the right time. When applying remember, if you and another organisation are competing for the same audience don't be tempted to boost yourself by criticising your competition. It will most likely backfire. Instead concentrate on the things your organisation does well and ignore the other organisation, or find a point of difference and promote that.
- *The Budget* – This must be detailed enough, with quoted costs, to satisfy the requirements of the funding agency. Sometimes funding agencies will have sample budget templates for you to follow. Estimates of income from sales/subscriptions must be realistic and based on current trends and experience. Don't forget the contributory value of volunteer time and donated materials. This is worked out by putting the full cost of the labour and materials on the expenditure side and balancing that by putting the contributed value of labour and materials on the income side.

Include expense items such as: venue hire, equipment hire, transport costs, travel and accommodation of speakers, project co-ordination – overheads and labour, marketing costs, fees for speakers, workshop leaders etc.
- *Marketing Plan* – You need to have a plan that will deliver what you need in terms of audience numbers, reach of information, response to a survey etc. Elements to include are content of promotional materials, design, pre-press, printing/copying, advertising, media releases, mailout and distribution, promotional expenses such as free tickets for media and gifts, incentives for respondents.
- *Presentation of the application* – there are a number of elements related to this, the most important being KISS. Some funding agencies have a template form for you to fill in, others have criteria and guidelines and you need to structure the application yourself. The simplest method is to type the application on one side of an A4 sheet in a legible typeface (usually 12 pt serif); pages should be numbered with a footer that states the name of