Compelling case for funding

**Some notes to help you get started:**

This template has been created to help guide you through the process of creating a compelling case for funding for your organisation. We want to emphasise the fact that this is YOUR document so feel free to use it as a base and tailor the content, look, feel and tone to represent your own brand. Also change the headings if you want to.

The language you choose to use can also be a wonderful way to let your brand shine.

Have fun! And if you get stuck, please don’t hesitate to reach out to the Funding HQ team.

**Who we are?**

|  |
| --- |
| Introduction – about your organisation, your leaders and your team |
| **EXAMPLE:** *Established in 1980, Generic case for funding is a national community-led organisation with a proven track record of delivering accessible, high quality community events that play a crucial role in enhancing the wellbeing of people living in poverty.*  *We are a passionate team of 10 people, led by our visionary and highly connected leader, Jo Bloggs. We work throughout the country at the coal face of the community, providing meaningful opportunities for people who are disadvantaged due to their, to learn and develop essential life skills that drastically improve their quality of life.* |
| Our vision/dreams |
| *This is where you describe your overreaching aspirations for the future* |
| Our purpose |
| *This is how you deliver your aspirations through the delivery of your programme* |
| Our values |
| *List your own values here, some examples are below:*   * *Community.* * *Bold.* * *Prepared.* * *Fun.* |
| The key attributes/personality which reflect the way in which we work with our stakeholders |
| *List your own key attributes here, some examples are below:*   * *Collaboration.* * *Connection.* * *Community.* * *Inclusion.*   *Here is where you list your organizational objectives, these might be quite short and simple or have levels of complexity that need to be included. An example might be:*   * *Improve the outcomes of children who grow up in compromised communities.* * *Partner with like-minded organisations and individuals to extend the reach and range of programmes that we deliver.* * *Build awareness in New Zealand society on the issue of child poverty.* * *Deepen our reach into Māori and Pacifica communities.* * *Provide support to more families of people with disabilities.* |

**Our work**

|  |
| --- |
| Here is where you really get to explain how you do and what you do to meet your objectives from the previous page |
| *You might explain how you have a programme that runs annually and what this programme achieves. You will talk about how many people participate in the programme, what your target market is and if you charge anything to participate. Here is a good place to talk about the outcomes that relate to this programme.*  *Here is where you might list what your programme/project enables people to do such as:*   * *Experience a sense of achievement...* * *Access to a safe environment to develop skills...* * *Build confidence...* * *Develop skills to support mental wellbeing* * *Feel emotionally supported* * *etc, etc...* |

**Outcomes**

|  |
| --- |
| Here is where you delve deep into the outcomes of your work. It’s really important to relate this back to your pyramid and also the tangible benefits that your programme/project delivers. |
| *For example:*   * *Our community has a greater sense of belonging and develop meaningful relationships with their community peers.* * *Our students are confident in building lasting relationships that will help then on their educational journey.* * *Our participants are supported to become leaders in the community and are provided with pathways to support them in being successful at gaining employment.* * *Our framework of programmes and events has been globally researched and specifically designed to meet the needs of the intellectually disabled community and the New Zealand cultural context.* * *etc, etc….* |

**Partners**

|  |
| --- |
| This is where you list your programme/project name |
| Collaborate with multiple stakeholders to provide opportunities for intellectually disabled to actively connect with others and experience the physical and mental health benefits of participating in sport.  *Our partners include:*   * *List your current partners here.* * *List your current partners here.* * *List your current partners here.* * *List your current partners here.* * *List your current partners here.*   *In addition, we are supported by a dedicated community of volunteers nationwide.*  *Our organisation is committed to partnering with other organisations and individuals to ……..* |

**What are our challenges and opportunities?**

|  |
| --- |
| Here is where you list your challenges and what opportunities you have |
| *This might include:*   * *Challenges of time and resource, problems reaching people, increased visibility in the community.* * *Opportunities to make a difference in connecting with people etc.* * *What might be the outcomes if your programme/project was well supported financially?*   *Final statement.*  *By supporting……*  *We can provide a unique opportunity to funders to contribute to the wellbeing of…...* |