

## CASE FOR SUPPORT

### PROBLEM

- What is the problem you are set up to address?
- What is the problem and need?
- Who benefits from your work?
- When is the help needed? Why now?
- Where is this happening?
- How are you evidencing your statements?
- Why is this a problem?
- Scale and scope of the problem (facts/figures)

### SOLUTION

- Be specific.
- Align it to the problem.
- What will you do? When, Where, How?
- Who is solving the problem?
- What is your methodology?
- Vision for the impact your solution will have?
- How will you know when you have succeeded?

### WHY YOU?

- Why are you the organisation to solve the problem?
- Proof - Facts, Figures and Data
- Quotes from others backing up your statements
- Achievements or track record

### BUDGET

- Make sure it balances and not all round numbers!
- Be clear about core and project costs.
- Make sure everything that you mention in the application has a corresponding budget.
- Your budget can be part of your story telling.
- Future funding – who/how/for how long?

## IMPACT

### INPUTS

- What do you need to do your work?
- Resources – people, IT, equipment, spaces/venues – required to implement the project

### ACTIVITIES

- What will you do?
- How often?
- For how long?
- For whom?

### OUTCOMES

- What is the change you are aiming for? For whom?
- Increase, decrease, improved etc
- Keep them simple - no 'ands' and no qualifications
- Short, medium and long term outcomes
- Do not have too many
- LINK BACK TO PROBLEM! ie key elements of the problem should link to key outcomes

### OUTPUTS

- How many people, activities and things have been achieved?
- What are the numbers?
- Consider volume, values etc

### EVALUATION

- Measuring your impact, outcomes and outputs.
- What do you measure - outcome indicators.
- How do you measure it - sources of evidence.
- Who is giving the evidence?
- Quantitative and qualitative. How will you measure it against original vision?