



Developing a Case for Support

Connecting Communities in Wales Project

 @CTAUK1



Why have a 'case for support'?

- As part of your fundraising strategy you need to build a **compelling case for support**. It conveys the story of your organisation clearly and concisely so funders understand the benefits of what you do and how they can support you
- This **forms the basis of all your communications**, whether it's a fundraising appeal, website content, Facebook page, funding application or a conversation with supporters



What to include?

What you do and why you do it

Who you benefit and why they need you

What would happen if you couldn't support them

What resources you need: funds, staff, equipment

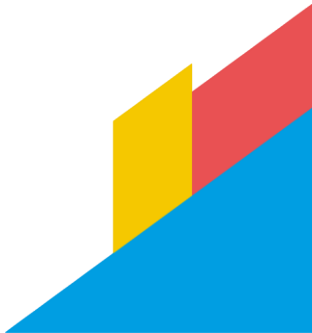
The strengths of your organisation: able to deliver

The impact you will make: bring the story to life



What you do and why

- Set the scene and **explain the context** for your work
- Briefly describe your **mission, vision and values**
- Use links to short films or include photographs e.g. of your office base, community centre, community transport vehicles to **help funders see** your organisation and work.



Who you benefit

- Outline **who** your beneficiaries are e.g. older people, disabled people, jobseekers
- **What** are their needs e.g. is public transport infrequent or inaccessible? Is there low car ownership due to high levels of deprivation in the area?
- **Why** do they need your support e.g. issues around isolation, difficulties getting to services due to distance, access issues with public transport?



If you couldn't support them...

Would there be an impact on the number of 'Did Not Attends' for medical appointments? Would people's health deteriorate?

Would people become increasingly isolated and lonely with all the resultant wellbeing impacts this brings?

What would happen?

Would people be unable to live independently at home if they were unable to access everyday services?

Would there be economic impacts if people aren't able to get to education or work opportunities?

What resources you need

- Provide information on **income level and funding mix**. If reserves are high, explain why (for vehicle purchase?)
- Include your **anticipated income and expenditure** for the current year, and note any income which is confirmed
- Outline **what you are asking for** (tailor the case for support for each funder)
- Describe **contingency plans** e.g. if you do not raise all the money, will you scale back service delivery?



The strengths of your organisation



Outline your organisation's **good governance** and skills and experience of staff and trustees



Refer to your organisation's **track record** of service delivery and project management



Describe any **key partnerships** highlighting how you work with others to meet needs



The impact you will make

- Include short **case studies and quotes** showing the impact of your work – you want funders to see how passionate you are about making a difference.
- Remember your case for support is a **marketing tool** – you want it to elicit a response. Highlight the value a funder can add.



The impact you will make

Consider how you can **evidence your impact** through showing any engagement work. You could include:

Quotes from funders about why they support you

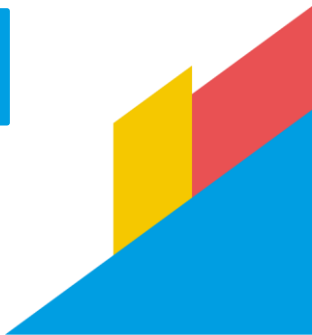
Letters of support from stakeholders e.g. Council

Video interviews with people using your service

Summary of any passenger satisfaction surveys

Photos of flipchart sheets from a focus group

Minutes of a community meeting



The 'call to action'

- Make sure your case for support includes a clear **'call to action'**: you want the reader to make a contribution in some way (e.g. financial, sponsorship, sharing their expertise or providing business support)
- Don't forget to include your contact details, and **signpost funders to your website, Twitter and Facebook** accounts for additional information



How we can help



- **Working with you to developing project ideas** for community transport
- **Funding advice and templates**— supported groups to bring in almost £2million so far, ranging from £5,000 to £500,000.
- **Good governance** – performance standards, advice and information related to community transport

