



3 What's and a Why towards developing a funding application

Pressure on grant resources means that applications for funding need to be high quality. It is useful to know what funders are looking for. These are some of the questions you should be able to answer well, before you send in an application.

What is the need?

- Be specific
- What have you identified as the need or problem?
- What evidence do you have to support your analysis of what the need is?
- What is the cause of the need?
- Have you spoken with potential users of your project about the need? Have you undertaken any public consultation?
- What evidence from research, reports, statistics etc. support your analysis of the need?

What do you intend to do about it?

- Be specific about your solution to the problem you have identified
- What activities will you undertake? (these are the Outputs of the project)
- When and where will they happen?
- How many people will take part?
- Who will run the activities? How are they qualified/experienced/skilled/trained to do so?

What will change for people as a result of what you do?

- Be specific about what changes you intend to create This is a question about the Outcomes. Outcomes are real life social, economic or environmental changes that occur as a result of the project (either directly or indirectly)
- Outcomes should be Specific, Measurable, Achievable, Realistic and Timed (even for small-scale projects)



- Can you share data, a quote or anecdote that explains why you think these changes will occur?
- How will you measure the outcomes?

Why are you the best organisation to deliver this project?

- What experience have you got of delivering similar projects?
- What is unique about the project that only you can deliver?
- What is specific about your relationship to the potential users?
- What resources, skills, knowledge or experience do you bring to the project?
- How are you connected to the community you support?
- What partnerships, collaborations or relationships do you have with other community organisations, statutory services or agencies that add value?

You can use the 'Developing your bid' grid on the next page to answer these questions.



Developing your Bid grid

What is the need?
What do you intend to do about it?
What difference will this make?
Why are you the best organisation to deliver this?