

To Apply or not to Apply

Applying for grants is highly competitive with numbers of applications outstripping available funding. Here are some key questions you can use to interrogate your project to ensure it not only stands up to funder scrutiny, but also stands out from the crowd.

What's in it... for the Funder?

- Does your project further their philanthropic aims? And align with their funding criteria and categories? Is there a good match?
- Does your project represent a good investment for them?
- Read the guidelines and the small print very carefully.

What's in it... for your organisation?

- Is the project aligned with your strategic aims?
- Does it further your mission and goals?
- How will you continue the project once the funding period is over?

What's in it... for your clients/beneficiaries?

- How does the project meet the needs of your target group?
- And how are you measuring the changes in their experience/lives to evaluate programme effectiveness?
- How do you define programme success?

What's in it for any partner organisations?

- Are you collaborating with other organisations and stakeholders?
- What is their part in the project?
- Are you sharing the learnings/evaluation results?

What's in it for the community and sector more widely?

- Does your project represent a new model that can be replicated?
What is the longer-term impact of your project?
- Do you need help in developing quality projects to present to funders?
Call or email me today to find out how I help.

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