

## Evidence of Need

What needs to change?

Funders give money in order to change things and to make things better. You need to convince potential funders that you have identified a need, something that needs changing

You need to describe clearly the problem you aim to address and produce evidence that it exists.

What evidence are funders looking for?

Many funders expect to see that you have consulted with the people or community where the need exists. You can use data from a number of sources to put your project in a social, economic, or environmental context.

You will also need to show that your project is an effective way of dealing with the problem, or that the benefit will be appreciated by the community.

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## How to get evidence:

### Your own research or consultation

- telephone surveys
- postal or online questionnaires like [www.surveymonkey.com](http://www.surveymonkey.com)
- face-to-face surveys
- focus groups
- feedback forms
- photographs
- your own experience and knowledge
- consultation with users

### Research and statistics you can find and use to support your case:

- the Wiltshire Intelligence Network [www.intelligencenetwork.org.uk](http://www.intelligencenetwork.org.uk), has local data mainly relating to Wiltshire, but has some information relating to Swindon
- Government Office of National Statistics, [www.ons.gov.uk](http://www.ons.gov.uk) and [www.census.gov.uk](http://www.census.gov.uk)
- Swindon borough Council [www.swindon.gov.uk](http://www.swindon.gov.uk)
- Specialist charities for the area of need.
- University departments and specialist research centres.
- Reports
- Case Studies
- Expert Advice