

## Guidance Notes

# Planning Your Project

Before you start approaching funders you need to carefully plan your project. The following questions are designed to help you plan your project.

1. Describe the aim or purpose of your project – this is what you expect to achieve with your project (or the change you hope will happen as a result of your project).
2. Who will benefit from your project
  - 2.1. Who are the people who will benefit (i.e. how would you describe them)?
  - 2.2. How many people will benefit?
  - 2.3. Where do they live?
  - 2.4. What are their needs/problems?
  - 2.5. How did you find out about their needs (i.e. what research did you conduct)?

### Examples of how you can find out about people's needs:

- Questionnaires asking people's opinions.
- Written and spoken statements from users and community members on what services they need.
- Numbers and types of people using the service.
- Information from the census and local council.

3. About your activities:
  - 3.1. What activities are you going to run to meet the aims of your project?
  - 3.2. How often will your activities be run – *e.g. daily, once a week, twice a month etc?*
  - 3.3. When will they be run – *what time is most convenient for those you are trying to help?*
  - 3.4. Where will they be run – *do you need premises? Acquiring them is an objective in itself*

- 3.5. How many people will use the service?
- 3.6. When will you start the service? For how long will it run?
4. Outcomes: what will change in people's lives as a result of each of these activities?
5. Who will run the activities?
  - 5.1. What qualifications and experience will you look for?
  - 5.2. Will they be paid? If you are using volunteers you must be careful to only pay those expenses that volunteers actually spend.
  - 5.3. What will be your recruitment process?
  - 5.4. How will you supervise staff/volunteers and appraise their performance?
  - 5.5. If you have people working with children or vulnerable adults, have you run background checks on them through the Criminal Records Bureau?
  - 5.6. How will you provide staff development and training? Your staff will need support to carry out their work and will want to develop their own skills in order to improve. All training has costs associated with it both in terms of finances and the time involved.
6. How will you market and/or promote the project – how will people know about the services you are providing?
7. Who will oversee and co-ordinate the project and follow up its implementation?
8. How will you know if the project is achieving the expected results?

#### **Information Box**

Being a voluntary organisation does not excuse you from being a good employer. Failing to act properly is costly in time, money and emotion. Always seek advice about the legal and financial implications of recruiting staff.

To employ staff you will need

- A contract of employment
- To budget for PAYE and National Insurance
- A process for supervision
- A grievance and discipline procedure that you can follow
- A plan for paying any extra costs associated with sick leave and maternity, paternity or adoption leave.
- A plan for paying any costs related to redundancy

9. Develop a budget for your project based on your activities, e.g.:

The BUDGET:

ITEM	COST
e.g. Rent for premises	
e.g. Volunteers expenses	
e.g. CRB checks	
e.g. Insurance	
...	
...	
<b>TOTAL</b>	

10. Start thinking about funding:

- 10.1. When do you need the money by? How much do you need?
- 10.2. Who will research the information on funders?
- 10.3. Who will write funding applications and letters?
- 10.4. Decide from which of the sources below you will seek funding for your project (you do not need to raise funds from all the sources below).

**Information Box**

Below are some possible sources of income for your project:

1. Trusts and Foundations
2. Lottery (Lottery Funding information is available from, [www.biglotteryfund.org.uk/](http://www.biglotteryfund.org.uk/)).
3. Local government (approach the relevant WBC office for information).
4. Central government (The Home Office, the Department for Health, the Department of Education and Skills and others are all major sources of funds).
5. Companies
6. Individuals (you need to have a permit to conduct public collections from the Metropolitan Police Service or the Corporation of London. If you are registered as being charitable with the Inland Revenue you can reclaim the tax on donations made by known individuals. This is known as Gift Aid, [www.tax-effective-giving.org.uk/](http://www.tax-effective-giving.org.uk/)).
7. Members (subscriptions can be a great source of funds to cover costs such as postage and phone calls. Members could also be encouraged to Gift Aid their donations).
8. Running Events that generate income.
9. Selling services (this is an effective way of raising funds that can be spent on any part of the organisation. However you need to consider the effect this will have on those people you are seeking to help, who may not be able to afford the service).

**If you would like further information on the issues in this Guidance Notes, visit [www.knowhownonprofit.org](http://www.knowhownonprofit.org)**

**More Guidance Notes can be found on our website: [www.wvsda.org.uk](http://www.wvsda.org.uk)**

The Wandsworth Voluntary Sector Development Agency (WVSDA) provides information, advice and training to voluntary and community groups. Whilst every effort is taken to ensure the information, advice and support we offer is current, relevant and accurate, it does not constitute legal advice.

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This document was last updated in March 2011.