

Volleyball England Club Funding Guide

Appendix: Example Grant Application Answers

Below you will find example answers to a few standard grant application questions. The answers have been taken from successful applications made by a variety of sports organisations and clubs, redacted to remove identifying information. These examples are to give you an idea of what kind of content should be included in an application in order for it to be successful with funders. Please make sure that any you submit are still tailored and specific to your particular club and project.

Please describe your project – include who will benefit from your project and what difference it will make to them (500 words max)

There is a clear link between activity levels and mental health, with the Sport England Active Lives survey noting that children and young people (years 7-11) who are less active have lower levels of mental wellbeing than their more active counterparts. We know that people in the lowest 20% income bracket in Great Britain, such as residents of 60% of [location]'s LSOAs, are 2-3 times more likely to develop mental health problems than those in the highest (mentalhealth.org.uk).

Metropolitan areas like these oftentimes have limited opportunity to get active in nature. Open swimming is generally associated with rural areas, restricting enjoyment of this and other outdoor activities to rural communities and those who can afford travel. [Location] is enclosed within a deprived urban area, making it the only metropolitan area outside of London that doesn't adjoin a Shire district, where residents can more easily access nature. We know local young people would enjoy a multi-sport and open swimming project, as our previous XXX pilot received high engagement with many wanting to continue to take part longer-term.

Because of these factors, we want to bring together young people from diverse ethnic communities (including Pakistani, Somali and White British) across [location] through our free, XXX-week long multi-sport project. This will include delivering XXX-hour multi-sport sessions, including football and hiking, over XXX weeks at [location], with XXX XXX-hour open swimming sessions scheduled here during the spring. This will enable us to engage XXX young people experiencing low-level mental health issues. With the support of [staff role] and [volunteer role], we will tackle inequalities by supporting participants to get the most out of getting active outdoors, encouraging connection and engagement in healthy, fun activities.

Young people who take part in the project will experience:

- Increased fitness levels
- Reduced stress, anxiety and risk of depression
- Elevated mood and self-esteem (mentalhealth.org.uk)
- Boosted immune system

Through this, we enable people to recognise the value in utilising safe local waterways for physical activity, getting active out in nature and feeling part of a community, which are all beneficial to overall wellbeing.

We are [Org Name], and we recognise the strong link between physical and mental health, which is why physical activity is a key facet of our system of delivery. We are [info on org].

What difference will your project make? (500 words)

Getting inactive people more active = over XXX girls shall become more active, combatting the trend of girls diminishing the amount of sport they do locally. We will help girls overcome negative social perceptions of physical activity by demonstrating its

numerous positive aspects such as improving health, making new friends and offering a diverse range of sports to give participants fun, new experiences that are currently limited by the lack of local opportunities. Also, by providing hyper-local sport for free, we remove a cost barrier that gives girls who are less confident access to try new activities and increase their participation levels. Once these barriers are overcome, the physical activity levels of our target group shall become consistently higher through the project and any additional sporting activity that participants take part in as a result.

Developing lasting sporting habits = our project shall instil long term sporting habits amongst girls in the XXX area. The project taking place over the course of XX weeks will give enough time for participants to integrate sport as part of their daily and/or weekly routine. By offering a mix of mainstream and non-mainstream sports that will be alternated, the activities will cater for various interests, needs and skillsets, therefore maintaining participant engagement. This range of sports will also ensure a level playing field amongst participants to ensure the sessions do not become competitive, with coaches allowing participants to take learning at their own pace. Female family members shall be welcome to attend and participate in sessions to help young girls become comfortable, which will bring a more holistic approach to tackle the fact that girls being inactive is sometimes the result of learned/observed behaviour from their family members. By creating this supportive environment around sessions, girls will build up a more positive attitude towards playing sport, increasing their chances of sustaining an active lifestyle throughout later teenage years.

Developing more diverse volunteers = we will give our leadership volunteers new skills through the awarding of accredited qualifications from our specialist leadership development training. They will develop effective communication and organisation skills whilst learning to lead basic physical activities for younger people, their peers and within the community. These skills will improve their knowledge and abilities in sport and the delivery of sessions as well as developing self-confidence and ambition. In turn, this will help to diversify the pool of volunteers available to XXX and other sports organisations in our community. Volunteers will take the leadership of the ongoing activity hubs that will act as the long-term legacy of the project and take part in XXX's other programmes targeted at primary school age children, further building their leadership skills and personal confidence. This building of skills through sport shall be key to tackling the ideas we encountered of sport distracting from their studies and social circles, when it can in fact be a key aspect of girls' overall personal, educational and social development.

How will you deliver your project? (500 words)

To ensure [project name] is a success and delivers our anticipated outcomes, we will need to:

- 1) employ experienced sessional coaches to run weekly sports sessions and deliver inclusion and integration workshops.
- 2) appoint a [job role] to oversee recruitment, safeguarding, risk assessments, administration, monitoring and evaluation. (Funding will cover time taken above and beyond the staff member's current job role, to enable them to undertake [job role] responsibilities. We anticipate [employee] will co-ordinate the project. [Employee] has great experience of leading health programmes and has the required skills and knowledge to ensure the project achieves optimal impact in improving participants' physical activity levels and health outcomes).
- 3) promote delivery through targeted social media adverts, online interviews and physical leaflets, which will be distributed via [org name] and our local partners.

- 4) attract and retain volunteers (from both South Asian and White British communities) to promote and support delivery, supporting through providing a small budget for volunteer expenses, such as travel costs.
- 5) utilise an accessible local venue that participants from both South Asian and White British communities feel comfortable attending – we know from experience of delivering events and activities for both that [location] fits this requirement and is also a cost-effective option that makes the most of a local facility.

We will reach our participant target by promoting [programme name] through:

- [Org name]'s database of current and former participants, including those attending programmes such as XXX
- [Org names]' club social media channels
- Community organisations that promote greater community integration and sports participation among the local South Asian community, including:
 - XXX, which supports young people and adults (particularly females) to keep active and healthy
 - XXX, based at XXX
 - XXX and XXX, which aims to provide a safe, supportive and caring community for displaced people

These organisations will add value to [project name] by utilising their links with local people from South Asian communities to encourage participation, as well as build on the integration and inclusion work once the 48-week programme has ended.

[Project name] will achieve a legacy in our borough by promoting stronger, sustainable relationships between people from South Asian and White British communities; inspiring more local adults to explore, and participate in, regular integrated sport activities and maintain a healthy and active lifestyle. Practically, [project name] will also provide a platform for us to signpost participants to ongoing health and inclusion programmes (such as XXX and XXX), which are run by XXX and our local community partners, to help them sustain a healthy and more integrated lifestyle.

What will happen after this project ends? (500 words)

After the initial project is completed, the three community venues at which the project has taken place will become activity hubs that will continue to offer accessible community sports each week, remaining suited to our target group to further consolidate sporting activity within a wider community setting. These activities will be principally led by the upskilled participants who will be qualified sports leaders with support from staff at each community hub. Other participants who express interest will have opportunities to volunteer to gain sports leadership experience, and our initial young leaders will be supported to progress with Level 1 and 2 coaching qualifications in their chosen sports. This continuation will be achieved through our strong relationships with community venues, partners and schools, who will continue to support the local availability of continued physical activity sessions.

We will aim to retain at least XX% of our project participants in this sustained activity, approximately XX girls at each hub. Additionally, we aim for the continued marketing of the project along with word of mouth of retained participants to recruit XX new participants from our target group.

These ongoing activity hubs will ensure that the sporting activity levels amongst our target group will be consistently higher in the long term because of the project, with traditional

barriers to sport that prevent many girls from taking part greatly diminished. Many girls will have made lasting friends through sport, making them much more likely to continue to pursue it in future, something we will encourage by creating social media groups for participants where events and different sports groups can be advertised during and beyond the initial project has been concluded alongside the ongoing hubs. This signposting shall also be done via the close links that we have with local organisations such as XXX, who act as a capacity building body and network for organisations providing positive activities and personal development for young people.

We will create links with wider family groups through the attendance of family members to activities alongside girls, meaning a wider age range will get more active and we hope to create a Mums and Daughters programme as a by-product of this project.

New sports leaders will also be able to use their new skills to deliver sport sessions for children and young people in various community settings outside of our work with our signposting help. Our effective, well-defined participant journey which underpins our theory of change is an element of sustainability that is central to [org name], demonstrated by numerous staff members having originated as project beneficiaries.

Beneficiary feedback will feed into our project evaluation report, generating valuable learnings that will enable us to improve our delivery and attract new participants in future. Case studies of girls increasing their sporting participation despite the barriers they face shall inspire other local sporting organisations (such as local authority bodies or leisure trusts) to implement similar projects seeking to boost participation of this inactive group.

What is your project's budget?

Item/Activity	Cost Breakdown	Total
Project Management Role	X day per-week post x XX weeks (marketing, delivery and project management)	£XXX
Specialised Coaches	Coaches for sports which cannot be covered by [org name]'s officers	£XXX
Incentive Scheme	Equipment/kit to be centrally stored for use during sessions to encourage attendance	£XXX
Safeguarding, First Aid training and DBS x3	Qualifications for chosen volunteers to enhance their leadership development	£XXX
Level 2 Sport Leaders Qualifications		£XXX
Total Requested from [Funder]		£XXX

Match Funding from [org name]		
Level 2 Sport Leaders Qualifications (outstanding cost)		£XXX
Additional Tutor Time		£XXX
CPD for Secondary School Teachers		£XXX
Total		£XXX

How will this work support areas of deprivation within your local community?

Your answer to this will be very dependent on your own area and project. However, here are some tips to help you to address this question:

- Firstly, it's important to think about what deprivation means in this context. Financial deprivation, looking solely at income, is different to socioeconomic deprivation, which looks at a range of factors including income but also opportunities and resources.
- Secondly, it's important when writing applications not just to rely on deprivation stats – they won't magically turn an unsuccessful application into a successful one. What the data can do is back up the case for support and highlight the broader challenges in an area, but funders (particularly Sport England) will still want to see community consultation to understand people's challenges directly, and what projects should include.
- To help with this, here are a couple of links to find data:
 - Indices of Multiple Deprivation map https://dclgapps.communities.gov.uk/imd/iod_index.html - you can specifically look at different types of deprivation, e.g. income, employment, health, crime etc.
 - Local Health <https://localhealth.org.uk/#c=home> – you can look at maps and reports at ward level, local authority level and national level, which enables comparisons with national averages.
- Some funders, including Sport England's Small Grants scheme currently, might use the deprivation mapping to target their funding in areas which need it most. But you still need a good case for who you are targeting, how you understand their challenges/needs/interests, and how you will engage them. Delivering a project in an area of deprivation doesn't automatically meet a need or achieve impact.
- Many grant funding applications are unsuccessful because the evidence of need was not as strong as other applicants. Or because the people who would benefit from work were not meaningfully involved in how that work is designed or delivered.
- Secondary data (like the links above) can add credibility but many funders do not want this to be your main source of evidence. Stats or surveys can be dehumanizing, not always relevant, and commonly used by other applicants.
- Your own, unique evidence of need can be captured through:
 - Questionnaires
 - Interviews
 - Focus groups
 - Waiting lists
 - Partners
 - Letters of support
 - Case studies