



BUILDING A STRONG CASE FOR SUPPORT

Demonstrating need, impact and where to apply

#GAUKConf

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INTRODUCTIONS

- Emma and David
- Experience in the room
- What this session will cover
- What makes a good case for support?



THE NEED

- Who are you trying to help?
- Paint an inspiring, credible picture of the situation you are trying to change.
- Explain concisely what you are currently doing and why your charity should be funded.
- Tell them your vision for the future and what the funder can do to help you continue to make a difference.

***Remember the purpose is to motivate funders to help make a quantifiable difference to your cause - not to try to fill a bottomless pit.**

ACTIVITY: Write down in three lines the need for your project.



DEMONSTRATING NEED

- What do we mean by demonstrating need?
- Experience of working with academics
- You only get back what you put in
- Types of questions
- Vehicles for asking

ACTIVITY: In your Evidence box please write down three questions that could give you the answers you need to demonstrate the need of your project, and one way that you could get that from the community you hope to serve.



THE PROJECT

- How will your project provide the solution?
- Reference the key points from your findings
- How many people will be involved?
- What staff will be involved? Will there be volunteers?

ACTIVITY: Using made up stats from your evidence collected in the same activity – in three points say how your project tackles the problem thereby providing the solution.



THE ASK

- What are they looking for?
- What have they previously funded?
- How to work up a budget



GOOD TO THINK ABOUT

- Sustainability
- Scalability
- Referees
- Unsolicited applications
- How will success be measured?



WHERE TO FIND FUNDERS

1. Databases e.g. Trustfunding.org.uk, GrantsOnLine
2. On-line newsletters e.g. Funding Central, UK Fundraising
3. Publications e.g. Directory for Social Change
4. National 3rd Sector Support e.g. NCVO, SCVO, WCVA
5. Local 3rd Sector Support e.g. CVS, Voluntary/Community Actions, Community Foundations etc.



QUESTIONS?

- What has worked for you in the past?
- Does anyone have any good funders or ways to approach Trustees?



WORKSHOP ROOMS

Managing online communities

Action Room 2 (off auditorium)

Building a strong case for support

Conference Room (Mezzanine level)

Working with Media

Auditorium

Do you need a patient registry?

Garfield Weston Action Room (off auditorium)

Producing patient information and leaflets

Annex Room (Lower Ground floor)

