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| **What your organisation is and what it does** |
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| **Why it exists/what problem it seeks to solve – the need** |
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| **What it is that’s distinctive about you – history, credibility, past achievements, skills** |
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| **What you’re trying to achieve (i.e. why you need money)/specific objectives** |
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| **Sustainability plan – how will you maintain the work after the funding ends, future funders** |
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| **How the funder can help and what’s in it for them** |
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