



*Restoring safety,
Renewing lives since 1973*

Fundraising Basics for Women's Organizations Funding Proposal Outline

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Introduction

- Some funders have forms or guidelines for proposals. If a funder does not provide these, this document will help guide your funding proposals.
- Following directions is essential in proposal writing. If you are missing information or have not followed directions that your funder requires, your proposal will likely not be read.
- Demonstrate an understanding of the funder's mission and goals. Make sure your proposal explicitly relates to their funding priorities.
- Length of the proposal should be proportionate to the amount you're requesting. Shorter proposals work best for small amounts (under \$20,000).

Cover letter

- Include:
 - Brief background information on who you are
 - Short description of program
 - Briefly outline the need
 - Outline the program & goal
 - Who will it serve? How many people?
 - Timeline
 - Highlight how the program fits the funder's values and priorities
- Cover letter should be on organization's letterhead
- Make it personal and motivating
- Provide contact information
- Ensure your charitable registration number is on your letterhead
- Keep it short
- Find out who it should be addressed to

Title Page

- Give your project/program an interesting name
- Include:
 - contact information
 - amount requested
 - date of submission
 - funder name
 - charity name

Table of Contents

- Include this if your proposal is long
- Don't forget to number your pages

Executive Summary

- Write this LAST.
- Summarize your proposal but keep the wording fresh. Repetitive proposals are not exciting to read.
- Keep the key facts and the emotional tone of the proposal.
- Include the amount you are asking for.
- The summary must stand on its own. It is often used to summarize the program to the Foundation's board and can have an impact on funding decisions.

Introduction to the charity

- Mission and brief history
- Outline of your programs
- Who do you help? Statistics on your residents/clients.
- What makes you different? What are your main achievements? Have you won any awards?

Problem or Need

- Describe the problem the project will address
- Use research to show the need
 - External research
 - Quantitative and qualitative data
 - First-hand accounts, client testimonials
 - Statistics, reports, expert opinion
 - Internal research (ex. client surveys, needs assessments)
- Why is this program important? What would happen if this problem was left unaddressed?
 - Think beyond the individual. What are the impacts on the community?

Project Goals

- What will the project accomplish?
- How many people will the program help?
- Who will the program help? Describe the program's target audience.
- What changes will occur as a result of the project?
 - Qualitative and quantitative
 - Example: 50 women housed in second-stage housing program
 - Example: Women feel safer in their new homes.
- Why is your organization well placed to do this work?

Activities

- If you already have a workplan or logic model, this is the place to include it. It should include: Timeline, Results/Outcomes, Activities and Performance Indicators
- See Appendix A for a basic workplan template and sample.
- Explain how you've involved program participants in the planning and development of the program.
- Explain how these activities are adapted to suit the needs of your clients.
 - This includes adapting programming for different ages, languages, abilities, etc.

Method

- Are there other organizations doing this work?
 - How is this different? OR
 - How will you partner with those organizations? (ex. refer our clients, adopt their model, etc)
- Are there other models that address this issue?
 - Why is the model you are proposing the best option?

Organizational Capability & Project Management

- Who will do the work? Give a rough idea of the number of staff involved and what their backgrounds are or should be. Staff bios are unnecessary, especially since staffing can change.
- Describe your organization's capacity to manage this project, or give an example of having done so in the past.

Outcomes and Evaluation

- How will you measure the program's success?
 - List the evaluation tools you might use (surveys, interviews, etc)
 - How often would you evaluate the program? Monthly? Quarterly?
 - Would you bring in an outside consultant to perform the evaluation?

Recognition or Benefit

- What are you offering the funder? Some examples include:
 - Listing in annual report
 - Website recognition
 - Logo/mention on promotional materials for the program
 - Press
 - Donor wall

Future Funding

- If you are not asking the funder for the full cost of the program, outline your plan for acquiring the remaining funds
- Outline your plan for to fund the program after their funding ends

Budgets

- See Appendix B for a budget template (to use if the funder does not provide one in their application form)
- Make sure your budget balances!
- It's always helpful to the funder to have a description of what each line item is, or how you arrived at the cost. For example, staff time should be broken down into an hourly rate x number of hours per week
- Some items you might need to include:
 - Cost to manage the program (often a percentage of management salaries)
 - Staffing might also include specific administration staff members depending on the program proposed. For example, setting up a bursary fund or a loan fund would require some commitment from the Finance Department.
 - Staff training required.
 - Space – ex. office, meeting, classroom, etc.
 - IT – ex. new computers.
- Some funders like to know specifically which lines they are funding. In this case you should add another column to the right of the “Expense” column in the budget to show which lines they will be funding and the dollar amount requested.

Appendices to include

- Board of Directors list including their positions on the board
- Audited Financial Statements for the last available year
- Organizational operating budget – can be a summary
- Testimonials or endorsements
 - Letters of recommendation from the community or project partners
- Annual report
- Brochure
- Fact Sheets



Tips

Writing Style

- Use active language
- Keep paragraphs and sentences short
- Keep the reading level below grade 10
- Use stories where possible
- Use positive language:
 - BAD: “without funds we will not be able to ...”
 - GOOD: “with your support we will be able to ...”