# Navigating the Stratford Town Trust Grant Application Process: Your Guide to Success

Stratford Town Trust is committed to supporting organisations and work that benefit the community. This guide outlines the key steps involved in our grant application process and gives you valuable insights into how we make our funding decisions. We aim to act with integrity, transparency, and be supportive.

## Step 1: Short Expression of Interest (EOI)

* Start here: Before investing time in a full application, submit a concise EOI form. You'll find this on our website. We also encourage you to speak to us. We’re happy to meet virtually or chat over a cuppa about your work.
* What we assess: Briefly describe your project, its intended beneficiaries, budget needs, and alignment with our funding priorities. The more clarity you provide, the better we can understand your project's potential impact.
* Our feedback: Our grants team carefully reviews all EOIs. If we see a strong fit with our priorities and available funding, we'll invite you to proceed with a full application. Conversely, if it's unlikely your project falls within our current scope, we'll provide constructive feedback at this stage.

## Step 2: Full Application

* Go comprehensive: If invited, utilise the full application form to delve deeper into your project details. Answer clearly and concisely the questions provided, focusing on the key topics explored in the application:
  + Community and user involvement. We value genuine participation from the community in work that impacts them.
  + Impact on quality of life. This includes understanding how you’ll map and track impact.
  + Collaborative and partnership working.
  + Budget and financial position.
  + Core funding considerations (if applicable).

## Step 3: Assessment and Decision-Making

* Behind the scenes: Our grants team thoroughly and thoughtfully assesses each full application against our internal funding matrix. This matrix aligns with the key topics covered in your application. This involves maintaining a two-way relationship with you to explore your application throughout the process.
* More than just scores: While scoring plays a role, we emphasise ensuring a balanced distribution of funding across diverse organisations and project sizes. This approach promotes inclusivity and maximises community impact.
* Recommendation to Trustees: Following thorough assessment, the grants team presents recommendations to the Trustees, who make the final funding decisions.
* Timeline: The entire assessment process typically takes 6-8 weeks. We understand the wait can be eager, and we strive to communicate effectively throughout the process.

## Remember:

* Clarity is key: The clearer and more comprehensive your EOI and full application, the better we can understand your project and its potential contribution.
* If you have videos or case studies that showcase your work and add value, we’d love to see them.
* Alignment matters: Demonstrate a strong alignment with our funding priorities and community needs for a stronger chance of success.
* Feedback is valuable: Utilise any feedback we provide at the EOI stage to strengthen your full application.

We encourage you to explore our website for further information on our funding priorities, eligibility criteria, and application deadlines. Additionally, feel free to contact James or Catherine if you have any questions or require clarification on any points.