Top tips for successful funding applications further explained

1. Know what's available

There are many well-known funders in New Zealand, but equally there are many funding bodies that fly under the radar. For your best chance of success, do your homework and make sure you know what all your options are.

Here are some 'go to' websites:

- [Generosity](#) is an amazing resource that your school may already subscribe to, so check that first! If not, then it is freely available through your local Library and is totally free. We highly recommend you start here!

- These Department of Internal Affairs sites are very useful. Take a look at this [List of Gaming Societies](#) to see who they fund and how you can apply. [Funding for Community Groups](#) is another great resource.

- [Community Matters](#) is another funder that you can apply to.

- [Tonic magazine](#), however, a subscription is required.

2. Be aware of criteria

Each funder has a set of criteria that determines which organisations, projects, programmes and expenses they will fund. For example, youth, sport, community, education etc. They'll have areas which are given priority, and then some restrictions around the type of expenses that can be funded.

Be aware that the funders criteria have been carefully considered and regardless of how good your cause is, you can't simply 'massage' your organisation to fit. **Focus solely on the ones that have a great fit.**

3. Apply early

While you are allowed to submit applications right up to the last minute, it is best to **apply as early as possible.** It's ideal to gain funding for the following year from August onwards and as it can take 6 - 8 weeks, you'll need to allow for that. This gives the funding advisor an opportunity to consider your application and come back to you with any questions. If you leave your application until the last minute, you may find that all the money has been distributed before your application even arrives.

4. Provide accurate, concise and up-to-date documents

It's essential that you regularly review your funding documents to make sure that they're accurate and up-to-date. Simple things such as contact details are often overlooked and out-of-date information can hold up, and at times jeopardise, the whole process. Say everything you need to get your point across and then STOP. Simple bullet points using everyday language are far more effective than long-winded explanations.

5. Demonstrate Need

Funders are looking to finance needs, not nice-to-haves. It's important to explain why the WPCA programme is so essential for your school/organisation and why your organisation is so essential in the community. Take a look at our [useful word bank](#) for more help with this.

Ask yourselves "How will the funding of the WPCA programme meet a genuine need in my community?" and explain this. Have there been any government changes that have affected your community? Have a look at these examples:

"Recent government decisions about our education have resulted in..." If something has changed in your community to make it an urgent need - explain what happened and why the programme will make an impact now.

"Our community has become...due to...and the WPCA programme can assist us to prepare our students for an ever changing future."

6. Spread your applications

Always apply to more than one funder so you are not relying on that one application to come through. Apply for some of your costs but never all of them or more than your quote. Funders like to see you are making a commitment and would question why you were applying for excess funds. Some funders will want to know how much you have raised already for the 'project' or where else you have applied for funding for the same project.

7. Provide funders with long term reasons

Like most people, funders want to get the most value they can for their investment. Let them know how funding your project or programme will be a good investment in the long term. If you can demonstrate that the benefits will be seen outside of your own school or organisation, this will have a positive impact on your application. See our useful word bank for help with this.

8. Submit complete applications

Although it may not be obvious why specific information is required, it's important that you answer every question asked on the application form. Empty spaces suggest you haven't done your homework. If a funder states that you are not to include additional information, then take their word for it and leave it out. If you have additional information, clearly index this using an appendix. An answer of 'see attached' is not enough. Make sure your quote from us is no less than 3 months old.

9. Submit supporting documents

Always submit a cover letter with your application using school/organisation logos. You can use our cover letter template.

If you are producing your own cover letter be sure to include a thank you and some background on your school/group. Also provide links to the WPCA website, Facebook page, Instagram account and YouTube channel so the funder can find more information about us. Attach our Discovery Pack so they have an idea of what the WPCA is all about and also explain why you only have one quote submitted. Applications usually ask for two competitive quotes and you will need to explain in your cover letter that you only have one quote included as *'The WPCA is the sole provider of the WPCA programme'*.

If you are already doing the WPCA include supporting photos, newsletters, press articles etc. and explain some of the outcomes of your programme like, community service etc.