

Evidencing Need

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Funding Buddies

Overview of Seminar

- Opportunities to get involved
- Understanding of why we need to evidence need
- Real examples
- How to gather your own evidence
- Useful places to find evidence

What would you like me to cover?

Why do Funders want you to evidence need?

- Economic climate
- Stand out above the rest
- Understand what is unique about your organisation
- Why you set up your organisation
- Geographic priorities or fit with criteria

What Questions do Funders ask?

- What are the aims of the project and what is the need for the work? (150 words maximum)

Comic Relief

- How do you know this activity/project is needed? (Have you carried out any research to confirm the need? We are really interested in your group or community so it helps to keep it 'local')

Kent Community Foundation

What questions do funders ask?

- How do you know this project is needed and how does it fit with other projects or services in your area? *Please use no more than 250 words.*

Children in Need

- What evidence do you have to show your project is needed?

Big Lottery

In summary funders are looking for you to evidence:

- Who will benefit from your work
- Where you are located and what is unique about your location
- Who you are working with and who has been involved in the planning of your project
- How you know the project is needed

Gathering Evidence

- Evidence you can gather **in advance** of making applications includes:
 - Area profiles
 - Research about your field of work
 - Monitoring information about your existing services/annual surveys
 - Case studies
 - Statistics
 - Minutes of meetings that involve service users

Gathering Evidence

- Some evidence will need to be **gathered specifically for your application**. These will include:
 - Surveys of users and potential users of the project
 - Letters of support for the project from local authority or partners
 - Specific research on the subject area of the project
 - Focus groups or consultation events

Gathering your own evidence

- Questionnaires
- User forums
- Consultation Groups
- Case studies

Answering the questions

Who will benefit from your work?

We work with a group of 55 young people aged between 13 and 18 who use our club regularly during the school holidays and in the evenings. Some of these young people are not engaging with their school work and are in danger of becoming NEET. We also have a group of 10 committed volunteer leaders aged between 19 and 25 who are benefitting from the training we provide.

Answering the questions

Where are you located and what is unique about your location?

We are located in Folkestone in Kent; our club house is situated in an estate which is in the top 15% most deprived neighbourhoods and many of the young people attending our club are from low income households. In addition we are seeing increasing numbers of young asylum seekers coming to our area; which is having an impact on our service because we want to be able to work with these young people too.

Answering the questions

Who are you working with and who has been involved in the planning of your project?

We are working with 10 young people with and without learning difficulties. The young people work side by side to enjoy outdoor activities together. We include all young people in the planning of our activities; we have a users forum that meets every 3 months and a representative from the forum who also has LDs reports back to the Trustees. We researched our local area and we know our work is unique; so we also involve social services and other key local service providers in the planning of our work.

Answering the questions

How you know the project is needed

We have worked in this area for the past 20 years and in that time we have seen increasing demands on our services. Parents and young people tell us in our annual user surveys that there is no other similar service. Local authority plans show that 10 000 more homes will be built in our area in the next 4 years; so we know the demand will only increase.

To Summarise

- Gather the evidence you can now
- Don't be too alarmed by the questions from funders
- Know your area
- Know and include your service users
- Remember why you set up in the first place and continue to keep your services current
- Make use of social networks like Facebook if you don't have a website

Where can you get more information?

Big Lottery learning zone:

http://www.biglearningzone.org.uk/need::how_to.html

Neighbourhood Statistics:

<http://www.neighbourhood.statistics.gov.uk/dissemination/>

Kent Police:

<http://www.kent.police.uk/YourNeighbourhood/location.do?id=1038>

Kent County Council or your local Council websites