



Building a case for support

This document outlines all of the information that you need to develop a case for support for your organisation. Gathering all of your data and information here will provide you with the information that you need which can then be used to develop different funding applications, fundraising campaigns and pitches.

Brief history: *(In this section gather together all of the information that a funder might need to know about your organisation: legal form, charity and company number, dates the organisation started, premises / venue)*

Number of staff / volunteers / trustees: *(Include information about part time and full time staff, salaries, how long trustees have served on the board and what their different expertise is, what background and expertise do current staff have?)*

Service users: *(Who uses your organisation's services?, how many service users, what is the demographic / ethnicity breakdown, age breakdown, economic background, why do they use the service)*

Current activities: *(what you do and why? How many days are you open, what you deliver, how do you choose what to deliver, who do you work with, any existing partnerships etc.)*

Need for the project: *(What other services are there in the area, what is the local demographic, why do people need this service, local statistics about need for this service in the borough, and research you know of on needs. CAS can help you gather this)*

Outcomes: *(how does your project change people's lives? What difference does it make, what evidence do you have of this, how do you measure outcomes, how will you be able to show a funder that their investment will make a difference.)*

Overview of current finances: *(Turnover in the last financial year, what was income, what was expenditure, who are your main funders, how much do you make from charging members, What other sources of income do you have, how much do you need for a year.)*

Relationships: *(What other partnerships do you have? What other organisations do you work with?)*