



# JOHN LYON'S CHARITY

## Writing a Good Proposal Letter

You should read the Charity's funding guidelines to check that you are eligible for a grant. Your proposal does not have to be long, glossy or professionally produced; two sides of A4 is usually the right length.

If you have not received funding from the Charity before the best place to start is a brief introduction to your organisation – what you do, why you do it and who benefits? If you have applied to the Charity before you might like to provide a brief synopsis of developments and changes in your organisation since your last grant application.

The Charity cannot respond to general charitable appeals so your proposal should be specific, be it for a particular project, capital for equipment or running costs. You should include the following information:

- **What** you intend to do (e.g. activities at a youth club, refurbishments etc.)
- **Why** the project needs to take place (and what you expect the outcomes to be)
- **Who** will benefit
- **When** will the project commence and how long will it run
- **Where** the project will take place and where the participants are from. John Lyon's Charity operates within a very specific area and all beneficiaries should live in one of the nine London boroughs listed on our website.
- **How much** the project will cost in total and the overall amount you are requesting from the Charity.

## Financial Information

At this preliminary stage we do not need detailed financial information but the information about your project should be supported by a budget. We do not have an upper grants limit for funding but the amount you apply for should be realistic and relate directly to your budget. If you are applying for a longer term grant (up to three years) you must include a budget for each year. Your budget should also indicate how you intend to make up any shortfall.

You should also submit latest audited accounts. You may also like to send us your Annual Report.

It is also helpful if you can send your proposal on your letterhead which should display your registered charity number. We do accept proposals by email and would be grateful if you could include your registered charity number on your email.

**Please email your initial proposal letters [info@jlc.london](mailto:info@jlc.london) or post them to:**

The Grants Office  
John Lyon's Charity  
45 Cadogan Gardens  
London SW3 2TB