

# Approaches to Funding

**Morag Keith**

Finance Manager, International Projects

International Engagement Team

Technology Enabled Care and Digital Healthcare Innovation

**#digicare4scot**



Digital Health  
& Care Scotland

# NHS Global Citizenship: Ambitions

- Working in a developing country on a placement
- Supporting team members on a placement in another country
- Bringing staff from developing countries to work and learn in NHS Scotland
- Virtual learning
- Networking
- Coaching and mentoring
- Working in partnership with developing countries

**#digicare4scot**



Digital Health  
& Care Scotland

# Field of Dreams....



#digicare4scot

If your idea/proposal is good, there will be funding (somewhere) to support it.



Digital Health  
& Care Scotland

# What makes a good idea?



- Addresses a recognised ***need***
- The need can be evidenced with facts and figures
- What you propose to do has been designed to address the need (improve the situation)
- The partners are credible and experienced
- The difference will be tangible and measurable
- The benefits outweigh the costs

# Matching Proposal to Funding



- Fit the funding to the project – not the other way around.
- To be successful, your proposal needs to meaningfully contribute to the funder's ambitions
- Exploit the expertise that exists (within NHS, amongst partners, funding databases)

**#digicare4scot**



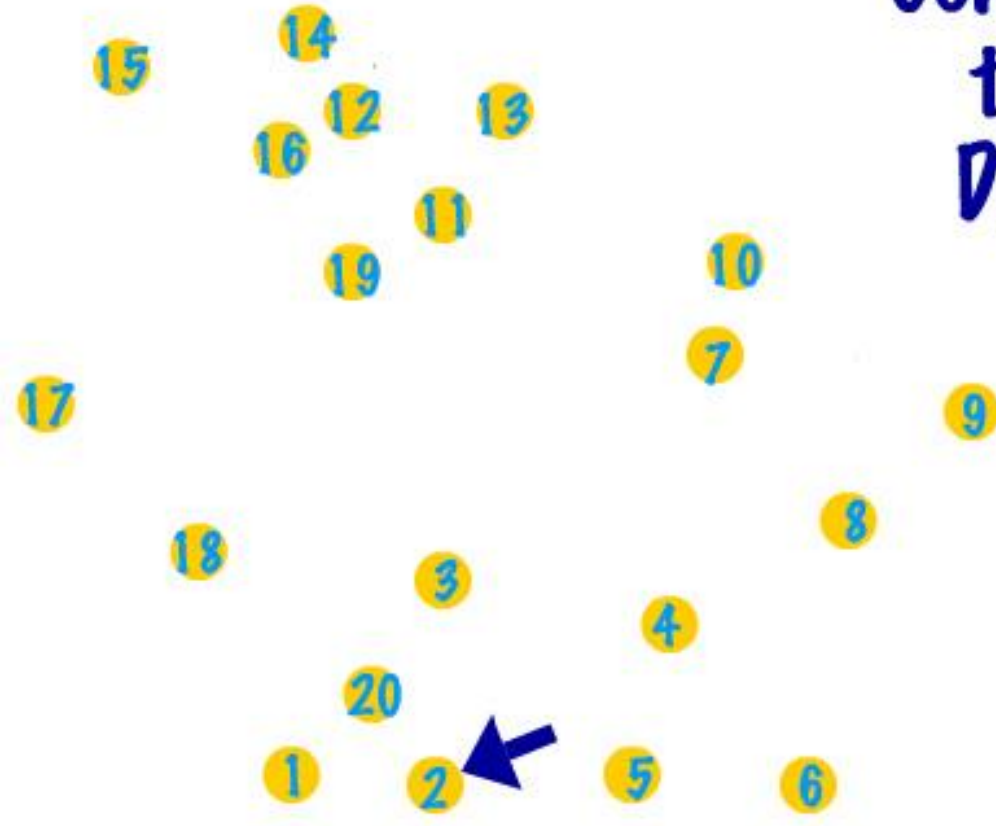
Digital Health  
& Care Scotland

# Starting Principles:



- The people who assess your application
- know \*nothing\* about you
  - might have hundreds of applications in front of them
  - your proposal should aim to make it as easy as possible for them to approve it for funding
  - will fund **projects**, not **ideas**

Content:



Connect  
the  
Dots

#digicare4scot



Digital Health  
& Care Scotland

# Think of your proposal in terms of a timeline

## The Past

What is the **root** of the proposal? (Identified **problem**, confirmed **need** for change/development)

Is there a credible (and accessible) needs analysis report? (Data, evidence of the scale of problem, analysis of nature of the problem)

What actions have already taken place? (What has worked? What hasn't worked)

## The Present

How will the proposal meet strategic ambitions?

- For the NHS Global Citizenship Programme
- For wider SG Health & International Development strategies?
- For the FUNDING PROGRAMME ambitions?
- For wider development work strategies?





# Think of your proposal in terms of a timeline

## The Immediate Future

What is the **solution** that you propose?

- **WHO** will be involved (individuals, partners)
- **HOW** did you select these partners/individuals (is the partnership credible? Is each playing a role that matches their skills/expertise)
- **WHEN** will you be doing this?
- **WHERE** will you be doing this?
- Who is the **TARGET** beneficiary group?
- **WHAT** do you propose to do?
- Is the planned solution **RELEVANT** for all partners?
- How do the **COSTS** directly relate to the activity?
- How does the planned solution actually address the problem

## The Long – Term Future

What will be the **measurable and lasting change and improvement** that will be achieved by delivery of the proposal?

- What will you measure?
- How will you measure it?
- **Quality Assurance** of measurement?

How will this change **IMPACT** on the problem now and in the future? (is there a **SUSTAINABLE** effect?)

When successfully completed – could the project be replicated – either somewhere else or with a different target group? **LEGACY**

# Dos – and Don'ts

## DO

- ✓ Download the Application forms and Guidance from the Funder's website. Read several times. Be clear about what their rules and restrictions are.
- ✓ Use simple, clear language.
- ✓ Answer the questions – most proposals fail because there are lots of words – but the key questions remain unanswered.
- ✓ Avoid the Zzzzz – keep the reader interested.
- ✓ Ask some people from outside of the project/partnership to read your proposal and score it against any scoring framework or guidance.

**#digicare4scot**

## Don't

- × Use **BUZZWORDS / ACRONYMS** – these might mean something to you, but they are unlikely to be understood by the assessor.
- × Forget to mention the benefits in terms of personal development for those taking part.
- × Focus solely on what you are going to do, explain what each contributor will do – and how, collectively, this forms the whole solution.
- × Use consultants – they can **NEVER** convey the passion for change and improvement
- × **DO NOT COPY-PAST EVER!!!!**



Digital Health  
& Care Scotland



<b>A</b> Answer the question	<b>B</b> Buzzwords Acronyms	<b>C</b> Credibility	<b>D</b> Development (of people)	<b>E</b> Evidence
<b>F</b> Fact and figures	<b>G</b> Gaps - mind the	<b>H</b> Have you really answered the question?	<b>I</b> Innovative	<b>J</b> Justification
<b>K</b> Knowledge Exchange	<b>L</b> Legacy	<b>M</b> Methodology	<b>N</b> Needs Analysis	<b>O</b> Objectives
<b>P</b> Partnership (approp to each project)	<b>Q</b> Quality Assurance	<b>R</b> Recognition	<b>S</b> Storytelling	<b>T</b> Timeline/schedule
<b>U</b> Unambiguous	<b>V</b> Verification (get someone else to read, check, assess)	<b>W</b> Workplan (Workpackages, who what, when, where)	<b>X</b> eXploit the eXpertise that eXists	<b>Y</b> Yes we can (Well formed consortia not £)
<b>Z</b> Avoid Zzzzzzzz				

#digicare4scot



Digital Health & Care Scotland

Now all that is left.....

**APPLY**

**#digicare4scot**



Digital Health  
& Care Scotland