Evidence of Need

On most application forms, you'll find a question such as:

- How do you know there's a need for your project?
- Why is your project needed?
- Can you evidence a need for your project?

The funder wants to know that what you plan to deliver is needed, that it will reach those who need it most, and that it will have a positive impact.

Most projects are the result of research or evidence that show a need for things to start, stop, change or improve. This is your opportunity to present that evidence to the funder and tell them how you intend to make it better. This can be a combination of your own knowledge of your community or the people you're serving, plus data and stats to back that up.

Funders need to know that their money is going where there is the most need and where it will make the most impact.

1. **Answer the following questions.**
2. **Combine them all into an answer that meets the application's word count (or aim for 500 words).**

Read the full article and my example at:
rachelireland.substack.com

www.rachelireland.co.uk

Why is your project needed?

What are the challenges or difficulties people in your community are facing?

Why do these challenges or difficulties exist and are they unique to your area or beneficiary group?

What impact on quality of life do these challenges or difficulties have on your beneficiaries?

Tip: Talk about your service users or potential <u>beneficiaries</u> in as much detail as you can. Be specific and describe their needs in a way that others can relate to.

What is the gap in the community?

Is there something missing in your community that this project will fill?

Can you explain why this gap exists?

Are any other organisations delivering something similar?

Tip: You don't need to be doing something unique, but your project should either fill a gap not currently served or complement existing delivery. Read more about that here.

Can you prove it's needed?

How many enquiries have you had, or requests to address this need?

Do you have more demand than you can serve? (Do you have a waiting list?)

Have you carried out consultations, surveys or questionnaires to confirm that the need for your idea or project exists?

Tip: Use both anecdotal evidence (knowledge and insights from your community) and data/statistics to back it up (ONS, Public Health England, Area Profiles, local plans & strategies).

What will the impact of your project be?

You can read more about <u>outputs and outcomes here</u>, but try to explain how your project will help people.

How does your project contribute to the need evidenced in the plans and priorities listed above?

How are you or your organisation best placed to solve this problem and make an impact?

Tip: It can help to clarify where the idea for the project came from from? Was it staff, volunteers, service users? Was it a result of a consultation or targeted research into a topic?

Space to put all your answers together.

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