

Planning a Project or Activity

Before you apply for funding it helps to write a plan for your project or activity. This factsheet provides headings to help with planning.

Examples are given *in italics*. These examples are simple and brief – your project may need more detailed responses.

Heading	Information to Include	Example
Project Title	Some funders will require a name or title for your project, and it helps to separate this activity from the rest of your organisation's work.	<i>Summer trips for youth club</i>
Reason for Project	Why is it needed? What problem or issue is it addressing? What facts or statistics can you use?	<i>Lack of local provision for young people during the holidays</i>
Aims	What is the project for? What will it achieve?	<i>keep young people occupied during the holiday</i>
Outcomes	What difference will your project make? Some funders ask for a list of outcomes. Even if they don't it can be useful to think this through.	<i>Young people will be less likely to get into trouble during the holidays Young people will experience new opportunities</i>
Description of Project	When will the project start and end?	<i>July – August 2007</i>
	How often and for how long will activities run?	<i>One trip a week for 4 weeks, each lasting 6 – 8 hours</i>
	Who will benefit?	<i>50 Newham young people aged 14 – 17, most from low income families; 25 young people per trip - each can attend 2 trips</i>
	Details of activities	<i>Trips by minibus to Chessington; Thorpe Park Trips by public transport to: London Dungeons; Mile End Climbing Wall</i>

Heading	Information to Include	Example
Why should your organisation run this project?	What experience, skills or links do you have that show you can deliver this project well?	<i>We have organised outings successfully before and work with young people so we know the type of activities they will participate in</i>
Monitoring and Evaluation	How will you measure the success of the project? How will you gather information to use in end of project reports and to review the project?	<i>Register of young people attending trips Questionnaires completed by young people at end of project</i>
What you need to make the project happen	Who will manage the project?	<i>The management committee</i>
	Who will staff it?	<i>2 sessional qualified youth workers; 3 volunteers</i>
	What policies & procedures must be in place?	<i>Child protection policy; CRB checks; risk assessment procedures; adequate insurance; parental consent forms; first aiders</i>
	What funding is needed? Be as accurate as possible, using actual quotes wherever you can.	<i>Travel, entrance fees, sessional workers, volunteer expenses, publicity, insurance</i>

The funding you need will depend on the project. Here is a more detailed list of possible costs to consider:

- Admin or co-ordination of project (if done by paid staff)
- Child care/crèche
- CRB checks
- Entrance fees
- Heating
- Insurance
- Lighting
- Materials or equipment for activities
- Phone
- Postage
- Publicity
- Refreshments
- Staff costs: recruitment, salaries, NI
- Stationery
- Training for staff or volunteers
- Travel for activities
- Travel for staff participating in trips or training
- Venue hire
- Volunteer expenses: travel, refreshments, child care

Once you have a clear plan you can look for potential funders and use the plan to complete funding bids.

If you need help to find potential funders or would like someone to check a draft application, please contact the CIU team on 020 3740 8122.