

# Developing a Case for Support **Jocelyn Horton** **Fundraising Advice Officer**

## Agenda

1. Housekeeping
2. What funders want to know
3. Be proposal ready - Case for Support
4. The Budget!
5. Writing in applications

## Outcomes

By the end of this presentation you will be able to:

1. Understand what funders want to know in applications
2. Know what it takes to be proposal ready
3. Understand how to select an 'ideal' funding scheme
4. Be familiar with good writing practice

# Task 1

- ▶ Write this question down

## How do you prepare for fundraising?

- ▶ Now think of 2 more questions to ask people in the room – write them down.
- ▶ Move around the room asking each person you meet just ONE of your questions.
- ▶ Let them ask you a question too. Then move to the next person.

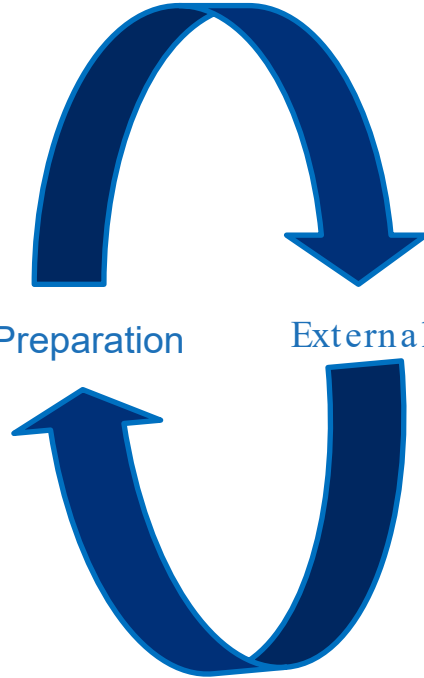
What did you find out?

# The Fundraising Cycle

# The Fundraising Cycle



Internal Preparation



External Communication



- The fundraising cycle means getting the behind the scenes right before you go in front of your audience
- Your audience - donors, corporates, supporters, funders and others
- In front of audience = your website, in an application form, a letter, a meeting, etc.
- You'll do a better job when you're prepared!

# Be proposal **ready**

To get the behind the scenes right before you communicate to others means knowing:

- ▶ Your organisation & it's position
- ▶ Your project(s) and services
- ▶ Your beneficiaries and the journey they take

## Why?

- ▶ The more you know, the easiest it is to write and speak about it
- ▶ Find your USP/selling point
- ▶ Can anticipate questions, e.g., calls with funders, meetings with business leaders, etc.



What are  
funders  
**looking for?**



## Over to **you**...

Tell me:

**In your experience, what kind of things do funders generally ask about?**

Or, if new to fundraising:

**If you are going to donate to a charity, what is it you want to know about them before you donate?**

# 3 Questions to Answer

Whether you are focusing on trusts, corporates, major donors or your supporters, they will all want to know:

- ▶ What is the need?
- ▶ What is the solution?
- ▶ What will the outcome be?

You can use these questions to create quick and punchy fundraising messages on your social media, donation forms, newsletters, fundraising posters, etc.

- ▶ They are also the basis for many funding application forms.
  - ▷ Funder questions will vary, but they typically expand on these questions to gain more detail from you.

# Funders - typical topics

- ▶ The need for your work or project
- ▶ The difference the project will make and the reasons why you are best placed to do this.
- ▶ Your outputs and outcomes
- ▶ Timeframe - what will happen when (\*capital projects/salaried positions)
- ▶ The ASK - accurate costs
- ▶ How the project will be delivered and sustained.
- ▶ Monitoring and evaluation – what will success look like and how will you know?
- ▶ Permissions/policies in place for the project to succeed.

# Prove you're a **worthy investment**

Funders want to be confident about investing in you, so remove risk for a funder and provide evidence:

- ▷ **Demonstrate you are credible, experienced, and have a clearly thought-out approach**
- ▷ Financially healthy & well governed; correct and up-to-date policies; experienced team
- ▷ **Systems to monitor & evaluate impact**
- ▷ Acknowledge and address potential change/risk - e.g., increased energy costs
- ▷ **Have an exit strategy to demonstrate that you are considerate of beneficiaries**
- ▷ Mention other funding and support

## Task 2

Think back over what we have covered & an area of work you want funding for. - make notes on the following:

- ▶ **What is the need?**
- ▶ **What is the solution?**
- ▶ **What will the outcome be?**

What did you find out?

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# Being prepared – **Developing a Case for Support**

# What is a Case for Support?

1. It is an internal document that sums up or makes the argument as to why your organisation deserves to be funded.
2. It summarizes information about your organization, future goals and aspirations, accomplishments, and your experience demonstrating how you are a good investment.
3. It tells prospective donors and funders about your funding requirements, the problems you would address on receiving the funds, and the short- to long-term impacts of your work.

# A Case for Support ...

1. One central place for all the logic and data needed to support your fundraising
2. A good Case for Support should pre-empt all the questions a donor or funder may have about a project or service answering concerns clearly and competently.
3. Note - you can create different ones for different elements of your work.
  - ▶ E.g. A homeless charity may have one covering their strategy to end homelessness, but a different one for plans to renovate their existing refuge facilities.



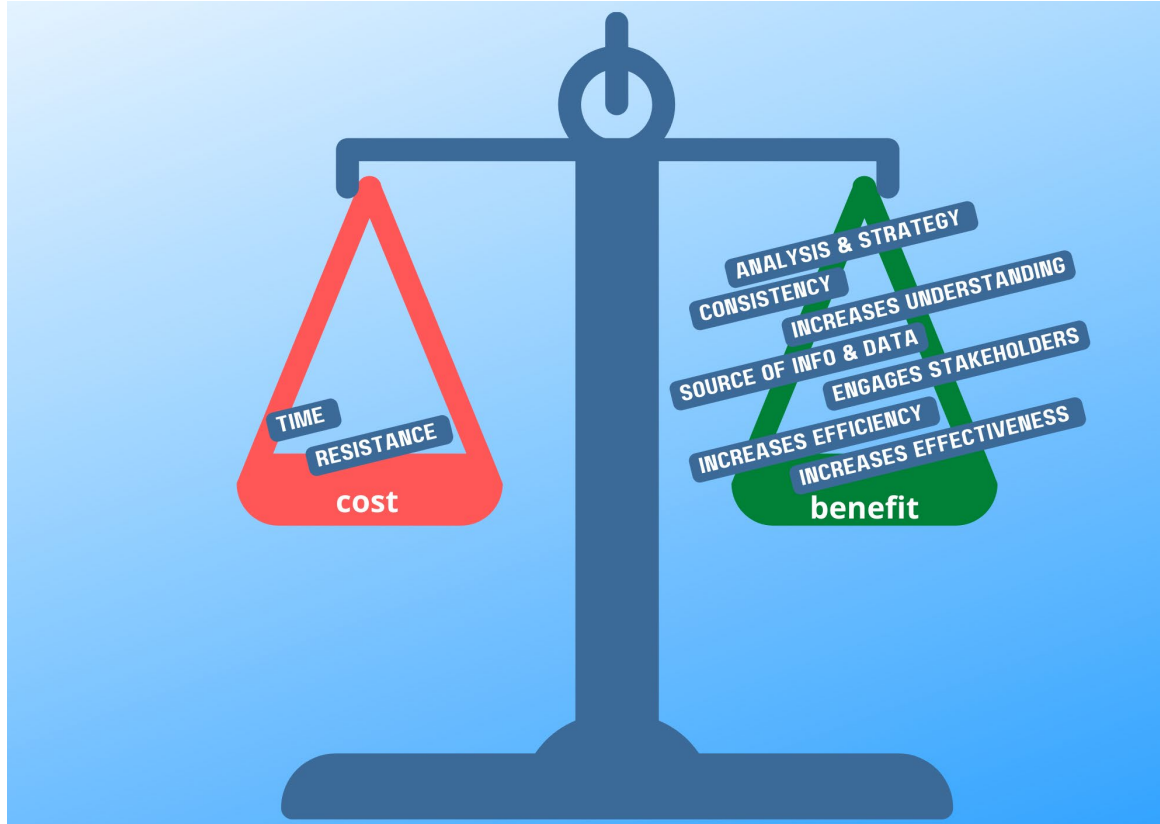
# Why write a Case for Support?

- ▶ Everyone involved with your organisation speaks from same hymn sheet and with greater confidence
- ▶ It can cut down on time by providing information for
  - ▷ proposals to trusts, foundations, businesses and sponsors, meeting briefings with major donors, campaign leaflets, website copy and key messages for all marketing and PR activity, etc.

But remember - it is a living document – changing to reflect new strategic priorities.

The Case for Support itself is NOT an external document, but it is used to create external documents, messages, communications, etc.

# The Benefits of a **Case for Support**



# Case for Support – **the contents**

# The Structure – part 1

- ▶ **Executive Summary** - Include a brief summary of the project, objectives and vision, financials, urgent need and opportunities for philanthropic support (write last).
  - ▷ Vision –talks about your end goal; the world you want to live in.
  - ▷ Mission - talks about how you work to get to your vision .
  - ▷ Values talks about your approach to work and underpins all the things you do, e.g. collaboration (work with the community to design programmes), keep local (use local tutors and organisations to delivery programmes), etc.
- ▶ **About your organisation**
  - ▷ The background and track record of your organisation, including any external accreditation or awards, Trustees, staff/volunteers expertise and experience, etc.

# Understanding your organisation

- ▶ **Vision** - where you want to be
- ▶ **Mission** - what you choose to do to get closer to your vision
- ▶ Positioning – where are in comparison to others; what makes you different/unique
- ▶ Strategy – gives purpose, direction and matches and mobilises capability to meet beneficiary needs
- ▶ **Ethics/values** – these should influence your work, e.g., collaboration
  - ▷ co-design with beneficiaries
  - ▷ partnerships with other organisations

Real World Example:

## Feed the Children

Create a world where no child goes to bed hungry

Providing hope and resources for those without life's essentials

- ▷ Food programmes
  - ▷ Disaster programmes
  - Education programmes
  - ▷ Loans for families.
- ▶ In collaboration with other agencies

# Understanding your position

- ▶ Are there similar organisations that do what you do?
- ▶ How does your organisation stand out and differ from similar causes and organisations or service providers? USP
- ▶ What are the specific needs of your organisation/project?
- ▶ How many people do you directly help?
- ▶ What are your achievements?
- ▶ Are you national, regional or local?
- ▶ If you did not exist what would happen?
- ▶ Is there a current gap you are trying to fill?
- ▶ Are you a leader in your field?
- ▶ Where are going? What is your objective and why do you need the funding?

# The Structure – **part 2**

- ▶ **The problem/needs you are addressing**
  - ▷ Include independent evidence (e.g. NISRA statistics, local authority findings, local university research, Census statistics, etc.)
  - ▷ Include you own findings such as surveys, feedback from Facebook posts, etc., about the problem and the communities wants .
- ▶ **What you are doing to meet these needs:**
  - ▷ Your activities, products and services
  - ▷ Can include building your network, widening your reach, developing capacity, forming partnerships, etc.

# Understanding your projects, services, & beneficiaries

If you are seeking funding for a project, how well do you know it?

► **Ask yourself:**

- ▷ What are the aims and objectives of your project?
- ▷ Is there evidence for its need? Are you filling a gap (position)?
- ▷ What do you know about your beneficiaries? Age, gender, sexual identity, etc.
- ▷ What methods or activities will you be using will be used to meet these aims? E.g., services, online sessions, residentials, research, etc.
- ▷ How many employees/volunteers will be needed? Resources and equipment?
- ▷ What are the expected outcomes and achievements of the project?
- ▷ What have been your achievements so far? Do you know its impact on beneficiaries?
- ▷ What does being involved in the project do for beneficiaries (staff/vols too) – do you have evidence?
- ▷ Sustainability: What will happen when the funding runs out? Or what will happen to your beneficiaries? Will the project continue or alter to meet beneficiaries needs?



# The Need - examples

## The Good



### Why now?

Kids, on average, spend



in front of a screen  
each week<sup>1</sup>

Almost



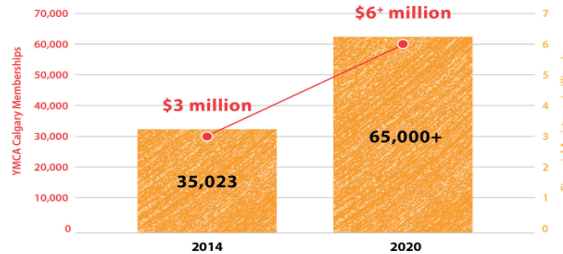
Albertans are  
overweight or obese<sup>2</sup>

By 2020,



the immigrant  
population will make  
up 1/3 of Calgarians<sup>3</sup>

Our association provides **over \$3 million** per year in financial assistance for health, wellness and community programs and facility access. We anticipate unprecedented growth in the need for financial assistance as YMCA Calgary expands.



## The Need we tackle

Residents of Kibera slums experience the grinding effects of poverty and degrading environment in which they live. Lack of access to quality education is one result of poverty that contributes to trapping children at risk in the slum within the vicious poverty cycle. This project aims to address this particular problem targeting orphans and vulnerable children from Kibera.



## The Bad

# Example: Habitat for Humanity

Highlight the need and what they do to address it .

- ▶ **Around 90%** of urban expansion in developing countries is near hazard-prone areas and built through informal and unplanned settlements, according to the World Bank.
- ▶ **More than 75%** of the world's population does not have legal documentation of their property rights.
- ▶ **One in 10 people** lives on less than US\$1.90 a day, the international threshold for extreme poverty, according to the World Bank. In 2021, an estimated 9.2% of the world's population was living in extreme poverty.
- ▶ The World Health Organization says those living in poor conditions "are exposed to greater personal and environmental health risks, are less well-nourished, have less information and are less able to access health care, thus they have a higher risk of illness and disability."
- ▶ According to the World Bank, **more than 2 billion people** worldwide do not have access to a toilet, and hundreds of millions cannot wash their hands at home.

## The need for housing



Our work focuses on increasing access to homeownership and housing finance, improving housing affordability and quality, helping communities prepare for and respond to natural disasters, and building strong and resilient neighborhoods.

## Our work today includes:



**New construction** where our houses and work processes are designed for their specific local settings and use locally available materials.



**Improvement and repair of existing houses.** In the U.S., this work is done as part of our neighborhood revitalization efforts. Outside the U.S., we help families build incrementally and help create access to housing microfinance loans.



**Advocacy**, which advances access to adequate and affordable housing globally through changing policies and systems. This includes the Cost of Home campaign, which aims to make housing more affordable for 10 million people across the U.S., and aligning our work to support the 2030 Agenda for Sustainable Development and Sustainable Development Goal 11.



**Working alongside the families who partner with us.**

## Task 3 – improve my example

Discussions with local young people revealed that they want to be more active and become sports instructors or physios.

Our research highlights that sports science is not covered by the local high school for sixth formers, but the nearest college does offer this subject. The region's university recently published a report showing a decline in young people opting to study sports science from our area.

Our feedback with young people demonstrated that a barrier for them is a lack the knowledge, skills and confidence to pursue the course at further and higher levels.

We partnered up with the local college to co-design and co-deliver a pre-college course on designing and measuring sports performance – it's been very popular.

Does it fully answer:

- Need
- Solution
- Impact

# The Structure – part 3

- ▶ **What impact you are having? – the proof you are effective\***
  - ▷ 20 girls and boys attend sports leadership sessions
  - ▷ attendees developed leadership, planning, communication and other 'soft' skills .
  - ▷ After the sports leadership sessions
    - ▷ 10% sign up to the local college sports instructor course
    - ▷ 4% become self-employed after leaving the college course (local economic impact!)
    - ▷ 3% sign up to the university sports science course
- ▶ **What is different or special about your work – your Unique Selling Point (USP)**
  - ▷ Do you design sessions with your beneficiaries, e.g. hold a talk shop with local older people asking them what they want and if they have the expertise or contacts who can design/deliver the sessions?
  - ▷ Are you the only regular provider of youth activities in your town? Have others closed down or reduced their activity?
  - ▷ As a foodbank do you offer other services for a holistic approach, e.g. get out of debt classes, job skills, stress management, etc.
  - ▷ Do you emphasise local partnerships and tutors to improve connectivity and local economy?

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# **Parts 1, 2 & 3 - A Canadian Example**

# The need

## The Shocking Statistics on Child Physical Abuse...

- ▶ 1 in 4 girls in North America will be physically abused before the age of 18
- ▶ 1 in 6 boys in North America will be physically abused before the age of 18
- ▶ 70% of all physical assaults occur to children under the age of 18
- ▶ 20% of all child physical abuse victims were abused before the age of 8

## ..and the Toll it Takes in Later Life

- ▶ Children who are abused are more likely to experience depression, develop eating disorders, and experience health problems as adults
- ▶ Over 70% of child physical abuse victims later abuse drugs or alcohol
- ▶ Almost 50% of women in state prison were physically abused as children
- ▶ 75% of teenage prostitutes were previously physically abused

# What they do

## Children's Forensic Interviewing

Our expert Forensic Interviewers are trained to make children feel comfortable, and to allow them to tell their story. Prior to each interview, our staff meets with representatives of the police department and the Department of Human Services. Each of these officials watches the interview through a oneway mirror or on closed-circuit television, thus eliminating the need for the child to tell his or her story over and over again. Each interviewer is trained to work with children in a way that is non-leading, developmentally appropriate, and non-traumatizing. The interviews take place in our child-friendly facility, complete with colorful drawings on the walls, games, books, teddy-bears, and a smiling and supportive staff. The Home also has a bilingual interviewer on staff to work with our Spanish-speaking children. Each year we see children of all ages, from two to eighteen years old, and from all nationalities and neighborhoods in the city.

## Victim Advocacy Services

Our team of trained Victim Advocates cares for the child victims and their families throughout the process. While the child is being interviewed, our staff meets with the family or caretaker to provide crisis counseling, determine what additional services are needed, and offer referrals for medical treatment, counseling, and support groups. The Victim Advocate also tracks the court case, guides the child through the process, and attends court proceedings with the child victim. Our staff also offers a number of support groups right in our own facility.

# Their impact

Since our founding, the Montreal Children's Home has grown steadily, and today provides services to an average of 50 child physical abuse victims per month.

The Montreal Children's Home sees just over one-third of the 1,900 child Physical abuse victims in the city each year. While the number of children we see has grown every year, it is still not enough we have a very definite impact locally.

*"Without the Montreal Children's Home, the Montreal Police Department couldn't provide the level of service that we need to provide to our child abuse victims." - John Sylvester, Special Victims Unit*

*"This city needs the Montreal Children's Home—it is a safe place for physically abused children." – Jan Holstein, Assistant State's Attorney*



# The Structure – **part 4**

- ▶ **The cost (and cost-effectiveness) of the work**
  - ▷ Include a budget for the organisation and different programmes
  - ▷ Some funders allow you to claim full cost recovery tied to projects . This means you can apply a proportion of the core costs in project funding applications – see other document .
- ▶ **How you are funding it**
  - ▷ do you charge fees, who else funds you, what about in-kind support?

# Budget – things to consider

<b>Overheads</b>	<p>Overheads are the costs which are necessary for the organisation to operate, but do not relate specifically to one project .Eg. overall management, admin, premises costs (whole organisation), etc.</p> <p>AKA- indirect, core, central or support costs .</p>
<b>Direct Project Costs</b>	<p>The direct costs of a project are all the costs that clearly and directly come from the project . Generally, a direct project cost only occurs because of the project .</p>
<b>Revenue &amp; Capital Costs</b>	<p>Revenue costs : incurred in the day-to-day running of the organisation's projects .</p> <p>Capital costs are the costs of buying equipment, furnishings, premises or other items that cost substantial amounts and will last for several years.</p>
<b><u>Full Cost recovery</u> *</b>	<p>You include the direct project costs and overheads. Overheads are shared among all your organisation's different projects . The full costs of your project are all the costs directly relating to the project plus the project's share of the overheads.</p>
<b>Depreciation and inflation</b> **	<p>Depreciation of physical items, e.g. iPad cost £800 ; lasts for 2 years; depreciation rate is £400 per year</p> <p>Inflation – Costs usually increase in line with inflation, e.g. 3% (multiply by 1.03 for multi - year projects) .</p>

\* check if funder allows this to be claimed  
\*\* for multi - year projects

# My example

[Budgets.pdf](#)

# The Structure – **part 5**

- ▶ How are you monitoring your work?
- ▶ Do you evaluate your work and make improvements/decisions from it?

Potential funders and donors will want to know how you will measure and report success.

**So, you need to know what success looks like?**

Identify your key outputs and outcomes you want to achieve. Decide how you will measure them. Then how you analyse and evaluate the data shows if successful or not.

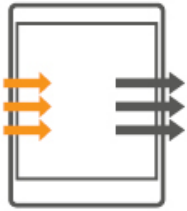
# Outputs vs Outcomes

An outcome is a result of what your project does. It's a change that happens, rather than an activity or service you provide (these are outputs).

- ▶ The output of cooking dinner is a plate of food. The outcome is a full and satisfied person.
- ▶ The output of a teacher is a certain number of lessons delivered in a year. The outcome is happier, wiser students who are more able to succeed.
- ▶ In capital projects, 'building an events space' is the output. Having twice as many people from the local community engage in activities is the outcome (also - adding disabled access; an outcome is increased inclusion and a diverse activity space).
- ▶ The output for a local project could be 20 women attended a 'start your own social enterprise course'. The outcome is that 18 women set up their own social enterprise adding to the local economy (impact on locality).

# Assessment

Your Case for Support goes from the big picture down to the details such as your activities, budget and assessing your effectiveness.



## Inputs

People, objects and resources you use to deliver your project or activities

## Outputs

The service or goods that are delivered



## Outcome

The difference the output will make



## Impact

Broad or longer-term effects of a project or organisation's work



## Monitoring

The routine, systematic collection and recording of data about a project

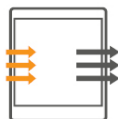


## Evaluation

Using monitoring and other data you collect to make judgements about your project or organisation

# Assessment

Output	Outcome	Monitoring method
Cookery workshops to 30 young people	30 young people will be able to confidently cook for themselves from scratch	<ul style="list-style-type: none"><li>• Weekly attendance count</li><li>• Weekly performance test - students prepare a meal; tutor grades</li><li>• Weekly survey of how confident participants feel making a meal; over time</li></ul>



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# Monitoring - the 6 types of data to capture

## User data

The background or characteristics of your beneficiaries. E.g., gender, age, ethnicity, disability, sexuality, postcode, etc. Through registration form.

## General Feedback

Through questionnaires, qualitative research (such as interviews or focus groups) and conversations/word of mouth feedback on a regular basis.

## Outputs data

The number of people being supported, how long people use your service for, number of activities being delivered, number of materials distributed, attendance registers, what type of activities delivered (and when), etc.

## Stories and case studies

Stats matter, but stories inspire. Capture through written word, photographs, video, and interviews – not just beneficiaries – staff, trustees, volunteers, parents, donors, etc.

**Remember – no stories without numbers, no numbers without stories!**

## Impact data

Long-term or wider-scale changes. Requires rigorous methodology, usually involving a comparison group.

## Outcomes data (two types)

**Soft outcomes** – subjective, e.g. perceived improvements in wellbeing, self-esteem and confidence over time.

**Hard outcomes** – objective, e.g., educational attainment, gaining a job, finding accommodation. Social media analytics.

You can be creative:

- Picture votes
- Exit slips
- Talking Wall activity
- Evaluation wheels



# Evaluation

Funders like to know you are a credible organisation who can be trusted to use their funds wisely.

## Monitoring and evaluating your work demonstrates:

- ▶ Willingly assess & reflect on the effectiveness of your work and operations
- ▶ Implement interventions if things aren't working
- ▶ You can adapt to reflect the needs of beneficiaries or external situation
- ▶ Use data to make appropriate and timely decisions, improvements and recommendations for future working

You could include previous project evaluations particularly if it led to this project. Keep adding your findings to your Case for Support – this helps when reporting.

# An example

Evaluation can also show funders you understand the long-term impact of your work.

## Your digital capacity programme led to:

- ▶ Short-term impact – increased social media skills among volunteers, staff and Trustees
- ▶ Long-term impact – greater financial and organizational resilience, e.g., through online donations and supporter communications

# The Structure – **part 6**

- ▶ What partnerships do you have in place
- ▶ Include quotes, testimonials or case studies to demonstrate your effectiveness – beneficiaries, volunteers, staff, tutors, partners, and Trusts.

# The Structure – part 7

Some organisations add extra sections to their Case for Support :

- ▶ Corporate partnerships – add what you will offer them
- ▶ Communications – add your key messages for direct mail, regular giving, webpages, social media, etc.

Things to consider :

Many funders now desire policies and/or project deliver to reflect climate change/environmental concerns as well as Equality, Diversity & Inclusion (EDI) – you could add this into your Case for Support

# Case for Support: Executive Summary & 'Pitch'

This is the 'pitch' format I use when writing a letter, an email or an Executive Summary. Funders want to know why they should fund you in 1 or 2 paragraphs.

## Introduction and context

Develop a succinct description of your group – say who you are, the value of your work, and the impact to others you make.

## Body

**The body isn't "we do this." It's:**

- why you are needed (problem) and who is in your group/number of people/nationality/age/gender, etc.
- why is your group the best for these people/what differentiates you from other groups in the area, and how effective you have been

### **What you do for beneficiaries/members**

- Note a couple of end benefits of your activities (not the activities themselves); Include evidence to back up your claims –do you have a good story from your group showing friendship, e.g. during COVID

## Wrap up and the Ask

What do you want from them? How they can get involved?

- Money, Support, In-kind donations, Promotion, Partnership

# Using a Case for Support & **Writing Tips**

# Using your **Case for Support**

- ▶ For ALL your external communications and marketing plans
- ▶ Training, planning, benchmarking, writing speculative letters, etc.
- ▶ Internal briefing notes - consistent communications from volunteers through to Trustees
- ▶ Some organisations use them to create fundraising brochures to send out or give at in-person events; can create text for webpages

# Writing – tips 1

- ▶ Good proposals reflect the language of the funder: how do they define themselves and describe beneficiaries and activities? E.g. vulnerable people vs people at risk of harm; innovate vs theory-based

- ▶ YOU DON'T NEED TO INCLUDE EVERYTHING INCLUDED IN YOUR

## CASE FOR SUPPORT – TAILOR IT!

- ▶ A corporate funder may want different things to independent trusts.
- ▶ Be concise but include all the information the funder wants. Read & fully answer the questions.
- ▶ Assume reader has no previous knowledge – help them visualise your story
- ▶ Footnotes for references or links to websites, videos & pictures



# Writing – tips 2

- ▶ **Around 90%** of urban expansion in developing countries is near hazard-prone areas and built through informal and unplanned settlements, according to the World Bank.
- ▶ **More than 75%** of the world's population does not have legal documentation of their property rights.
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**The Bad**

Only use stats/feedback that strengthen your points – no numbers without stories; no stories without numbers!

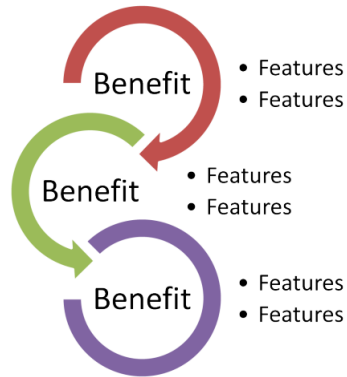
**The Good**

## **The Need we tackle**

Residents of Kibera slums experience the grinding effects of poverty and degrading environment in which they live. Lack of access to quality education is one result of poverty that contributes to trapping children at risk in the slum within the vicious poverty cycle. This project aims to address this particular problem targeting orphans and vulnerable children from Kibera.

# Writing – tip 3

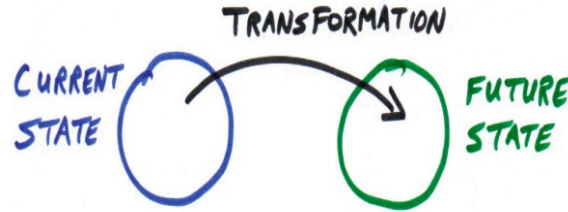
Do more than just saying what the money will buy. Explain what it will achieve!



- **Features** are descriptive facts about your programs, products, and services.
- **Benefits** are what result from the **features**.

## Buying a new cooker

- **Feature** – 6 ring induction
- **Benefit** – cook more meals, better fire safety



- **Current state** – 2 ring gas hob to cook 35 meals twice a week for Luncheon Club pensioners
- **Future state** – 70 meals cooked in quicker time freeing up volunteers
- **Transformation** – 70 hot meals for isolated pensioners; volunteers freed to entertain; pensioners in company, fed and happy!

# Writing – tips 4

- ▶ Be concise but include all the information the funder wants. Read & fully answer the questions.
  - ▷ Practice summarising in 100/200/300 words
- ▶ Don't use internal jargon
- ▶ Use facts and statistics only to strengthen your points and highlight your impacts
- ▶ Tell your story through beneficiary/achievements

# Writing - Tell vs Show

When using case studies and quotes, there's a big difference between showing and telling.

## Telling :

After getting laid off from her job, Molly couldn't afford to put food on the table .

## Showing :

Her heart sank, the fridge was empty . It felt like the walls were closing in . “Life was very difficult after I got laid off from my job,” said Molly, “but that same day when I peered into my empty fridge, my neighbour encouraged me to visit the Bangor Food Pantry.

When my daughter and I arrived, the outreach coordinator touched my arm and told us everything would be all right . I didn't believe her at first . We were just so hungry . We visited the Pantry every day for several weeks for hot, nutritious meals .

Because I didn't have to worry about where our next meal was coming from, I was able to focus on getting a new job . Bangor Food Pantry even put me in touch with a job skills training program . Words cannot express how grateful I am to have a steady job and food on our table every day.”

Your contribution to the Bangor Food Pantry can help feed other families just like Molly's .

# Writing - Impact first

**Think: 'impact first, activity later'**

Tell funders/donors about the impact your work has **first** rather than what you do or your outcomes .

Telling people that your beneficiaries will be more independent with better parenting skills is more powerful opening than saying you ran ten workshops and 100 people came along .

# Example: **Impact first**

**Think: 'impact first, activity later'**

Website Example:

“Marie Curie is one of the UK’s largest national charities, providing care and support for people living with any terminal illness, and their families . We’ve been carrying out this vital work for over 65 years – and last year alone cared for over 40,000 people across the UK”

**My edit :**

Over 40,000 people across the UK with a terminal illness had the chance to make the most of the time they had left with their families as we supported them through all aspects of dying, death and bereavement. Our 65 years of experience means we fight for a world where everyone gets to lead the best life they can, right to the end.

# Writing - Sliding Doors

## What if you didn't exist?

Tell funders/donors what it is like or would be like without your work.  
Explain how their help creates a positive change.

Glory, a single mother, spends the first half of every day walking and waiting in line to collect water from a river outside her village. She can never carry enough water for her family forcing her to live in an unhygienic home where her children regularly become ill.

Everything is a struggle. Less time to earn money, she struggles to buy food. She can't afford to send her children to school, and she has little time to time to develop her own bread-making business. Glory and her family are destined to remain poor and uneducated for the lack of a nearby source of clean water.

Donate this mother's day and change the future for mums like Glory  
around the world.

## Useful Resources

- ▶ [Home | GrantTracker \(grant-tracker.org\)](https://grant-tracker.org)
- ▶ [| NICVA =](#) subscribe to eNews
- ▶ Follow NICVA on [Twitter](#) and [Facebook](#)
- ▶ [Chartered Institute of Fundraising - Fundraising Essentials \(ciof.org.uk\)](https://ciof.org.uk)
- ▶ [Advice and Resources | Benefact Trust](#)



# Best Practice: The Fundraising Regulator



- ▶ The [Fundraising Regulator](#) is the independent regulator of charitable fundraising in England, Wales and Northern Ireland.
- ▶ [Fundraising Regulator](#) is mostly funded through a voluntary levy on organisations spending £100,000 or more each year on fundraising and [registration fees](#) from commercial fundraising businesses, CICs & charities spending less than £100,000 on fundraising annually.
- ▶ Those who pay are entered onto their public Fundraising Directory and can display their [Fundraising Badge](#)

*“Registering shows your commitment to fundraising in line with the [Code of Fundraising Practice](#) in a way that is legal, open, honest and respectful.”*

# Recap

**You should be able to:**

1. Have a clearer understanding of what funders want to know
2. Know what it takes to be proposal ready
3. The benefits of a Case for Support and what to include in it
4. Ways to use a Case for Support

Questions?

# THANK YOU

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