

Typical Fundraising Application Q & A's

Questions	Expected Answers
1. What are your organisation's aims and objectives? What is the purpose of your group?	Be clear and concise about your aims. - Highlight the major problems you are set up to address. - State the specific group of people, whose lives will be changed by the work of your group. Give the funder a clear picture if possible. - Where possible give the actual number of these category of people, whose lives need changing. E.g. avoid saying 'there is an incredibly high number of teenage pregnancies in Camden', instead you can say "statistics show that the rate of Teenage pregnancy in camden is 7 out of every 10 teenager" In addition, you may: - Describe what is unique and different about your work. Stating your major achievements and successes - State how long you have been established - If your group is brand new, what difference do you hope to make? - what kind of legal structure is your organisation - how many members of staff, if any. - Say something about the geographical area you work in, and any peculiar problems you encounter in that area. - Mention the credibility of your organisation, who endorses your work. I.e. are you getting support locally, from the local authority or local trusts, users of the service, other funders and perhaps other agencies in the area.
2. What type of activities do you run? What Project do you need the grant for?	Be clear and concise, state the overall purpose clearly. - expressing how the project is addressing a problem and highlight the changes your project will make. "This project is to improve educational attainment of Congolese

	Children in Camden.” or “Our group is going to reduce older people’s isolation by purchasing a minibus to carry them to a day centre” “We want to improve teenage mothers’ lives by increasing their self confidence” - Describe the method of delivery, i.e. state in order of how/what you need to do to carry out your activities for the project. Where necessary include a project/activity plan - State period of project (give precise dates if possible) - Who are the target users that will benefit & How many? - Describe whether it is something totally innovative? Express it if other things haven’t worked or because you are dealing with a new problem. - What do you do differently, or what will this project do differently to other similar projects locally available or regionally (if any). Especially if there are duplication of services. - How will this project help you meet your aims and objectives? I.e. does tackling the problem fall within your remit? - Express how you will make sure that you are/will be open to everyone.
3. How do you know that your activity is needed?	The problem you are out to solve, is it: - the result of a demand by ‘real people’, not invented to suit the money available - concrete, not abstract - to do with people’s needs, not just lack of something - urgent - solvable Provide evidence of need through: - Research Work - Consultation – users/local/national - Questionnaires - Reports – Community plan, NHS, Education, Metropolitan Police,

	etc Will meeting this need represent the best way of achieving your aims?
4. Do you have a clear budget that will match everything you have set out in your activity plan?	Your Project plan in money terms, forecasted for a set period. The budget must be: • clear, • comprehensive • add up • realistic • it shows any other funders involved • if appropriate, it shows other non-money support I.e. Highlight other forms of contributions towards the project. - Volunteer Time and other costs borne by individuals - In kind donations - Fundraising events/ Cash contributions - Sister/Partner Organisation's contributions Budgets can be classified into: - Capital Cost - Revenue Cost - Project costing – Full Cost Recovery
5. Do you have the financial systems in place to account for the grant when received?	Evidence that you can handle money efficiently: • A bank account of your own • Financial policies & procedures • Petty cash system • Income & Expenditure • Realistic Budgets
6. How will you know if you have been successful?	Give evidence that you have thought about evaluation and monitoring • State how you will monitor the number of people you work with, including how you will evaluate the changes you have made to their lives. • Outputs & Outcomes • Reporting back to funder's is always required. Either in saying thank you, or informing of any unforeseen occurrences, etc

7. What expertise and capacity do you have to undertake the activity?	Management/Volunteers Skills Professional expertise If your group is brand new, demonstrate that you can run the project. Express how you make sure that you allow participation in the project of your users/beneficiaries?
Which other community organisations do you work with?	Partnership Working - Clear roles & responsibilities Be recognised by Forums & Networks that represent the interest of your users. Ask your local CVS
8. Do you have key policies/plans that may be a requirement to funders?	Equal Opportunities Policy Child Protection policy Health & Safety policy Business Plan Fundraising Strategy
9. What is your exit strategy if your activity is successful?	Project Close down Other Organisation to continue the work Further funding for continuity Project to generate income itself - Sustainability