



# JOHN LYON'S CHARITY

## Writing a Good Stage One Proposal

You should firstly check the website to ensure 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. Ideally this should be on your charity's letterheaded paper, which should display your registered charity number.

If you have not received funding from John Lyon's 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 John Lyon's 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, whether it is for a particular project or running costs. You should include the following:

- **What** you intend to do (e.g. activities at a youth club or school etc.). What will delivery look like in practice?
- **When** the project will commence, how frequently it will take place and how long it will last.
- **Who** will benefit, and how.
- **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](#). It is important to highlight the extent of your track record in the Beneficial Area.
- **Why** the project needs to take place and why you are best placed to do this. You should be able to demonstrate an understanding of the local context and that the project offers something which is not otherwise available locally. If you are applying for a project to work with schools or other partners, then you should demonstrate the demand for your project.
- **How much** the project will cost in total, the overall amount you are requesting from the Charity and how you intend to make up any shortfall.

### Financial Information

At this stage we do not need detailed financial information, but the proposal should include a headline budget for the project. We do not have an upper grants limit for funding under the Main Grants Fund, but the amount you apply for should be realistic and relate directly to your budget. If you are applying for a multi-year grant you should include a budget for each year.

### Using AI

We recognise that applicants may want to use AI to draft parts of their proposal. If you choose to do so you must ensure that the proposal that you submit is accurate, tailored, and reflects the work of your organisation. John Lyon's Charity often visits grantees, and we expect your written submissions to reflect the experience we would have when visiting you in person.

### Submitting a proposal letter

Further information on the application process and deadlines is available on our website. Please submit your proposals online using our Grants Portal at [www.jlc.london](http://www.jlc.london). If it is your first online application to the Charity, you will need to create a log-in. Please note we do **NOT** accept proposals by email.