



THE 12 P'S FOR SUCCESSFUL GRANT APPLICATIONS

1. **PURPOSE (Clear purpose and rationale)** - Is there clear purpose and rationale for the project?
2. **PROBLEM (Evidence the need is real)** - Is the problem clearly defined? Is there strong supporting evidence for why this problem needs to be addressed?
3. **PEOPLE (Based on what customers want)** - Have the target customers (beneficiaries) been clearly identified? Have they been involved in the design of the project? Does the project genuinely respond to what they want (not just what you think they need)?
4. **PARTNERSHIPS (Identify who can add value)** - Have you considered whether others could support, deliver, or add value to this project? Are local assets (people, groups, services) being used or engaged?
5. **PROJECT (Define activities and scope clearly)** - Have you clearly described what the project is actually going to do? Are the activities based on evidence or need? Are they achievable in the proposed timescale?

6. **PLAN (Time-bound delivery milestones)** - Is there a clear, time-based delivery plan? Does the plan clearly state who is doing what and when? Are all staff and volunteers (the team) in place or is recruitment factored into the timeline?
7. **PROMOTION (How you will reach your audience)** - Is there a clear plan to raise awareness and engage participants? How will you reach your intended audience?
8. **PARTICIPATION (Co-design, co-delivery, co-ownership)** - Have you included a plan to involve and engage people meaningfully (not just numbers)? Does the project encourage co-design, co-delivery, or co-ownership?
9. **PROGRESS** - Have you identified what outcomes you are aiming for? Are there tools or a plan in place to monitor and measure progress (quantitative and qualitative)?
10. **DOLLARS** - Is the budget realistic and clearly broken down? Is all funding accounted for? If in-kind contributions are included, are they clearly justified?
11. **PREVENTION (Tackles root causes long-term)** - Does the project aim to address root causes or longer-term change? Will it create long-lasting impact, beyond the funded period?
12. **PROOFREADING (Independent third-party review)** - Can you get an independent third party to scrutinize spelling, terminology, and budget?