Surrey Youth Focus Evidencing the need for your project

Evidence of the need for a project forms an important part of grant funders assessment of your application. You must be able to clearly demonstrate why your project is needed. A lack of evidence is a common reason for rejection.

The following tips come from the Big Lottery but can be applied equally to make any grant application stronger.

Meeting the need

Your evidence must be relevant to the project and specific to your client group. It's important that you take the time to collect evidence proportionate to the size and scale of your project.

You should be able to show why your project is the most appropriate way to meet the identified need.

- Are you using a tried and tested method of delivering the project, or do you have a new approach?
- Are you working in partnership with other relevant agencies or adding value to their work?
- Does your project fit with local, regional or national strategies?
- Can you show you really understand what other similar services exist in your area and that your project compliments /fills a gap rather than duplicating current provision

User involvement

You must be able to show how <u>users</u> have been involved in project development and how their views or feedback have helped to shape the project. This involvement is likely to make your project more effective and responsive, and will help you to show why your project is the best way to meet the particular needs of your target group.

It is not enough to say that you have spoken to clients or had positive feedback. You must be able to produce data, literature or records to back up your statements.

Don't make assumptions

Grant offices can only make decisions based on what is contained in the application form, don't assume that they will know everything you know about the situation/need.

A good application will include most or all of the following:

- a good quality <u>recent</u> consultation, internally (with participants, staff, board members etc) and externally (with stakeholders, partners, wider community) – this should be open, inclusive and relevant to the project
- recent, relevant research carried out in-house or using results from research already carried out by other organisations
- short case studies of existing or previous clients who have benefited from the project
- relevant, recent statistics (for example, Census, IMD figures) showing how your project adds to existing services or fills a gap in services.

TOP TIPS

- Consult with your beneficiaries and tell the funders about it.
- Use a variety of methods to evidence the need for your project, for example, consultation, statistics and personal experience.
- Make sure all your evidence is recent and up-to-date.
- Include the source of all the evidence you use in your application.
- Make sure the evidence is relevant and directly relates to the need for the project.