

# TRUST FUNDRAISING QUESTIONS: 1 BENEFICIARIES



THIS ONE PAGE WONDER IS PART OF THE TRUST FUNDRAISING QUESTIONS SERIES WHERE WE ANSWER QUESTIONS FREQUENTLY ASKED BY TRUSTS. FURTHER FUNDRAISING MATERIAL IS AVAILABLE AS VIDEOS, REQUEST 'ON DEMAND' FROM BVSC.

## WHO ARE YOUR BENEFICIARIES?

Who are the people that benefit from your work?

Options for structuring this question:

**A straightforward description of the people you help.**  
For instance:

*'The X Project helps young people aged 16-18 who are struggling with school life and who are in danger of being excluded. Working with these young people has shown us that this may be due to pressures on the family such as debt or poor mental health. They come from a range of ethnic groups which is reflective of the diversity of the middle part of the Bexley borough according to the latest figures on the Joint Strategic Needs Assessment for Bexley.'*

**A description of direct and indirect beneficiaries.**  
For instance:

*'The X Project **directly** helps young people aged 16-18 who are struggling with school life and who are in danger of being excluded.'*

***Indirect** beneficiaries are teachers and families who find that the young people they are interacting with are calmer and less prone to aggressive outbursts.'*

Trust applications can help us ask ourselves, who are the people we are setting out to help? What do we know about them? It can help delve deeper and crystallise our thinking so we can then be clearer on how they may want to benefit. Thinking in this way is part of having an impact approach.

Introductory sentence. Reader knows the broad response to the question.

Further detail backed up by how you know such as by using internal evidence.

Where it adds weight, and answers the question, refer to other sources of evidence.

Hang further details on this structure if there is space to do so.

## TIPS

**Structure** - It can be tempting to empty the contents of our heads into an application until we reach the word count, especially when time is tight. Stop! Instead think about the points you want to get across and the logical order.

**Who do the trust want to help?** If you use the traffic light system recommended in Karen's fundraising training then you will have marked on the criteria anything the trust 'must' or 'should' have in a successful application. Can you draw this out in your answer? For instance, in the example above a trust might support 'Covid related mental illness'. You could add to your answer a sentence like: 'As the Y report (2022) shows we are starting to see increased levels of anxiety around exams amongst beneficiaries due to disruption to schooling caused by Covid.'

## WHAT NEXT?

Add this to your Funding Hub document so that you build a library of answers which can be adapted for the next application.

Funding Hub document:

<https://www.bvsc.co.uk/resources/funding-hub-document>

## OTHER RESOURCES

Sticking to word counts in applications

[www.bvsc.co.uk/resources/sticking-word-counts-micro-training](http://www.bvsc.co.uk/resources/sticking-word-counts-micro-training)

One Page Wonder on where to find funds available on request.

Funding Impact, one of the 7 Impact for Funding sessions, explains the traffic light system and is available On Demand as a video or booklet on request.