

The Case for Support

The case can relate to the work of the whole organisation or to specific projects for which funding is needed (project descriptions). The case for support can equally be used for revenue or capital appeals. Typical contents are as follows:

1. Overview of the organisation (what it is; how old; USP's; track record)
2. Project summary (very briefly, what you plan to do and why it is important)
3. Evidence of the need (including independent data and the results of consultations with clients)
4. The solution (what you plan to do about the need)
5. The benefits (identify and quantify what you will achieve, wherever possible)
6. The costs (budget breakdown, with all relevant costs, including core cost allocation, where relevant, and inflation)
7. Other funders (who else is funding/being approached? Total to date? Plans for the rest?)
8. Partnership arrangements (if any)
9. Testimonials (e.g. from clients, experts or other organisations)
10. Monitoring and evaluation arrangements (how you will know if it is working or not)
11. Dissemination (how will you share what you have learned and who with? This is especially important for some types of donor, such as trusts or the National Lottery)