



Livery Charity Chairs Group

sharing and learning

Grants – the application process and achieving impact

In September 2022 LCCG held our Hot Topic #4 session on Grants – the application process and achieving impact. We heard from John Young, Chair of Trustees at the Insurers' company and Denise Fellows, Past Master and Treasurer of the Charitable Fund at the Management Consultants' Company. Below are some of the key ideas emerging from the presentations and discussion.

Ten Top Tips

1. Look at your entry on the Charity Commission website – does it say what you want it to?
2. Ensure you have clear information and qualification criteria on your website to manage expectations.
3. An online application process will help filter out requests that are not going to succeed, so saving everyone's time and effort.
4. Review applications carefully – in particular look at the turnover and level of reserves of charities asking for support. Will your grant make a difference?
5. Consider forming a sub-committee to triage enquiries and make recommendations to Trustees. This could be a way of involving more members with your Charity.
6. Introduce standard grant confirmation and rejection letters, the former saying what extra information you require, both straightaway and in due course.
7. Ask for feedback on the impact of your grant, but make sure your process for doing so is proportionate. Consider having liaison members who keep in touch with grant recipients.
8. Include case studies from those you have given grants to, both on your website and in your Charity's and Company's annual reports. Consider making use of social media.
9. Continue to learn and improve in this key area of activity.
10. Consider collaborating with other funders to achieve greater impact.

LCCG would be delighted to hear from you, either about your experiences trying out any of these ideas or if you have other ideas to add to the list or if you would like to see some examples of online applications processes. Please contact Hilary Lindsay (almoner@accountantslivery.org)