

SEN Opportunities

Funding Application Guidance

Trustees are likely to look favourably upon organisations that:

1. Bring the organisation to life. Do we get a feel for what is special about your provision?
2. Evidence impact. How do outcomes improve because of what you offer?
3. Demonstrate an effective business model. What is your strategy and vision and how are you going to achieve this?
4. Demonstrate strong leadership. Convince us that leaders are inspirational, managing the organisation effectively, and using resources wisely.
5. Present the financial position and how any money donated would be spent. How would the organisation and young people with special needs and disability specifically benefit from a donation? Who else is supporting you financially?
6. Demonstrate how your project will provide long-term benefit and is sustainable. How will the young people benefit this year, next year and in the future?

The Application Process

To apply for funding, please send **one PDF document** that includes the following details:

1 The outline of your request

We suggest you follow a similar template to this:

Executive summary –your organisation’s vision and mission, the context it works in, the need it is addressing, where you work, the impact you make (include number and range of beneficiaries and improved outcomes), your track record.

Main proposal - what need you are addressing and why it is important, how your work addresses this need, what additional provision your fundraising would offer, your strategy for implementing the project, how any donations would be used, partnerships. Don’t forget to state specifically what you are asking SEN Opportunities for.

Impact – what difference does your organisation make and on whom, the anticipated impact of your fundraising, how you measure your success in outcomes and impact.

Risk – known or potential risks to your organisation and how you minimise the risks, details of ‘Plan B’ if you do not achieve the fundraising target.

Leadership and management – a summary of the leadership team / trustees to give us confidence in the leadership and delivery of your service.

Illustrate and personalise your project – case studies, images, quotes, the website link, a selected piece of marketing material etc may personalise the application alongside the factual information we require. All information provided should be contained within the one PDF document.

2 Finances: Accounts, Budget and Fundraising plan

To inform us of your financial sustainability and the robustness of your plan and fundraising sources we require:

- A set of the most recent financial statements and management accounts (if your organisation has them).
- Planned expenditure detail – a breakdown of your organisation's total expenditure budget for the financial year that relates to your request.
- For a specific project we require all costs to be identified within the application, including staff costs and a percentage of overheads if relevant.
- Income and fundraising plan - the expected income for the financial year that relates to your request, a breakdown of your fundraising needs and projected income. For partial funding requests we require other funding streams to be identified within the application.

Trustees are likely to look favourably upon applications that include an element of sustainability towards SEN Opportunities, thereby maximising the impact of our funds: for example where the funds provided generate increased income for your organisation, some of which is subsequently paid back to SEN Opportunities or another charitable body.

And finally....

- Be succinct (maximum 5 pages of A4 to present your request, excluding accounts and additional marketing material)
- Avoid using jargon or acronyms
- Ensure figures provided are correct and add up
- Balance your application to appeal to both head and heart
- Keep it simple

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All information should be put together into one PDF document, addressed to Mary Briggs and sent by email to: mbriggs@senopps.org

We will contact you if you are successful in your application or if we would like additional details.