



*Improving care for mothers,  
babies and their families*

## **\*\*Making the most of yourself\*\***

### **Advice on submitting applications for awards**

This leaflet aims to help you make the most of a written, formal application to the Iolanthe Midwifery Trust.

We offer the following awards:

- **Iolanthe Midwives Awards**
- **Iolanthe Student Awards**
- **Midwifery Research Fellowship**
- **Tricia Anderson Award**

In addition, we also award two special prizes:

***The Dame Rosalind Paget Award*** of £500 is awarded on an annual basis to the highest-scoring *Iolanthe Midwives Award* application which aims to progress practice through holistic care for women and families.

***The Ann Stewart Award*** of £100 is given each year to the award winner who, in the view of the Trustees, reflects the greatest commitment to, or development in, midwifery practice.

The *Dame Rosalind Paget Award* and the *Ann Stewart Award* cannot be applied for specifically; they are awarded at the discretion of the Trustees.

Every year the quality of the applications increases. Because of this, the way that your application is presented becomes crucial; presentation will significantly affect how it is viewed by the reviewers and therefore its chances of success.

This leaflet is divided into four sections and is intended to help you make the most of your application:

1. Overall points for presentation
2. Identifying yourself
3. Why you want the funding
4. Why it should be you

The leaflet also includes further guidance for applicants of the **Midwifery Research Fellowship**.

## 1. Overall points for presentation

***Only word processed applications will be accepted which should be submitted electronically.*** Please ensure that you carefully proof read your application prior to submission so that it is understandable to the reviewers.

It is important to adhere to the specific instructions which accompany each application. An example of this is where the application asks you to provide similar information in two separate places. Even where this appears to be a replication of information you have given elsewhere, do not cross-reference to another document with words such as 'see attached' as the format is likely to have been developed to provide a framework for assessing applications/applicants.

The reviewers only review what is asked for on the application form and will not normally accept CVs.

### **Remember -**

- *A good application is complete, well presented and readable. The best applicants reference their applications, using current policy and/or research to justify it. Applications which are too long will not be considered.*

## 2. Identifying yourself - help us to get to know you.

When you give details about yourself, look carefully at how you are asked to present this information. The information required is usually about your past education, training and employment/work experiences and the subsequent use you have made of it.

Where funding is being sought for further education courses, or research projects, the reviewers will be looking for evidence that you have the capacity to undertake and complete the work. If you got top marks or a distinction for any training or course it is useful to put that down, as is anything that denotes an achievement above the normal: ***this marks you out as different.*** In addition to the basic information about education and employment, other details about yourself should focus on what you are applying for. For example, if you are interested in applying for funding for a study into breastfeeding and have experience as an NCT counsellor, that is of interest. It might also be of interest that you breastfed your children, but only if you relate why that experience is relevant to the current application.

If you need to explain something which cannot be covered within the application form format, write a separate covering letter and refer to this in the relevant place on the application form. For example, if English is not your first language, it might be helpful to have arranged for support with your written work if you plan to undertake an academic course. Where someone has agreed to act as your supervisor or offered to give you informal support, ask them to send a letter explaining their role.

Finally, if you have had several jobs in quick succession, have undertaken training for something completely different from your current application, or have an unexplained 'gap' in your CV, where you have taken a break for some reason, briefly explain the reason for this as it may not necessarily be a disadvantage.

### **3. Why do you want the money?**

All the other applicants want the money too, so why should it be given to you?

This is an important question!

Expressing enthusiasm for your intended goal goes a long way when it appears genuine. However, try to resist appearing over-emotional, arrogant or alternatively self-deprecating; keeping a positive approach, well supported by the evidence is the way forward.

#### **Remember -**

- *Write your application with feeling and persuasion – tell the reviewers about the added benefits to women and babies, yourself and your employer.*
- *You must demonstrate your commitment to undertaking and most importantly, completing, whatever it is you are applying for.*
- *Remember to give detailed and appropriate costs – applications with excessive costs tend to do less well. You must also be honest – reviewers have access to information about typical costs for your activity*

#### **If you are applying for funding for a course/study days/visit –**

The reviewers need information about the organisers, some information about the content, length and final qualification awarded (if applicable). This is particularly important for courses/study days which are about alternative therapies or psychological training such as counselling. It is much more difficult for the reviewers to assess the credibility of these events and therefore it is up to you to give them enough relevant information so that they can be reassured about its authenticity, its value to you and that it is a good investment of their funds.

### **4. Finally: Tell the reviewers why it should be you**

By now *you* should be really excited about why you want this money and so should the reviewers! Tell them what it means to you, what resources you have already put in to get this far\*, how you plan to ensure that you will complete it and what you think it will mean for your personal development as well as your professional role. Choose a few important points rather than a longer list and make these statements short, clear and focussed.

*\*This is particularly important if you have previously funded course fees yourself, or if you have already secured part of the funding from elsewhere, or an employer agrees to match any funding you can secure.*

## **Remember -**

- *Give a clear justification for your choice of project. Tell the reviewers how your project will benefit you. Supporting letters e.g. from your lecturer/manager are always beneficial to your application.*

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The **Midwifery Research Fellowship** is designed to assist a midwife in the final stages of completing their doctorate. It is open to both full and part-time PhD students. This award is unique in **targeting the writing up phase** rather than the research phase of the doctorate. The aim is to facilitate the writing process – for example the applicant might choose to use the funding to buy time out from their clinical or teaching duties.

An amount of around £25,000 will be made available to the successful applicant. The award is a personal award and as such will only be paid directly to an individual rather than a hospital or other institution. The funding is also staged and will not be given as a total sum.

In order to be eligible for the award you must:

- be a midwife registered with the United Kingdom (UK) Nursing and Midwifery Council
- be a PhD student registered with a UK University
- have completed the study (e.g. data collection and analysis)
- intend to submit your thesis within 12 months of the start of the award

The application form can be downloaded from the Iolanthe website [www.iolanthe.org](http://www.iolanthe.org).

***Applications for a Midwifery Research Fellowship are more complex and we strongly advise you to enlist the help of your research supervisor.***

## **Check list for presentation of all applications**

- Ensure you have followed the required format, only providing what has been requested and keeping to the word/page limit
- Get someone to read your application before you send the finalised version.
- Ensure you are sending your application to the correct address. Remember this also includes the correct electronic address of the Iolanthe Midwifery Trust.
- Allow enough time to arrange for letters of support to be provided.
- Keep a copy for yourself.
- Submit the required number of copies.
- Post your application to arrive on or before the closing date.

You might think that on this occasion you have produced the best application ever, but you are still not awarded funding. There is always competition especially in the current climate of scarce resources and not everyone will be successful. One of the reviewers who has read your application will be happy to provide feedback so that you can further improve for future submissions. Remember, next time....

***It could be you!***

If you would like advice about your application to the Iolanthe Midwifery Trust, one of the Trustees may be able to help you. Please send in your query to:

[iolanthetrust@btinternet.com](mailto:iolanthetrust@btinternet.com)