

Writing your application

This guidance applies to writing both small (£7,500 and under) and large grant applications.

Please use the questions set out below as headings to structure your application.

a) What is the purpose of your application?

Begin your application with a short summary statement that clearly sets out what funding from JRRT would enable you to do, over what timescale, at what cost, and to what end. Essentially, this is your top line pitch. It is important that you succinctly articulate what your campaign is trying to achieve and the resources you need to do it.

b) State (up to) three main outcomes you are seeking in your campaign

Be clear about the change you want to make e.g. addressing an unjust law, policy or power that you believe needs to be challenged.

- We understand that to achieve an overall impact on some issues may be a long-term endeavour. JRRT funds initiatives where there are likely to be tangible outcomes as a result of grant. **Outcomes** tell us what changes you want to see from your campaign. Reviewing these on completion helps assess if you have succeeded in achieving your goals. Outcomes are distinct from **outputs** which are the more immediate results of your activities.

c) Who are you?

JRRT funds a broad mix of applicants: established organisations, small organisations with one or two staff, start-ups and, on occasion, individuals. It is important not to presume that JRRT knows about you or your organisation, even if you have applied before.

Please briefly describe:

- the overall financial position – including overall annual income or projected income for the year(s) in which the grant is sought and the relevant financial year
- capacity (e.g. number of paid staff or volunteers)
- the legal status of your organisation (i.e. whether a registered company, unincorporated association, etc.)

- governance arrangements (i.e. Board/Advisory group or other management)
- key individuals involved (i.e. project staff and, where relevant, other key staff or Board/Advisory group members).

If you are applying as an individual, use this section to summarise your suitability and capacity to undertake the work.

d) What do you want to do and how will you achieve this?

This is the core of your application and you should use it to “put flesh on the bones” of your summary. Please include the following:

Why? (Overall relevance and strategic fit)

Tell us why the issue is important, what changes you want and explain the overall need for and objectives of the project. This should take into account the relevance of the initiative in the context of JRRT’s priorities [more information on the website].

Why now? (Political opportunity)

You should set out the start date for the grant and how long you expect it to take. Explain the timescale for your campaign, including any key moments that will provide either an opportunity or a possible challenge. For example, if your campaign concerns legislative change, then consider the timetabling of the legislation involved and any events which may affect it or which you may wish to influence.

With reference to the political context, you should explain why this campaign needs to be fought now. It is important to demonstrate an imperative behind your application to show that it needs to happen now.

Why you? (Efficacy of applicant)

Tell us about the knowledge, skills and experience available for conducting this campaign, including, where relevant, any established track record, expertise, or other indicators of experience which make you well placed to deliver this work.

How? (Efficacy of approach and potential for impact)

Tell us how you intend to conduct your campaign and the approach you will use at key points to further your goals. Explain how you will influence relevant stakeholders, such as supporters, the media, politicians, partner organisations or government to create the changes required to deliver your proposed outcomes. It is important to think about likely pathways to change – this might be described as your ‘theory of change’ and gives us an indication of your assumptions and proposed tactics for making change happen.

e) Why JRRT?

It is important to make the case for coming to the JRRT as opposed to other funders. Remember, JRRT is not a charitable trust and does not fund campaigns that can be undertaken by charities. You should set out briefly how the values and concerns of the Trust are reflected in your campaign outcomes and why you are unable to source funds for your proposed work elsewhere.

f) Campaign Budget

Please provide a breakdown of the budget for your campaign in a budget table. Ask for the amount required but be realistic.

Project costs

The Trust will pay all the direct costs of a project and will also pay reasonable support costs towards associated support costs or overheads that enable the organisation to deliver the project.

Direct costs: are costs directly attributable to a project i.e. directly related staff time and activities or products/processes e.g. report print/ production, venue hire for events, travel costs and project expenses. Please ensure that you provide a breakdown of individual staff costs.

Support costs: are not directly attributable to a project but support the organisation's overall ability to deliver the campaign e.g. office facilities/rent and administrative support. The proportion claimed should be linked to how much of your organisation's work this project accounts for.

Project funding

In developing your budget, identify any existing income sources which will contribute to the costs. If you have no other source of funds, you may enter zero/note there is nothing to include here. Where you have, or anticipate, income towards the costs please identify:

- **Income secured** i.e. funding already available towards the costs of your project.
- **Income anticipated** i.e. pending funding applications or anticipated income from other known funding streams.
- **Total funding requested from JRRT.** Please clarify the total funding request from the Trust. If the grant you are seeking will not cover the whole cost of your project, you must explain where the rest of the funding will come from.

Example budget tables:

Project Costs	
Direct Costs	
Staff (itemise e.g. 1 x full time Post X for 6 months)	£ £
List main activities e.g. print, venue hire, travel	£ £ £
Indirect Costs % of organisational support costs linked to this project	£
TOTAL	£

Project Funding	
Income Secured	
Income anticipated Crowdfunding XX organisation	£ £
Income applied for from JRRT	£
TOTAL	£