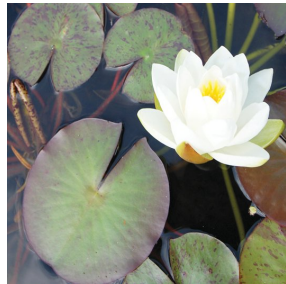
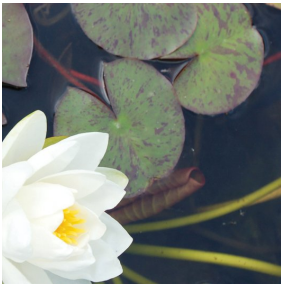




applied training and management solutions

## Winning Statutory Funding and Grants



A one or two day course for up to 18 delegates

For more information on Leapfrog Consultancy and all our courses please visit our website [www.leapfrogconsultancy.co.uk](http://www.leapfrogconsultancy.co.uk)

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## Course Design

Leapfrog's lead trainer has delivered this intensive course over 100 times to delegates from public and voluntary sector organisations across the UK. The course has been specifically designed to assist those organisations to make competitive bids for grants and contracts to statutory funders.

Most organisations bidding can meet the funder's output requirements. Bids must stand out from the crowd and provide tangible evidence that your organisation can provide more than your competitors. Bids are documents that seek to persuade a customer to choose you over your competitors. Understanding your audience and communicating benefits is at the heart of all bids.

The course provides a practical, 'hands on' experience and delivers important information on the tendering process. It will enable you to improve your analytical skills and increase your ability to achieve high scoring bids.

Delegates will be supported to look at ways their organisation can develop an effective approach to providing value for money whilst effectively meeting the needs and wants of funders. This is focussed on providing more value from existing delivery rather than cutting costs. Financial requirements and approaches to full cost recovery are considered.

Areas in which organisations often score badly such as innovation and sustainability are explored. Practical bid writing skills are developed to ensure the use of evidence based approaches are employed to demonstrate a track record of deliverability.

Delegates are encouraged to review their contract management processes. Where relevant, the Tutor will draw on his broad experience of service management to highlight areas of organisational development. He will also draw out issues and strategies to provide you with a competitive edge.

## Who is the Course Aimed At?

Participants would benefit from some previous knowledge of the tendering process and the course is most suited to people that are directly involved in fundraising or bid preparation. To date participants have included Chief Executives, fundraisers, fundraising managers, Trustees, finance and operational staff. Course evaluations are similar no matter what the grade or discipline of staff. It is less suitable for those aiming to fundraise for international work.

The course has been commissioned by a number of organisations. These include:

- Barnardo's (eleven courses)
- Mental Health Foundation
- RNID
- Action for Children
- Pre-School Alliance
- Westminster Drug Project Society
- NCVO
- Turning Point
- CAB
- Age Concern Slough
- Lifeline
- CRI
- Project North East (eight courses)
- Alzheimer's Society

## Course Materials

A Funding Check List is included to enable organisations to assess what is important to a funder, what the funder is seeking to achieve and to use this understanding to prepare their bid. This is available to all delegates in a Word document so that it can be revised to fit organisational needs.

A detailed 76 page course handbook is provided and includes extracts from key Government, Charity Commission and other useful reports. The handbook provides practical advice on fundraising and includes reference to a wide variety of free toolkits, web sites and essential guidance designed to help them improve their bids.

## Customisation

The course outline can be customised at very limited cost. One suggestion is to review a failed bid at the end of the second day (this would need to be provided in advance to the course tutor). Another suggestion is for a session looking at how an organisation might improve its ability to fundraise. This course can be amended to include relevant marketing and contract management modules.

## Course Tutors

Derek Smith was previously the Chair of Key Ring, a learning disabilities charity and is a former Executive Director of the RNID. He is a lead consultant on statutory funding. He has worked within the voluntary sector, Further Education, Housing and Local Government overseeing major service improvement and strategic growth. Derek has worked in training and consultancy for more than eight years. He currently delivers our Marketing and Effective Contract Management courses.

Ray Jenkins is a former National Director of Development for one of the UK's largest social care providers in the voluntary sector. He worked within a highly successful contracting team, leading on competitive tendering, bid submissions and project implementation. He has more than 15 years experience of strategic planning, change management and service operations. An experienced trainer, Ray has worked with a number of large voluntary agencies, statutory sector providers and CVS consortia to deliver internal capacity building and marketing programmes.

## Delegate feedback

- ✓ Since attending we have won a couple of tenders and a lottery bid. Some great feedback on bids " the document was well written, it flowed and had good evidential support" .
- ✓ I found this a very energising day with lots of practical methods to implement
- ✓ Excellent plenty of energy, plethora of examples, inclusive and effective group work.
- ✓ Should be mandatory for all who are involved in tendering
- ✓ It will surely mean we get more work so it is a hugely worthwhile investment
- ✓ Excellent course, very well delivered and enjoyable

## Course Outline

### Day One (day one runs from 9.40am - 4.40pm)

- Ice breaker, aims and objectives' delegates expectations
- Consider what the differences are between a grant and a contract. Moving to a contract culture, Implications for bid writers and delivery staff
- Identifying the changing patterns of funding of the voluntary sector
- The modernising Government agenda, expectations of funders and the implications for the sector
- Improving efficiency
- Core construct of all bids; needs, model of delivery, outputs and outcomes

### Tea

- Building effective partnerships with funders, understanding what statutory funders are looking for from partnerships Partnership Group Exercise
- Understanding and demonstrating value for money and added value

### Lunch

- Understanding the initial stages of a tender process, obtaining information, asking questions, building relationships A group exercise looks at a real tender situation (providing residential care for young people)
- The Freedom of information Act and how to use this

### Tea

- Improving writing skills, group work exercise
- Simple systems and techniques to improve the speed of bid writing and write better answers
- Using evidence based approaches to answering questions relying on your track record to prove to the funder that you can deliver.
- Improving the ability of you/your team to analyse bids and improve the bid preparation and writing process (using a funding checklist)
- Introducing 'Golden Rules' of statutory fundraising

### Day Two (day two runs from 9.20 until 4.15pm)

- Ice breaker, aims and objectives
- What funders mean by innovation and how to achieve a good scoring answer.
- Improving writing skills, structuring an answer to a method statement

### Tea

- Identifying issues and solutions related to improving funding success
- Good practice in costing bids
- Identifying organisations to support your bid preparation.
- The tendering process from initial bid to final evaluation, key tips to improve success
- Negotiation skills

### Lunch

- How to make an effective presentation to a funder Group work exercise

### Tea

- Gathering evidence to support your bids, where to obtain primary evidence
- A brief introduction to answering questions in relation to equal opportunities and diversity, IT and environmental policies

