

TOP TIPS FOR BID WRITING

FOR CHILDREN & YOUNG
PEOPLE'S CAUSES.

Our team at MMC are charity consultants and trust fundraising specialists. We bring experience and passion of working with children and young people's charities.

Organisations we have worked with include:

- A South West charity working to prevent child criminal exploitation through education, targeted mentoring and peer education.
- A Special Needs School fundraising for non-statutory capital projects.
- An Assistance Dog Charity delivering training and mental health support for children with special educational needs and disabilities.
- A South West CIC providing education workshops to support planet and people.
- A theatre project by and for children and young people.

Navigating the Trust and Fundraising landscape continues to be challenging. At the time of writing this resource (December 2024), we are waiting to hear how the National Lottery's shift in focus to include a more obvious community-led mission to "help children and young people to access resources and experiences that help them thrive" will affect their Reaching Communities grant programme.

Although there some funders are set up to support children and young people's charities, making your bid stand out remains a challenge. This resource offers some thoughts from our experienced and dedicated team into how you can do this.



TOP TIPS - PART TWO



Guide to Strengthening Trust and Foundation Applications

Understand Your Prospective Funders

Research each funder's priorities and past grants to ensure alignment with your project. Tailor applications to show how your work fits their mission. Balance national and local funders, focusing on those supporting your geographical area.

Schedule regular research and track progress using a spreadsheet.

Build Relationships

Engage with funders by attending their events or sharing impact reports. Personalise acknowledgments, from thank-you calls to inviting them to visit your project.

Good Stewardship

Keep funders updated on the impact of their support with stories, photos, and reports. Celebrate their contributions through calls or visits, strengthening long-term relationships.

Focus on Stories of Change

Use real-life examples to show the difference your charity makes. Share memorable, personal stories to build emotional connections and inspire action.



TOP TIPS - PART TWO



Show Clear Financial Planning

Provide an itemised budget with explanations for costs. Demonstrate other income sources to show sustainability and reduce reliance on one funder. Develop a Strong Case for Support

Use evidence and research to describe the problem, your solution, and the outcomes. Highlight pressing needs and share your track record of success. Trusts prefer projects reaching young people beyond schools and involving them in planning or delivery.

Craft a Clear Proposal

Follow funder guidelines, keeping applications concise and focused. Clearly outline your goals and funding request in simple, engaging language. Highlight Sustainability

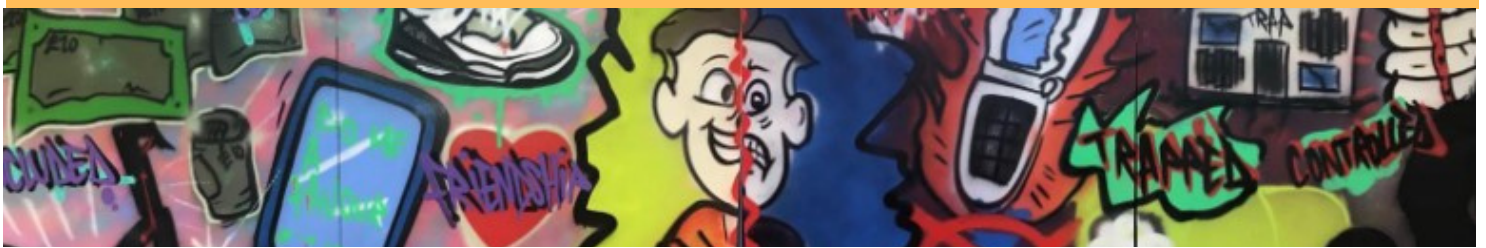
Explain how your project will deliver lasting impact, including plans for future funding. Outline how you measure success and improve systems to report outcomes effectively.

Target Smaller and Local Trusts

Local funders often have a personal interest in your community. Map your network to find connections to trustees or staff, increasing your chances of success.

Involve Young People and Build Partnerships

Engage young people in decision-making or delivery through committees, ambassadors, or volunteering roles. Highlight partnerships with schools, councils, or charities to show collaboration and amplify your project's impact.



TOP TIPS - PART TWO



Bonus tip.

Be persistent and patient!

- Keep applying: Trust fundraising is often competitive, and you may face rejection. However, persistence and resilience are key. Keep refining your proposals and applying to a range of trusts.
- Follow up: Consider chasing unheard from funders to see where they are in their grant decision-making process. This might even trigger you a win.
- Build a long-term strategy: Fundraising through trusts is a long-term game. Cultivate relationships, and even if you're unsuccessful with one application, keep those trusts who you feel you align well with informed about your work and progress. They may be more inclined to support your charity in the future. At MMC, our [Trust and Foundation Bid Writing programme](#) creates a 12-month outline and a plan for the 3-months ahead.

By applying these tips, you can strengthen your approach to bid writing to help secure the funding your charity needs to help children and young people thrive.

CONCLUSION

You might be interested in using some of our other community resources [Project Readiness for Fundraising template](#) a series of questions to help you identify if your project is ready for fundraising.

Get in touch via our website - <https://mmcltd.co.uk/enquiries>
Or further information, contact rosie@mmcltd.co.uk

Rosie Gitsham - Fundraising Services Lead

