

# Key funder likes and dislikes

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The key to success in writing applications is to work out what makes the funder tick. Each trust or foundation is different with its own priorities and what it will and won't support (always read the guidance in full) but here are some common likes and dislikes:

## Funders like:

### Organisations that are well set up and managed

- Are your governance, annual accounts, and financial management systems, monitoring reports, policies and procedures good enough?
- Check for discrepancies between your organisations websites social media and other information and ensure everything is up to date and fit for purpose

### Defined discreet pieces of work/ projects

- Funders want to make the best use of funds to further their priorities so like to fund something specific that fits neatly with their own priorities and grant budgets
- Ensure your project is specific and the budget is realistic
- Demonstrate need using a mix of evidence (statistical, anecdotal) and including your own research as well as that from local and regional organisations and bodies
- Be clear about your beneficiaries and the difference the project will make to them

### Forward thinking organisations (especially imaginative or different approaches)

- Show that your project is developing in response to current needs and has at least considered or tried alternatives

## Funders don't like:

### Incomplete applications

- Ensure all questions are answered properly and fully – get advice if you aren't sure how to put the application together
- Make sure you include all the documentation asked for and that the main contact is easy to contact and can answer questions about the application intelligently
- If they ask your for more information respond promptly

**Other issues (from the funders' mouth)**

- "It is unclear what they are asking us to fund"
- "They seem rich why don't they use reserves?"
- "Vague generic round robin letters"
- "Didn't read the guidance – application is too long"
- "Seems more like a business/ sole trader than a charitable organisation"
- "Unclear management procedure"
- "Weak management committee/ trustees/ governance"
- "No clear need for the project"
- "Too controversial" " They had bad press recently"
- "They've not employed anyone before" (generally considered high risk unless board has HR experience or training)
- "Too many charities doing the same thing"
- "Spend too much on admin and/or management"
- "Unclear accounts and frequently late with Charity returns"
- "Their constitution doesn't allow them to do this!"
- "Poor planning" "They've run up a huge deficit"

For more advice and help contact **fundadvice@cvsnewcastle.org.uk**

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