



FULLCIRCLEARTSTOOLKITS

SERIES 1 FUNDING... designing a fundable project

Good ideas are essential to good fundraising. Even the very best application may not make up for a poorly thought out project. The following are some of the ingredients of a good idea.

- It meets a really important and urgent need.
- It is fresh or interesting (or at least sounds it) and captures the imagination.
- It is – or appears – innovative.
- It is topical – it fits with current Government and / or Arts Council agendas, social thinking, concerns.
- It addresses issues of disadvantage, a key concern for most funders.
- It is different – it stands out in a crowd of more ordinary applications.
- It shows value for money or leverage (a small input with lots and lots of output).
- It complements and supplements existing provision or involves collaboration with other agencies.
- It has a clear and attainable objective.
- It has measurable benefits and specific outputs.
- It is realistic and achievable.
- It is fundable, and may even develop its own income ion the long term.