



CITYFUND

E-BOOKLET

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So you have your great idea but now you need to secure some funding. Use this information pack to help prepare your application so it can be the best it can be. The questions below are the ones your application will be judged upon.

1) How many people will the project/event benefit?

This is quite a specific question but that doesn't necessarily mean the more attendees the better. Quality over quantity is a good approach. It would be better to put on a fantastic event for 10 people rather than a rubbish event for 100 people. Be realistic too on how many people might attend your project. If you have an upper and lower estimate on the number of attendees then that gives you an idea on how many people you should prepare for.

2) How will your project/event improve a community feeling?

This question can be broken into several smaller questions which you may wish to have a think about. How will your idea bring students closer together? Does it only focus on students within your school? Is the project/ event inclusive? What type of activity does your project involve? E.g. is it a feel good activity? Does it involve working as part of a team? Remember – the City Fund is there to build a great experience and community for City students, so this is an important question to answer.

3) How will you engage hard to reach students?

Hard to reach students are those who aren't always fully engaged with activities at University. This is due to various reasons but essentially it is because their current situation prevents them from getting involved. For example, City has one of the highest number of students that commute to University as well as a really high number of postgraduates, both of which are hard to reach students. How will your project cater to those who are more disengaged than average? Will students be able to participate remotely? Will the project be on at different times? Will there be an option to do anything online?

4) How accessible is the project/event?

This question is linked with question three but with a slightly different angle. Is your project/ event accessible to students with a disability? Don't forget that a lot of disabilities are not physical and/or visible so you may want to think about how all students will be able to take part. For example, is the event/project accessible for wheel chair users? Is it in a calming environment?

This question has also got a wider meaning and is asking whether any student would be comfortable at the event/project. For example, a student who is religious might not be comfortable in a venue that serves alcohol and thus is not accessible to that demographic. By making your event/ project accessible you will also improve your answers for questions one and two. So it is therefore in everyone's interest to make it as inclusive as possible.

5) How well considered is the budget? Is it good value for money?

Have you considered everything that needs to be bought for your event? Make sure you think of all the final costs such as: printing for posters/leaflets, catering, venue hire, decorations, delivery costs etc. You may not need all of these depending on the type of event but it's important to think of the little things that will add up.

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In addition, you may want to consider what students have to do to attend the event and what they will get out of it. Do they need to buy a ticket? Do they get any freebies? Any food and/or drinks available? What students receive might not be of monetary value but it may be something like meeting other students on their course or a talk from industry professionals. The golden rule is to make the event easy to attend and the costs minimal for students.

Lastly, consider how much money you are asking for and how many people will attend the event/project. A £500 event for two students isn't the best value for money.

6) Could your project/event lead to any additional activity?

Could your project turn into a regular event? Could this spur students on to run more activities for City students? Will this project lead into any permanent student group? Think of your big idea as grand oak tree and you are planting the first seed. How will your idea continue to grow?

7) How will you advertise for your project/event?

You could advertise your project through social media posts/groups, WhatsApp chats, lecture shout outs and/or a stand on the main walkway. Think of creative ways that will attract the attention of your fellow students.

8) How will you collect feedback from your project/event?

Feedback is very important because you need to know what you did really well and where you can improve. You may ask students to fill out a survey or you may ask students face to face on what they thought. You can collate feedback in whatever way, shape or form, just make sure you have a mechanism to accurately record what has been said. Bear in mind, if students can fill out feedback anonymously they are much more likely to be honest about how they felt about the event.

9) Is your project/event sustainable?

Sustainability is a hot topic right now (pardon the pun!) but that doesn't just mean protecting the environment. The United Nations has laid out 17 Sustainable Development Goals that range from ending poverty to empowering women and ensuring their equal rights. Have a think about how your project could be more sustainable. This could be by choosing more environmentally friendly food at your event or the activity itself could pursue one of the UNs SDGs.

We hope this document has helped you as much as possible and if you have any more questions please email sophie.harrison@city.ac.uk.

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