

Section 8.3 Activities

Activity 8.3.1 Write Your Background Statement

Good background statements convince the funding body:

- There is an urgent need which should be addressed
- You know how to address the problem
- The community will benefit from your proposal
- The benefits to the community align with the funding body's priorities.

Describe the Need

Use the quantitative and/or qualitative evidence collected in [Identifying Needs \(p11\)](#) to answer the following questions

What is the need?

Why should it be addressed now?

What will happen if the need is not addressed now?

Who did you talk to or what research did you do to find out about the problem?

Summarise your Proposal

Briefly outline how you will address the need. Emphasise your evidence base, aims, and objectives. Inform the funding body whether there are other strategies in place to address the need and how your proposal will complement these strategies.

What are you doing?

Why have you chosen this method?

Activity 8.3.1 continued over page

Activity 8.3.1 Write Your Background Statement (cont.)

Align Objectives

Describe how your aims and objectives:

- Reflect the funder's priorities
- Will benefit the community.

What are your expected outcomes?

How will your outcomes benefit the community?

How does this match the funding body's priorities?

Review your Background Statement

Present your description of need to someone who does not have a good understanding of the problem. Ask them if they understand what the problem is and why it should be addressed.

Did your colleague understand your description of need?

YES NO

Did their understanding match yours?

YES NO

If their understanding reflects yours, you are on the right track. If it doesn't, clarify any differences and rewrite your description.