



Top Tips




Developing a project proposal

Mission and Values




This guide will be useful for: organisations looking at developing a project idea and want to create the best possible proposal to support a funding application.


What you want to achieve:

Increased likelihood of developing a strong project proposal that is clearly formulated and therefore has greater chance of success. 

What you'll need:

Staff / trustee time to develop the proposal 

Information about gaps in service and needs of local community 

Financial information – how much will the project cost to deliver 

How you'll do it:

- When considering possible applications for funding for a specific project it can be helpful to develop a project proposal. **This written document can be used to send to potential funders such as charitable trusts, or you could cut and paste text from it to fill in online applications to the Lottery or other funds.** If you have already developed a 'case for support', you will be able to use elements of that in your project proposal.
- **Your proposal should start with a project summary – it could be helpful to develop an 'elevator pitch' as your summary.** You may find it easier to write your summary after you have finished the rest of the project proposal as it should neatly encapsulate the proposal in a couple of paragraphs.

- Introduce your organisation: tell the funder about your organisation and why it can be trusted to use funds effectively. Summarise your organisation's history, outline your track record of achievements, describe your services. Outline your annual income level, where you are located, and who runs the organisation. If other groups in your area do similar work, explain how you differ (e.g. catchment area, client group) and mention any collaboration if relevant. **How is your project unique? Why are you best placed to address the problem?**
- Describe the problem / need / situation that you hope to address. Why is it a problem and how do you know this? You need to **convince the funder that the issue is important**, and show that your organisation is well placed to tackle it. Outline any data (refer to your 'gap analysis / needs assessment') to demonstrate the need and make sure you also include 'case studies' to add human interest to your proposal.
- **Describe the project:** What services and activities will you deliver, where and when will these activities take place, and how often? How will the users of the project benefit from your services? How will you involve beneficiaries in the activities?
- **Impact and outcomes:** What do you hope to achieve through the project? What will change as a result of your project? Will beneficiaries feel less isolated or have increased well-being?
- **Monitoring and evaluation:** What does success look like? How will you measure your outcomes? Briefly outline the information you will gather and how you will use any learning for future development of the project or to share with other community transport schemes in other areas.
- **Budget for the project:** How much will your project cost? What do you need the funding for (capital costs, revenue / running costs, e.g. for staff, vehicles)? Provide a budget with a breakdown of costs. Note whether you have approached other funders for a contribution towards project costs, and what money has been secured to date. **Funders may expect you to have asked for support from other sources.**
- You could also mention the value of in-kind contributions if relevant, for example, **the economic value of volunteer hours you anticipate will be spent on delivering the project for example**, if your scheme has volunteer drivers or other volunteers involved in delivering activities.
- What difference will their funding make **(how are you meeting their objectives)?**
- **Future funding for the project:** If you continue this project in the future, how will it be supported? Most funders do not want to support the same projects indefinitely. They may see their role as funding innovation and supporting new projects. They may want to see that you have given this some consideration, so include a couple of paragraphs in your project proposal outlining your longer-term vision for the project once this initial funding ends. **Consider ways in which you can make the project sustainable.** Not only is this useful information for funders, but it could also increase the likelihood of your project being successful.

Connecting Communities in Wales

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