

## Why Funding Applications Fail

### Why

- You have not researched the real need for your project
- You have not demonstrated that no one else offers this service
- Your project is not in line with the wider picture eg local strategies

### Project Planning

- You have not planned your project - it's an idea but not developed enough
- Your project plan lacks detail

### Finances

- Your project is not realistically budgeted - too little or too much
- You do not have the experience, as a group to run a project with that amount of money
- Your project is too expensive - it's not good value for money
- You are asking for far more than this funder gives
- You do not have proper accounts for the funds you already have

### The Difference you will make

- You have not shown what difference the money will make to your target group's lives
- Your project is more about getting funding to keep people in their jobs
- Your project is over-ambitious - you have too many aims
- What difference would it make to your clients/members if your service stopped?

### People

- Your staff and management committee do not have the experience to be successful
- Your committee are all of a different age/live in a different area from your clients

### Application form

- You are using lots of jargon and the essence of your project can't be understood
- You have missed out sections
- You have been too brief in your answers
- You have assumed certain knowledge on behalf of the funder

### Sustainability

- You have no realistic expectation of getting continuation funding
- You have not even thought about what will happen when the money runs out
- Your project will raise expectations, then you will be unable to get further funding

### Difficult ones

- You are a "middle of the road" community without obvious social exclusion - difficult to show need
- The fund is oversubscribed - there simply is not enough money to fund it