

Have a go at assessing yourself on these questions before submitting an application:

Beneficiaries

- 01** How many people will benefit from the project (directly or indirectly – sometimes this is called “primary or secondary”)? This requires a quantitative answer – a number.
- 02** What is their specific need (access to education, health, disability etc)? This requires a more qualitative answer.

Organisational context

- 03** What are the overall aims of your organisation? (do they marry up with the funders)
- 04** How do your organisational systems engage and reflect your beneficiaries (in terms of governance, staffing and consultation)?
- 05** How do you collaborate with the service funders? Are they involved in the process (decision making / project development)?

Relevance of external environment

- 06** How does your project fit in with the work of other organisations? How do you complement their work/policies and not duplicate?
- 07** What is the relevance of the project to the funding criteria and policies? (this will change depending on the funder – research them well)

Project details

- 08** What are the aims of the project? (communicate with the funder clearly what you expect to happen, using SMART outcomes can help).
- 09** What are the key activities? (include clear actions).
- 10** When does the project start and what is the timescale for completion? (lots of funders don't want to fund projects which have already happened. Take into account decision making timeline).

Project details

- 11** How much funding is required and for what (the inputs)? (be clear and realistic, and show how you have calculated costs).

Project team

- 12** Who is going to manage your project and what experience do they have?
- 13** Who will work on the project team and what experience do they have?

Monitoring and evaluation

- 14** How will you monitor the project (in terms of outcomes and/or process)? (this is important to state as funders want to know there are systems in place to actively and accurately track progress and impact)
- 15** What is your evaluation process? How will this information be used?
- 16** How will your project and its impacts be disseminated?

Relevance of external environment

- 17** What is the long-term plan for the project? How will you ensure legacy and sustainability?

Here are some other bonus questions to consider:

-  Environmental sustainability – funders want to know what you are doing to reduce your impact as a charity/project, do you have an environmental policy?
-  Equality, Diversity and Inclusion – funders want to know about your organisation's policies on equality, diversity and inclusion.
-  Risk – sometimes funders will want to know what the main risks you expect to face are in your project and how you plan to mitigate against these risks.