

## KDP CASE FOR SUPPORT

### 1. Mission Statement

*An awareness of the cause; insight into the problem being addressed by your organisation.*

### 2. Goals

*The desired achievement that is expected to solve the issue/problem. What is the change you wish to see?*

### 3. Objectives/Outcomes

*What will be accomplished by reaching the goals.*

### 4. Programmes and Services

*The organisation's service to people (including the stories of how people benefit).*

### 5. Finances

*The expenses of providing programmes and services, as a validation of the need for fundraising and philanthropy.*

### 6. Governance

*The character and quality of the organisation as shown in its staff and/or volunteer leadership and governance structure.*

### 7. Staffing/Volunteers

*The qualifications and strengths of staff/volunteers*

### 8. Service Delivery

*The advantages, strengths and effectiveness of the mechanics of programme and service delivery.*

### 9. Planning and Evaluation

*Programme and fundraising plans and evaluation processes that demonstrate service commitments, strengths and impact.*



## 10. History

*Background and History - founders, volunteers, staff and others and the credibility implied by success over time.*

**We suggest adding one more component:**

## 11. Donors

*Information on current supporters and sponsors.*