Toolkit Template

**A Case for Support**

**Your vision**. What is your group trying to achieve? What difference are you making in people’s lives?

**Your history.** When was your group established, why, and by whom?

**The need.** What’s the need or problem you’re trying to solve? Do you have evidence of the need e.g. statistics, quotes, service data, reports?

**Your services and projects.** What do you offer?

**Your impact.** How are you changing lives? What evidence do you have about this? How are you monitoring and measuring your impact?

**Your finances**. How much does it cost to run your services each year? How do you raise the money?

**Your ambitions and plans.** What else would you do if you had the money?

**Your call to action.** What exactly do you want supporters to do?