



The Income Generation Quiz

You are writing a funding bid for a grant of £30,000 over 3 years, for a new project. Pick the statement that most closely resembles your process...

1. **a.** I have done my research and identified a clear gap which this project will fill, using national, regional and local data.
b. I noticed some people wanted a project like this and have looked around to find out a bit more.
c. I want to do this project and think it is a good, fundable idea. There might be some people doing it (I haven't researched) but mine will be different.
2. **a.** The new project is completely in line with the mission of the organisation and will fit with other work we are carrying out and has clear outcomes that fit our impact aspirations.
b. The new project is a bit of a change from our usual work but it does fit with the mission and is a good opportunity to expand our services and do more.
c. We need the funding and this is available so we thought we might as well go for it as not. We can think of the mission later.
3. **a.** We have piloted the idea and measured how successful it was before seeking further funding to upscale the pilot into a full project
b. We have experience evaluating other programmes and as this is a similar area we have not piloted but will not continue with it after the funding runs out if it is not successful.
c. People tell us they love our project, we just need funding to carry on.
4. **a.** We have looked at Full Cost Recovery and have a plan as to how to raise sufficient levels of income to enable us to deliver this project and our organisations purpose – covering all costs incurred.
b. We know how much we need to deliver this project and aim to add a bit extra to contribute towards our overall costs.
c. Once we get funding we work out how to pay for various aspects and cover some costs with our own money.
5. **a.** We have written the bid taking careful note of the funders' guidance and criteria; we match the criteria and can show 'social value' in addition to the basic criteria.
b. We match most of the criteria and started to read the guidance but then just wrote everything we could under each question – they should be able to see how we meet their requirements.
c. We do really good work and have spoken to the funder, our work doesn't entirely fit all of the criteria but we can make it fit. The guidance document was too long and didn't help us anyway so we just wrote down everything we could think of in each section.

See page two to reveal your good funding status...



Mostly a's: Your bid is likely to be of a high standard. You have all the key information for any bid ready in a folder, you know your full cost recovery and break even points, you have a clear idea of what the money is for and the impact you wish it to have. But have you thought about other ways of generating income and putting your bid writing skills to use elsewhere? There are always ways to improve so take a look at the [Community Southwark resources](#) and why not book a place on our [Income Generation Module](#)?



Mostly b's: You are on your way. It seems you are aware of what you need and can write a good bid story, however a few things need tidying up. Making up a folder with the key information so it is on hand quickly and easily for every bid could help get applications done more efficiently. Have you thought about Full Cost Recovery? For more tips and support why not contact a [Development Officer](#) who can read over one of your applications and give comments? Don't forget to take a look at [our useful resources](#) for some helpful hints.



Mostly C's: Everyone starts somewhere. You know what you want to do but getting the information and putting it together in the right way has proved to be more difficult than you thought. You may be finding the information is not readily available or you are fundraising all on your own, so why not seek support and friendly [advice at Community Southwark](#), come along to [Fundraising Made Easy](#) and read [our useful resources](#)

Support

If you would like any support with income generation or any other issues facing your organisation, please contact the Development Team at Community Southwark: development@communitysouthwark.org or 020 7358 7020.