

Exploring Opportunities

Delivered by:
Co. Sligo LEADER Partnership CLG

Facilitated by:
CramdenTECH Ltd.



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Europe investing in rural areas



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Agenda

- ▶ Tips for writing grant applications
- ▶ Articulating community needs and problems
- ▶ Creating a Community Map
- ▶ Identifying service and support gaps
- ▶ Conducting community needs assessments
- ▶ Assessing statistical data freely available online
- ▶ Validating social enterprise opportunities

Tips for Writing Grant Applications

1. Be able to prove that the need or problem in your grant proposal is significant - Needs Analysis - Generate a Needs Statement
2. Ensure your application delivers an answer to the stated need or a solution to the problem. Your experience and ability should be apparent in the application
3. Your proposal should convey solid planning and research and if possible vision! Assemble evidence (Pobal Maps) and show stakeholder support

Tips for Writing Grant Applications

4. Be able to show that the grant you seek is relevant and supports the work/business plan of your group
5. Research the grant makers. Identify their priorities and applicant eligibility. Don't assume they know your group, village, project, problem affecting your community, problems of groups in area
6. Ensure that your aims and those of the grant makers are compatible
7. Do not limit your funding requests to one source (if possible)

Tips for Writing Grant Applications

8. Before completing the application, check again the grant maker guidelines - be sure to read and understand the guidelines. Understand what the funder WILL and WILL NOT fund!
9. Ensure your proposal is complete, is an appropriate length, is presented on the required application form and includes all required attachments
10. Ensure that your organisation's needs and objectives are clearly and concisely written and that the proposal is interesting and unique

Tips for Writing Grant Applications

11. Cover all important criteria: project purpose, fit with funder guidelines, community need, funds needed, applicant accountability and competence
12. Answer the key questions on the proposal checklist (typically provided with grant application forms)
13. Demonstrate project logic and outcomes, impact of funds and community support
14. Request feedback from the grant maker
15. Remember to say THANK YOU to the funder if successful

Articulating Community Needs and Problems

Writing a Needs Statement. Information Required:

- ▶ Explain the actual problem being addressed
- ▶ Consider funder priorities
- ▶ Refer to mission and objectives
- ▶ Explain the outcomes expected (why the solution is worth pursuing)

Articulating Community Needs and Problems

Writing a Needs Statement. Compiling Evidence:

- ▶ Create a table of key demographic data related to your community
- ▶ Identify any competing projects close by
- ▶ Talk to professionals with experience of the problem
- ▶ Talk to other community projects
- ▶ Gather letters of support
- ▶ Survey intended service users
- ▶ Carry out research online

Exercise: Creating a Needs Statement

- ▶ Create a needs statement for your project or for a grant application.

Creating a Community Map

- ▶ Heritage: community history, heritage sites, stories, walking tours, streams, bridges, species, etc.
- ▶ Conservation: greenways, green spaces, local farms, habitats, ecosystems, trees, vacant land for community garden sites, etc.
- ▶ Community Planning: local area plans, traffic flow, trouble spots, crime areas, housing stock, income, services, health issues, etc.
- ▶ Education: primary, secondary, tertiary, further education, community education, etc.
- ▶ Economic Development: resource use, opportunity sites, markets, income, demographics, capital flows, etc.

Using Community Maps

In groups, identify:

- ▶ What use might you put a community map to?

Conducting Community Needs Assessments

- ▶ Focus group meetings (sample questions list)
- ▶ Community Needs Assessment (sample questionnaire)

Assessing Statistical Data

- ▶ Use Pobal Maps to identify statistical data to support demographic trends and data.

Located at: <https://maps.pobal.ie/>

Identifying Service and Support Gaps

- ▶ Use research and compiled data to identify real and meaningful gaps in services and supports.
- ▶ Identify the outcomes that will be achieved if services and supports are developed to “map the service and support gaps”.

Validating Social Enterprise Opportunities

Opportunity Vs Idea:

- ▶ A favourable set of circumstances that creates a need for a new product or service
- ▶ Qualities of opportunity: attractiveness, timeliness, durability, creates value

Validating Social Enterprise Opportunities

Selecting an Opportunity

- ▶ How much money and capital do you require?
- ▶ How big is the demand for your product or service?
- ▶ How much of this demand is currently being met and by whom?
- ▶ Do you have the necessary experience?
- ▶ Are there any legal restrictions to contend with?
- ▶ Are you interested in the business idea?
- ▶ What are the resource implications of pursuing opportunities?

Review

- ▶ What are the implications for your social enterprise concept arising from the topics covered this evening?
- ▶ Is there anything that you have identified that may impede your progress?
- ▶ Facilitator contact details:
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