



## **Applying for a grant for WOW – the year-round walk to school challenge**

There are likely to be a number of grant making organisations in your area who give funds to local projects. The criteria for these will vary but there are lots of cases where WOW is an eligible project and your school will be able to apply for funding.

### **1) Find a grant**

You may already be aware of some grants in your area but if not, you can find lots of information online. Simply try searching “charitable grants in...” and you’ll be surprised by how many options there are!

### **2) Do your research**

No matter how great your application is, if you don’t fit the grant’s eligibility criteria you aren’t going to be successful. Some funders might only award grants to registered charities, others will have specific location requirements. Look carefully at the funder’s priorities too. WOW fits in well with aims around health, the environment or the local community.

### **3) Write your application**

Application requirements will vary – some funders will be happy with a letter, others have their own application form for you to fill in. Here are some of our top tips...

- Be specific. If a funder is interested in improving health, focus on how WOW increases the amount of daily exercise your pupils are getting. If they want to support the local community, share an anecdote about how nice it is to have fewer cars on the road.
- Focus on your local area. Share anecdotes and also include any relevant statistics if you can. There is a fantastic tool [here](#) provided by Public Health England where you can find figures relating to childhood obesity and road safety incidents where you live.
- Talk about the success of WOW so far. You can use WOW Travel Tracker to find data about how the walking rates in your school have increased through WOW and include this with any personal anecdotes.
- Be clear about what you’re asking for. Outline how much WOW costs for the year and how many children they’ll be helping to walk to school.

### **4) Cross your fingers and wait!**

There may be a wait of a few months before you hear back from a funder. If you are successful, make sure to send a thank you letter – there could be opportunities to apply for further funding in the future. Let us know about your success too, we would love to hear about it!