



‘3 what’s and a why’ towards developing a funding application

Since the Comprehensive Spending Review and the implementation of a deficit reduction budget by Government, we are informed by our partner agencies that applications for grant funding have increased significantly. The additional pressure on grant resources means that applications for funding need to be high quality.

Rejection rates of applications to major funders are approximately 75%, at first stage of the application. With this in mind we thought it might be useful to give an indication of what funders are looking for in applications. This is not an exhaustive list but these are questions you should be able to answer comprehensively before you send in an application.

So ‘3 what’s and a why’ to get you thinking:

What is the need?

- Be specific
- What have you identified as the need?
- 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, is there any public consultation process you have undertaken?
- What evidence from research, reports, statistics etc support your analysis of the need?

What do you intend to do about it?

- Be specific
- What activities will you undertake? These are the Outputs of the project (An output is the process of producing something)
- When will they happen?
- Where will they take place?
- How many people will take part?
- Who will run the activities



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

- Be specific
- 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 small scale projects need to have SMART 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?