



Get Grants

Bid Writing Credibility MASTERCLASS

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Session Overview

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Overview



What is Credibility?



What does “Credibility” mean

“The quality of being trusted and believed in”

“Being believable or trustworthy”



How does Credibility relate to Bid Writing?



Credibility and Bid Writing?

“The quality of being trusted and believed in”

“Being believable or trustworthy”



Credibility in Grant Assessments



Credibility in Assessments

Funders are asking themselves two questions:

- Do we **trust** you enough to give you a grant?
- Do we **believe** you can deliver this project?



How applications are assessed

- Initial Eligibility Check
- Scored against an Assessment Framework
- Completed by an Individual
- Secondary Approval



Assessment Framework

Criteria	Score Out Of
How strongly is the need for the project demonstrated?	10
To what extent is the project and outcomes in line with the aims of programme?	5
How strongly will the project achieve positive Outcomes?	10
Does the project represent value for money?	5
Overall assessment of the application and project	10
Total Score	40

How applications are assessed

- Initial Eligibility Check
- Scored against an Assessment Framework
- Completed by an Individual
- Secondary Approval

Smaller Trusts/Foundation:

- Trustee discussions or Individual decisions



Credibility in Assessments

Funders are asking themselves two questions:

- Do we **trust** you enough to give you a grant?
- Do we **believe** you can deliver this project?



Organisational Credibility



Credibility in Assessments

Do we **trust** you enough to give you a grant?

Why:

- Financial Risk
- Reputational Risk
- More important with Core/Capital Funders



What Impacts on Credibility

- New organisation
- Small organisation
- Financial instability
- Negative Media coverage
- Reporting overdue / Late Accounts
- Previous poor financial grant monitoring
- Negative experience with other funders



Automatic Credibility

Who receives Credibility automatically:

- Recognised Name
- Applying to a previous Funder
- Size / Turnover
- Link to the Funder



Showing Credibility in your applications

- Address your negatives
- Automatic Credibility
- Other Funders / Contracts / Donors
- Awards or Achievements
- Reputation of Trustees / Key Staff
- Processes, Systems and Policies



Building your Credibility

All year-round work on:

- Resolve the negatives
- Stewardship / Grant Reporting
- Regulator reporting
- Online presence
- Recognised Awards
- Partnerships



Project Credibility



Credibility in Assessments

Do we **believe** you can deliver this project?

Why:

- Outcomes not being achieved
- Reputational risk
- More important with Project Funders



What Impacts on Credibility

- Entirely new project
- Non-traditional delivery
- Seemingly unachievable outcomes
- Duplicating existing projects
- Previous poor outcome grant monitoring



Automatic Credibility

Who receives Credibility automatically:

- Previous Funder
- Recognised delivery
- Links to Funder



Showing Credibility in your applications

- Be aware of your negatives
- Automatic Credibility
- Previous delivery
- Clear delivery details
- Project partners
- Reputation of delivery staff
- Outcomes that link to delivery



Building your Credibility

All year-round work on:

- Stewardship / Grant Reporting
- Project Plans
- Investment in delivery staff
- Partnerships



Overview



Organisational / Project Credibility

- Remember the importance of Credibility
- Be aware of your negatives
- Highlight your Automatic Credibility
- Show Credibility in your application
- Look to build Credibility



Any Questions...



Thank you

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