

ABC's of Project Funding: Six Questions Funders Want You To Answer!

[PROJECT NAME –describes what you are doing]

*Include a **covering letter** that is signed by an officer with signing authority for the organization. The letter will certify that all information provided in support of the request for funding is true and complete, and providing consent for the funding organization to make credit and other enquiries necessary to evaluate your funding request.*

1. WHO ARE YOU?

Legal Name of Applicant:

Operating Name:

Address:

Type of Business:

- Telephone/Fax/E-Mail coordinates for:
Organization Chair/President; Contact person – Project Management; Contact person – Finance

1.1. Organizational History

Provide a brief history of your organization. Include any relevant historical event (e.g. by whom, when, and where organization/association was established; changes in ownership, reorganization, or insolvency).

1.2. Organizational Mandate

Summarize your reason for being (the mandate as outlined in the legal documents which establish the organization. Enclose copies of documents of incorporation, letters patent or order in council confirming your legal status.

1.3. Profile Your Organization

Describe your organization (number of staff and/or membership, office location(s), its activities, geographic coverage, key markets, products/services, and other characteristics.

1.4. Governance/Senior Management

Who are the officers and key employees. Describe their role within the organization and their responsibilities, experience and qualifications related to this project.

1.5. Partners/Stakeholders

List who your partners are in this project and assign them a role: contributor, project participant/benefactor, stakeholder. You will have to document what resources each of your partners will be providing (in cash or in kind) and why they are important to achieving your objectives.

1.6. Financial Stability

You should provide name and contact information for key references: e.g. Bank Manager, Accountant, Solicitor and Insurance Agent.

2. WHAT IS THE PROJECT?

2.1. Project Description

- *Provide a detailed description of the project.*

2.2. Project Objectives/Targets/Deliverables/Approach/Timing

- *Specify objectives to be achieved by the project.*
- *Identify performance targets/deliverables and how will measure them*
- *Provide a project timeline that shows key workplan activities*
- *Provide a draft statement of work*

3. WHAT WILL IT COST AND WHO PAYS FOR WHAT PART?

- *Identify and substantiate project costs.*
- *Describe any in-kind contributions.*
- *Provide a monthly project cash flow projection showing expenditure/revenue streams.*

4. WHO BENEFITS AND HOW?

- *Identify anticipated economic/service benefits during/after the project.*

5. WHY IS THIS PROJECT SO IMPORTANT?

- *Show the significance from the organization's, community's, sector's perspective*
- *Show that the project aligns with local/regional local needs and priorities*
- *Indicate how the project fits with the funder's strategic objectives*

6. HOW IS THE PROJECT CONNECTED TO THE UNIVERSE?

- *Describe sensitive issues or risks associated with the project, including criticism from competitors.*
 - *Show how the project is complementary to other related initiatives.*
 - *Describe how the project leverages existing provincial/regional systems*
 - *List the communities, leaders, businesses you have engaged*
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