

TRUST FUNDRAISING QUESTIONS: 3 BENEFITS AND PROOF



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.

WHAT ARE THE BENEFITS OF YOUR WORK AND HOW DO YOU KNOW?

When looking at this question consider whether the funder is using the word 'benefits' to mean the outcomes (changes) and impact (longer term changes) of your work.

What 'benefits' are the funder looking for according to their criteria? Does this match the benefits your organisation is looking to bring about? If not, should you be applying to this funder?

If you feel that the funder and your organisation are both seeking the same benefits then simply write them out. This might be like the Basic Sample Answer below. You may want to tweak your wording to fit the funder's way of wording things, but do not bend the truth.

If you have not written your outcomes down then the first of the 7 Funding for Impact Sessions and this [Get it Done! Session can help](#).

WHAT ARE THE BENEFITS OF YOUR WORK AND HOW DO YOU KNOW?

What evidence do you have to show that your group brought about the benefits?

As covered in the 7 Funding for Impact Sessions (available on request) it is good to back up every benefit with at least one piece of evidence that shows your claim is true.

Types of evidence might include statistics (quantitative) and narrative (qualitative evidence), see below.

You might want to think about what level your evidence is and see whether you can strengthen your evidence. Information on levels of evidence can be found in a table on [this page](#).

BASIC SAMPLE ANSWER

Charity Z helps Bexley residents aged over 18 who are in debt by:

- 1) Increasing the participant's ability to reach out for help. We know this because our surveys show that 70% of 2021 participants felt they were more able to ask relevant people/groups for help.
- 2) Increased understanding of how to prevent further debt amongst participants. Over the last three years 80% of participants pass the end of course quiz on this subject.
- 3) etc..

An Evaluation of our work is available at www.ourgroup.com which suggests that the impact of our work adds to improved wellbeing in the borough. The evaluation includes case studies and quotes including this quote from our local councillor: *'having joined your session last week I was bowled over to hear about the difference it had made in their ability to reach out for help and prevent further debt. You are changing lives!'* (2022)

Notes on the sample answer

Clarity on who is benefiting

Numbering is a useful way to structure answers in trust applications.

Outcome stated followed by the evidence. Depending on the amount of funds will depend on the amount of evidence and level of evidence required.

How many benefits you are required to have may be covered in the trust guidance. If not the word count may provide an idea of how many to write.

Final paragraph summarises the impact and overall evidence. The recency of the evidence is clear.

Ends on a positive piece of evidence.

EXAMPLES SOURCES OF EVIDENCE

Focus groups

Ad-hoc

Case studies

Polls/Surveys

Before and after statistics

Evidence from different stakeholders like beneficiaries, staff/volunteers and professionals.

WHAT NEXT?

Check out the other trust fundraising questions on the Resources part of the website.

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

Funding Hub document: www.bvsc.co.uk/resources/funding-hub-document