

Writing a Funding Application/Pitching Template

After you have completed an [Aims Triangle](#) (articulating your main aim, changes you want to make (outcomes) and activities [outputs]), it's time to turn this into a funding application. Here is a list of questions you could ask yourself when constructing an application or a pitch – it is good to structure your bid with these headings. But be aware, funders will ask their own questions which may not match this – but if you have prepared this information, it'll really help, and you can cut-and-paste sections.

For this exercise, we are imagining that we are writing an application for an imaginary choir for homeless people.

What (is the project)?

Try in all bids and project plans to start with a short paragraph which explains your whole project clearly.

- *Street Choir is a choir of 30 people who are or have been homeless in London which meets every week at the Westminster Community Centre. The choir has been running since 2018 where it was set up by the London Hostel following feedback from residents that they wanted to sing in a choir. We are raising funds for our exciting 5th anniversary concert programme in April 2024. This will involve a newly-commissioned piece co-written by the choir members with award-winning composer Ivor Song.*

When and where (will it take place)?

Dates and venue:

- *Our 5th anniversary programme will take place on 6th April at City Hall in London following 12 weeks of rehearsals at London Hostel inc with the London Youth Choir and Orchestra and a follow-up programme involving the training of choir members to become trainee choir leaders from April to June.*

Why (are you doing it – your aim)?

Explain the overall aim of the project and why the project is important. This is the top section of the Aims Triangle.

- *Street Choir was set up for the dual purpose of bringing positive change to homeless people around London and to educate the public about homeless people, building respect for them in the community*

What will happen (as a result – the outcomes and outputs)?

Your intended results of the project – take this from the Outcomes and Outputs in the Aims Triangle e.g. what you hope the impact of the project will be and what activity you will organise.

- **Outcomes:** 30 choir members will grow in resilience, skills, agency and well-being during the project. This will lead to at least 50% finding the confidence to sign-up to a course to become trained workshop leaders for the choir and for other arts programmes. 100 members of the London Youth Choir/Orchestra and 250 members of the public will increase their knowledge and understanding of homelessness
- **Outputs:** The project will include 1 session to co-create the lyrics to the new piece for the 5th anniversary with the choir members; 12 rehearsals; 1 public concert; 6 follow-up training sessions for choir members to become leaders. We estimate that 40 people who are/have been homeless will take part and there will be an audience of 250 for the performance

Who (will be involved and who you are)?

Who will be involved and who you are and your team (if you have one) – your track record and how great you are!

- The project will engage with an estimated 390 people: 30 people who are/have been homeless; 100 young people and 250 members of the public. We will be working with Ivor Song whose CV includes a world premiere at the Big Fest. Street Choir has been running for 5 years – we have engaged with over 300 homeless people, 90% of whom have reported increased well-being and skills and London Hostel has reported an increase in engagement of choir members to accommodation of 20%. We were awarded Best Choir in the Annual Choral Competition 2020. Our team of 4 people includes Choir Director Janice Vox, CEO, Amy Head, Support Worker, Bill Gentle and Programme Manager, Carla Smart.

How (will you do it)?

How will you do it – talk more about the nuts and bolts of the project including an Activity Plan with the main details e.g. here is a short plan for the final event:

Date	Activity	Notes
Dec 2023	Co-creation workshop for lyrics for the song	London Hostel; 3 hours with composer

Dec to April	12 Rehearsals for choir with London Youth Choir and Orchestra joining for final 2	All 2 hours
April 6	Performance at WCC	Evening
April to June	6 training sessions with choir members and Choir Director to include work with choir	2 hours each
July	Submission of final report	In the form of a short film

How Much (will it cost - Expenditure)?

Budgets are basically a shopping list of what you need to make the project happen. Include management costs, a contingency (a small buffer of money for unexpected costs). Here is an imaginary budget – it probably has too much info for a pitching doc – you may only need the headings below). We have added ‘in kind’ costs (e.g venue hire and the choir and orchestra which are free to this project but have a value)

Item	Number	Unit cost	Total
Commissioning and fees			
Choir Director	18 sessions and 1 full day	£82.50 per session (inc planning) and £165 for full day	£1,650
Composer		Overall fee	£750
Choir members	Paid for co-creation session and performance *	30 choir members x £82.5 x 2 events	£4,950*
Subtotal			£7,350
Event costs			
T-shirts	35	£10	£350
Printing of music	35	£5	£175
Catering	40	£5	£200
Event costs contingency	Most prod costs covered by venue	Overall budget	£600

Choir/orchestra	In kind	Based on usual fee	£3,000
Venue Hire	In kind	Based on usual hire cost	£1,000
Subtotal			£5,325
Travel, Accom, Refreshments			
Local travel and expenses for ppts		Overall budget (some have travel passes)	£800
Accommodation	2	£120	£240
Refreshments for artists/crew	18	£10	£180
Subtotal			£1,220
Comms/marketing			
Print	1,000 flyers	£0.075	£75
Film	3-min doc	Fee	£500
Photography		Fee	£200
Merchandise		Overall budget	£400
Subtotal			£1,175
Overheads			
Insurance		Contrib to annual budget	£50
Access costs		Overall budget	£200
Postage		Overall budget	£20
Subtotal			£270
Total			£15,340
Management costs		15% of total	£2,301
Contingency		5% of total	£767
Grand total			£18,408

* we have assumed that you might pay the choir members something – this is increasingly important. Even though their attendance in the choir is unpaid and they come for free, we would advocate considering paying people for some work of the important work. Be aware of benefits issues in certain countries. Visit our website for advice on Fair Pay and Lived Experience

How much do you need? Income

Tell the funder/individual how much you need of this budget. It is always preferable not to ask for the whole amount and to have at least some donations and 'in kind' support.

So, even though this project hasn't raised any money yet, you can assume that you will, for instance, raise some funds from ticket sales – plus it might be easy to raise a little from donations and from a sponsored event. Suddenly you have £7,000 of income (see below) which looks very attractive to a funder.

Funding	Notes	Total
In Kind support		
Choir and orchestra		£3,000
Venue hire		£1,000
Subtotal		£4,000
Ticket sales		
Estimated box office	200 * £10	£2,000
Subtotal		£2,000
Donations		
Sponsored bike ride	Estimated	£500
Other donations	Estimated	£500
Subtotal		£1,000
Total		£7,000
Expenditure		£18,408
Amount we would like to apply for		£11,408