**Video One: Before You Apply For Funding**

* Are you eligible? Answer the questions on our website – any questions, talk to us
* Not sure what to ask for? Talk to us 01303 814 500 | admin@kentcf.org.uk
* Be clear and specific! What will you spend the grant on, what difference will it make, tell us who, where, how often
* Budget! Your application in a nutshell, be specific and reasonable
* Reserves. More than six months – so do you really need funding? Tell us why you need more
* Core. Happy to consider ongoing, overheads, rent, utilities etc.
* Eligibility essentials: Three unrelated trustees/directors, two unrelated bank signatories, governing document and relevant up to date policies
* Documents. Send in everything we ask for at the outset, it will speed up your application. Email documents if upload doesn’t work
* Timings. It can take a while for us to get a decision for you – check our website for timelines – be realistic

**Video Two: Assessing Your Application**

* Someone will look at the basics, it may be someone else who looks at the specifics – but be assured we do talk to each other!
* If we have to chase for documents that should have come in with the application, it slows things down for you
* We ask questions to understand and advocate for you at panel – not to annoy you!
* If we have to chase for answers, your application slips down our list
* If you need an update on your application, talk to us – 01303 814 500
* If you are new to us, we will try to visit you

**Video Three: Decision Time**

* About 20% of applications are ineligible/poor quality, of the remaining 80%, we are usually able to fund about two thirds/three quarters – which is pretty good going!
* Successful? Use our logos, talk about our grant, do your stuff!
* Impact. We will ask for feedback at the end of your grant – IT IS IMPORTANT – we share it with fund-holders – who love it and carry on supporting us so we can carry on supporting you!
* If your impact is lacking, we will ask for something more – it’s another way to “sell” your organisation/work to us and to our fund-holders
* Think of impact as the first step in your next application to us
* Unsuccessful? Ask for feedback, we cannot provide it as standard but will if you specifically ask
* Remember! About one third/one quarter of good applications, that we would like to fund, will be unsuccessful due to limited funds, and no other reason – so don’t be too downhearted!