



Funding support

Blossom Foundation



BLOSSOM! is dedicated to shaping the next generation of women leaders through empowerment seminars, workshops, one-to-one mentoring programmes and life skills programmes. It supports teenage girls and young adults of African heritage aged 10-20, educating them on issues that affect their well-being, inspiring them to reach their full potential as young girls and empowering them through the transitional stages to becoming a woman.

BLOSSOM! had been seeking Awards for All funding for its next phase of activity. It had received a rejection letter with some explanation of why the bid had been unsuccessful. BLOSSOM! Opportunity Manager Ruth Ogunji asked Macc for help in interpreting the letter and responding to the issues raised.

For Macc, Rick Gwilt provided guidance by:

- Analysing the rejection letter and identifying three issues to be addressed (the problem seemed to be one of presentation rather than substance)
- Suggesting how those three issues might be addressed in a revised bid
- Suggesting a structure for the revised proposal

The main learning points were:

- Clearly identify which of the funder's priorities you are addressing. In this case it was to "enable more people to fulfil their potential by working to address issues at the earliest possible stage"
- Clearly identify the community need you have identified
- Clearly identify the outcomes for your beneficiaries. In this case, it was important to see the ultimate beneficiaries as the young women that these girls would become
- Make your case in a logical order. It makes it easier to understand



- Be concise. Use fewer words, more white space. Let your ideas stand out. You're trying to land punches, not strangle the reader

BLOSSOM! revised its bid and resubmitted it immediately. Within less than a month it was notified that it had been awarded the £10,000 requested.

“Rick Gwilt was friendly, professional and guided me through the process. He analysed the letter I had received and asked me a series of questions before providing me with guidelines that I used to re-write my proposal. He checked my write up to see if I had followed the guideline. I am thankful that Rick was able to support me swiftly and look forward to planning for our 2020 project. Thank you Macc, Thank you Awards for All.”
Ruth Ogunji.



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