

# Avoiding the Wastepaper Basket

Making Trust Applications

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# The Treasure Hunt begins

- Who made the decision?
- Why was the decision made?
- How were the trusts and Foundations Chosen?
- Who supervises the process?

# Details Matter

- Research into the person who receives the letter... Richard Cook, Clerk to the Trustees... becomes Richard Clerk, Cook to the Trustees!
- Have you signed it?
- Who checked the application?

# You have to be clear

- Applications hard to understand fall to the bottom of my pile.
- Initials..... Just what is WNCVS? NVSC? NYCS? NCVYS? And thousands of others.
- How much do you want? Many don't say!
- Lack of clarity means a failed application

# Leaving the Trust to do the work

- If you think you are busy, the trust staff are unlikely to be any less busy
- You want something from them not vice versa
- Shopping lists places the burden onto the trust. Like telling the bookmaker you rather like five horses and can he advise you on the one to bet on!

# Emotional appeals

- Tugging at the heartstrings does not make a good application.
- An appeal which is urgent and an emergency on the whole do not get responded to as Assessment is more difficult and the timetable is out of line with the trust.

# A brief description of our project Vol IV

Length of application and supporting papers

- The question most often asked is:  
...How long should my application be?
- Answer no more than two sides of A4. I  
have a life to lead!

# Trust Guidelines

- They are of course not for you to read... just ignore them!
- Applications are made for what trusts will not fund.
- Reading the part of the guidelines you want will not help the application. “ *I am sorry I didn't read the whole of the guide lines*”

# Phrases to avoid

- ‘Unique’
- ‘We work in the most deprived area of’ ....
- ‘You will I am sure be familiar with the problems of’ .....
- ‘Two of your Trustees are well-know to our Chairman’ ... Do I run for cover?
- ‘Any help you can give us however small, will be appreciated’ I doubt a £100 cheque for a £100,00 project will be appreciated!

# The final stage

- Ask someone not connected to the organisation to read your application
- You don't have a detached view
- Obtain that outside view before the envelope, and possibly your fate, is sealed
- You are entering a competition.

# Do's and Don'ts

- Do...
- Be sure you know why you are applying.
- Check the Trusts name..
- Check you are in the trusts area of benefit.
- Sign the letter.
- Enclose all the requested documents.
- Keep to the application form and 2 x A4.
- Meet the deadlines.
- Have some one read the application.

# Do's and Don'ts

- Don't....
- Make emotional appeals
- Ask vaguely for assistance
- Present shopping lists of need
- Write a brief letter referring to lots of other papers
- Use initials of organisations
- Lose your paper work
- Write over-long applications and then apologise. You invite the wastepaper basket.

# Good Luck

- There is so much money just waiting to be granted to the right application.
- Get it right and make a difference to your organisation.