

Building a Case for Support

A handy overview of the key information explored during the webinar...

What is a Case for Support?

A written, internal document that describes the need for funding and the proposed solution.

It is the single central source of truth for all external communication, for example;

- donor proposals
- a campaign leaflet
- proposals to trusts and foundations
- website copy / fundraising page



Feature images to bring your project to life.



Why do I need a Case for Support?

1. Every charity should have a Case for Support for their organisation as a whole and then within that the projects or elements you are fundraising for
2. For example, an international development charity focussing on global poverty would have a Case for Support which covers their overall strategy for ending poverty globally
3. They would then have a separate chapters which deal with the programme in each country
4. Without a Case for Support, you have no knowledge library (ref. [Lark Owl](#))

What should my Case for Support include?

Step 1: Vision, Mission and Values

Your **vision** talks about the sort of world you want to see. It is externally focussed and is your inspiring dream of the future. It also sets out the direction you are heading in. THINK BIG AND BOLD (even if you are only working in a very small area).

“Our vision is that every child in East Kent is empowered to play team sports regardless of economic barriers.”



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“Your mission talks about the impact your work will make to the people and where it operates. It often with the phrase, “*We make a difference by...*”

“We remove the financial barriers East Kent families face to accessing team sport and enabling children to access team sport on a weekly basis.”

Your **values** inform how you work, the way you see people and how you treat them. These values are important as donors often want to align with charities that reflect the values they hold.

“We are inclusive, dynamic, youth-led and brave.”

Step 2: The Need

Describe the background to the project, what is the need?

- How do you know that your beneficiaries want this or need this?
- What consultation has taken place with the people who will benefit from this project?
- What did they tell you that has fed into the design of this project?
- Why does this work need to happen now?
- What would happen if you didn't do this project?

Step 3: The Project

- Describe the project what is it going to do to meet the need you have just outlined?
- Is it an extension to an existing project?
- What are the start and end dates?
- What is the geography of this project and what are the demographics of the area
- What is the importance of these people who are benefitting? Why have they been chosen?
- Who will this project serve directly?
- Who will this project serve indirectly?
- How will it be delivered? By who? By when? Who will the other stakeholders be?
- What steps need to be taken to ensure the project happens? What will be the key factors?
- Will this project meet the current need?
- Will you need to develop this project to meet future need?

Step 4: The Output

Outputs are the preconditions that need to be in place for the outcomes of the programme to be achieved. What will this project deliver?

Step 5: The Outcomes

- What difference will this project make to the people taking part?
- What changes will happen as a result of this project?
- Can you split these into immediate and medium-term?
- These need to be SMART (Specific, Measurable, Achievable, Realistic, Timebound)
- Think also about the long term impact your project could have on beneficiaries

Step 6: Monitoring and Evaluation

- What does success look like?
- How will you know you've met your outcomes?
- How will you measure your progress?
- What will you measure? What data will you collect?
- How will you measure your progress?
- How will you evaluate the project? Mid-way or at end of the project?
- How will this be used to develop future programmes?
- What is the legacy of this project?

Step 7: The Costs

- Costs should feature a full budget as well as any secured income
- It is useful to include a suggestion of how money will be secured against different fundraising disciplines

The extras

An **elevator pitch** consists of three key paragraphs:

Need – what is the problem we are trying to solve?

Solution – what is our solution to this problem (our USP)?

Ask – what is the role of a donor?

The elevator pitch should be written with fundraising in mind, providing a summary of your charity that is easily understood, to inspire and drive action from target audiences as well as existing donors.

Further fundraising support from Funding for All

Thanks to our supporters, all our services are **free** to access and designed with expert knowledge of the Kent & Medway voluntary sector.

Mentoring

Our Mentors can help you to build your fundraising skills, confidence and resilience. We understand the limitations small organisations face so we take the process at your pace and tailor our support to fit your needs.

Training

From webinars to conferences packed with guest speakers and top tips, we offer a vast range of training opportunities.

One-to-one advice

Regular funding surgeries are held across the county or virtually for you to access fundraising advice.

Resources

Looking for funders? Visit our website and use our free grant search tool.

www.fundingforall.org.uk



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