



Writing an application letter

The trust or foundation may tell you what the trustees would like you to say in your letter. Sometimes they don't, in which case you could try this:

Project title: It is good if this describes what you want to do.

Summary: Briefly say what you want to do, why and how much it will cost.

Background information: **Very briefly** tell them about your organisation e.g. When did you become a charity / constituted organisation? Talk about past achievements: give evidence of your track record, where you operate, what you do, why you do it.

Describe the problem or need: Back this up with hard evidence.

Your proposals: What do you want to do? How will it work? Who will benefit? What will the money be spent on? How will you measure how effective you have been?

Why are you the people to do it: Try and establish your credibility. Why should the funder trust you? Do you have any links with established people or organisations?

Why have you approached this particular funder: Show that you have read the guidelines and explain how your application fits the funder's priorities.

Tell them the total cost and how much you want from them: It is a good idea to let them know where the rest of the money is coming from.

The signature: Whoever signs must seem reasonably senior, be able to answer questions and be easy to contact. Make sure that the person's status within your organisation is displayed, e.g. chair, secretary, co-ordinator.

Enclosures: If the funders have guidelines they will tell you what to enclose. If not, you should enclose a detailed budget for the project, a copy of your latest accounts and, if you have one, a project plan. If you have had any recent positive publicity it is okay to include that but **keep enclosures to a minimum** – if they want more information they will ask for it.

N.B. Use no more than 2 sides of A4 for the letter!

Newcastle Council for Voluntary Service - factsheet updated January 2009

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